

## **As Indiana's Music City we will become:**

- A preferred destination, where people will want to visit and explore and see what all the excitement is about.
- A desired community, where people will want to move and make it their home, so they can enjoy our unique quality of life every day.
- An easy sell, where existing business and industry can attract and retain the top talent they need to grow.
- And an even stronger destination for new business and expanded commerce.

## **The Three Pillars to becoming Indiana's Music City:**

- **Spread the word to the world** -- coordinate the messaging and promotion of Madison's musical brand.
- **Fill the streets with music** -- facilitate the success of the existing music venues and pave the way for even more places to see and enjoy live music in Madison.
- **Make it a musician's town** -- Strengthen the original music culture and build support infrastructure that will attract musical talent who want to live and create and perform here.

## **How does M3 help make this a reality?**

- Help coordinate all local entities that create advertising or communications about Madison, to ensure that it's focused on the Indiana's Music City brand message. Local government, the tourism office, the chamber of commerce, the festival committees, anybody and everybody who promotes Madison to the outside world.
- Advise venues regarding challenges like BMI/ASCAP licensing fees, liquor licenses or other hurdles that might keep live music from flourishing.
- Facilitate the infrastructure musical artists want and need to create and thrive. These might include:
  - A musician's hostel or other short term housing options
  - A creative collaboration space for musicians to hang out
  - A professional sound recording studio
  - Health insurance strategies (discounts, group plans, etc.)

## **Madison Music Movement is:**

- A collection of subject matter experts, community leaders, and civic minded boosters who want to apply their expertise and energies to help transform Madison into Indiana's Music City.
- An organized and strategic way to unleash all the economic and cultural benefits that will flow from achieving this powerful brand position.
- A central rallying point for like-minded organizations and individuals to contribute their talents and resources to help make this vision a reality.