

FOR IMMEDIATE RELEASE

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Contact: Karen Reece

Phone: 608-561-UCAN

Email: info@ucanmadison.org



Greater Madison Music City Awarded \$40,000 to hire a Project Manager

Greater Madison Music City (GMMC), the collective impact project led by Urban Community Arts Network (UCAN), has been awarded \$40,000 by Madison Community Foundation to hire a Project Manager who can support the project's mission to create a music ecosystem in Greater Madison that provides equity in entertainment and access for all.

GMMC aims to align artists, promoters, venues, educators, music production companies, and audiences, in order to strategize for equity among all members of Greater Madison's music ecosystem. Through these connections, GMMC hopes to deliver policy solutions to protect, support, and preserve Greater Madison's music community using the power of music to create a more inclusive and diverse landscape in Madison, and beyond.

The project's latest report, *Greater Madison Music City Music Recovery Framework*, is representative of data and recommendations made to support the growth of Greater Madison's music ecosystem. The data and recommendations included in the report were presented by Sound Diplomacy, a global research and strategy consultancy, working to drive economic and social growth, resilience and sustainability for people, places and cities.

Looking ahead, GMMC's community-led teams will create and implement a plan to increase music-related jobs, local investment, including marketing opportunities to promote tourism, will strengthen the ability to attract and retain artists to our area, and improve community relations, especially for people of color.

Learn more about Greater Madison Music City and access the project's resources by visiting our website, www.ourgmmc.org.

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About Urban Community Arts Network: Urban Community Arts Network (UCAN) is dedicated to supporting sustainability in the Madison music community and advocating for equity in the local arts and entertainment ecosystem. For more information, visit: www.ucanmadison.org