



2022

**INTERACTIVE
CULTURAL
CALENDAR**

**GRANT
GUIDELINES**

Description

The City of Madison would like to help support an organization, experienced in marketing, that designs, develops, publishes and maintains a web-based interactive Cultural Events Calendar to promote community, arts, and cultural events in the Greater Madison area. Grant applicants who collaborate with similar organizations in order to develop a more robust and inclusive Cultural Events Calendar are preferred.

The Greater Madison area currently does not have a user-friendly one-stop-shop platform that informs visitors and residents about MOST cultural and community activities, that can be filtered, allows submissions, and is monitored. An interactive cultural calendar could not only strengthen the area's cultural tourism, but it could facilitate the work of local artists and performers.

Our primary goals are to strengthen the Greater Madison culture ecosystem and build awareness about many cultural activities occurring in the area. Additionally, the cultural calendar must reflect the vitality and values of the city, attract outside visitors, and feel welcoming to people from diverse backgrounds.

During the development or improvement of the calendar, the Greater Madison Music City Team, as a partner of the City of Madison, will provide feedback about content, language and accessibility. This work would contribute to the city's vibrant economy and support art creation, music recording, performance, art education, and appreciation for the cultural sector.

GOALS



BACKGROUND

The City of Madison is an active member and sponsor of the Greater Madison Music City (GMMC) Team. GMMC is a collective impact project that aims to strengthen Madison's music ecosystem and therefore, foster economic growth, enhance job opportunities in multiple sectors, and improve the cultural and social lives of residents through an equity lens.

The Tourism Music Hub Team, which is a sub-group of GMMC, developed a set of goals and strategies to recognize the value of music to draw people to Madison while keeping diversity, equity, and inclusion at the forefront. The overarching goal of this sub-group is to **"increase the Greater Madison's regional competitive advantage in Wisconsin to make our city an even cooler place to live, work, and play, through the development and implementation of an intentional strategy that ensures music is part of Greater Madison's growth for years to come"**

After months of discussion and public input via in-person and online conversations and surveys, the interactive cultural events calendar emerged as one of the most critical next steps in attracting tourists to the area.

- Provide a user-friendly homepage that:
 - ◇ Includes visual(s) that display location of events (map)
 - ◇ Offers a filtering option by types of artistic events and music genres. As well as by day and time
 - ◇ Allows user-friendly submissions from the general public through a standardized form
 - ◇ Supports iPhone & iPad/iOS and Android Phone & Tablets
- Develop a trusted online source of arts events accessible to the entire community
- Include a moderation interphase that require submissions to be monitored by a permanent staff member(s) from the vendor
- Create engaging content that helps build the platform audience. For example: playlists, videos and interviews of local artists, online workshops, etc.)
- Include a link to ourgmmc.org to promote GMMC work
- Provide monthly analytics to GMMC group and develop a way to track, and monitor effectiveness
- Commit to keeping a designated staff person to manage the calendar
- Offer the ability for users to review and rate businesses
- Provide hosting and general service for the platform (i.e. technical support)
- Target local, regional and out of state visitors
- Create a welcoming platform for underrepresented populations such as LGBTQ, African American, Latinx, Hmong and Native American communities
- Submit biannual reports to the City of Madison Arts Commission with relevant data such as number of submissions, demographics, types of events, weekly number of visitors, outreach methods to attract more local, regional and out of state visitors, etc
- Present to the GMMC group about progress and updates

The interactive cultural calendar should also be a tool to breakdown negative stereotypes about certain types of music genres and crowds that are not typically White. The work of the grantee must focus on improving these community relationships, eliminating bias and prioritizing equity.

DELIVERABLES



MADISON IS A GREAT PLACE TO VISIT

BUDGET

The initial budget for this project shall be in the range of \$10,000 to \$25,000 for the first year. A maximum of the awarded amount may be provided annually for each of the following two years. Future years' commitments are dependent on annual partner budgets and the performance of the grantee. The grantee will sign a one-year contract, with the option of up to two (2) one (1)-year renewal terms after the initial term.

When constructing your project proposal, please provide the project budget of the web-based culture calendar and the potential costs. Use the table below as a reference.

Project Cost (brief description of each budget item)	Cash from Organization	Cash from Grant	Cash from other sources (please add the name of the source)	Sub-total
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
			TOTAL	\$

ELIGIBILITY

Applicants with at least 2 years of experience in the following:

- Media marketing
- Local and regional tourism
- Local news organizations with digital news distribution

All Madison-based organizations that currently have a cultural calendar are welcome to apply to improve their platform.

The City of Madison reserves the right to reject any qualification and/or modify the requested qualifications as it sees fit. The City of Madison also reserves the right to schedule interviews to evaluate the qualifications and approach of proposing organizations.

How to Apply

After reviewing this document, please fill out the following application form

<https://airtable.com/shra4ISMTqFnXaMla>

and submit it before December 5, 2022 at MadisonArts@cityofmadison.com

or by regular mail at

P.O. Box 2985

Madison, WI 53701-2985

TIMELINE



BEST PRACTICES

The following web-based calendars are only examples of some of the features that the cultural events calendar could use but this is not a complete reflection of what the City requests. Each of these calendars are tailored to a wide variety of audiences and have unique purposes. It is under the discretion of the applicant to propose final layout of the culture calendar as long as it meets the deliverables.

- <https://www.exploreasheville.com/event-calendar/>
- <https://www.huntsville.org/things-to-do/arts-culture/>
- https://www.visitcardiff.com/events/?category_id=11077#Listings
- <https://www.songkick.com/>
- <https://www.seetickets.com/>
- <https://do312.com/>
- <https://town-sounds.com/>
- <https://marnarts.org/>
- <https://artskc.org/>
- <https://www.chicagogallerynews.com/>

Scoring

The City will have sole discretion as to the methodology used in making the grant award. The following criteria will be used to evaluate applications. The criteria are listed in order of importance:

- Relevant Technical Experience – 65%
- Cost – 30%
- Local Applicant– 5%

