

Seattle Music Commission
WORKPLAN
July 2014 – June 2015

The Workplan of the Seattle Music Commission (SMC) sets out key areas of focus and action. This plan focuses on the SMC's fifth year, which will continue advancing the initiatives that were developed in the inaugural year.

The SMC Workplan is designed to continually advance the *City of Music: A vision for the future of music in Seattle* agenda, developed by a community advisory group with the Seattle Office of Film + Music (OFM) in 2007, and intended to inform planning and strategy for the music industry and the larger community. Each Workplan action has been vetted by the SMC for alignment with one or more topics described in the City of Music 2020 Vision:

Alignment with the **City of Musicians** vision

In 2020 Seattle will provide music learning opportunities at national leadership levels for recreational, educational and professional development. Musicians around the country will recognize Seattle as a highly desirable place to live, create and perform.

Alignment with **City of Live Music** Vision

In 2020 Seattle residents and visitors will have increased opportunities to experience the power and pleasure of live performance in a multitude of ways. Seattle will be acknowledged as a premier site for performers - both local and international. The variety and quality of performances encourages audiences to encounter music in a multiplicity of settings and styles.

Alignment with **City of Music Business** Vision

In 2020 Seattle will have expanded its role as a hub of music innovation, with both commercial and not-for-profit industry leaders having their homes in this thriving environment. Seattle's music business reaches far beyond the City's physical boundaries: radio and online broadcasts, recordings, film scores, soundtracks, etc., will be valued exports that are enjoyed locally, nationally and globally. This role in the economic and cultural prosperity of the City will be supported by an effective and sustainable local infrastructure.

The three committees of the SMC will continue to provide the framework for the work outlined in this plan:

1. **Executive Committee** – Focused on governance, nomination and overall SMC operation and effectiveness.
2. **Youth and Community** – Focused on individual musicians, education, neighborhoods, recreation, and life-long learning.
3. **Policy and Communication** – Focused on policy, city and regional planning, and related issues as well as image, branding, audience development, industry strength and partnerships.

Executive Committee

1. Manages SMC affairs and meetings in cooperation with OFM staff
2. Shares knowledge and facilitates communication between the SMC and key City Departments, County or State offices and Seattle entities that may impact the music sector.
3. Ensures Commission led initiatives include equitable access and inclusive problem solving for all local neighborhoods and communities, in particular those that are chronically underserved.
4. Reports out to the community, Mayor and City Council as the 'face' of the Commission, whether it be delivering the annual report or on a more frequent case-by-case basis.

Policy + Communication Committee

1. The City of Music® Local Music UX
 - o Continue participating on the Port of Seattle's Music Initiative Steering Committee further developing outreach, increasing awareness and sustainability for the Sea-Tac Music initiative locally, nationally and worldwide.
 - o Encourage broader diversity and expansion of genres and artists represented in the local music channel + overhead announcements, and live music programs at Sea-Tac to ensure they are an inclusive representative of the Northwest's eclectic music culture.
 - o Consult with PlayNetwork to develop a sustainable framework for packaging and expanding the Local Music UX experience, which could be marketed to other Port of Seattle points of entry such as the Cruise Terminals.
 - o Consult with Seattle Metropolitan Chamber of Commerce to continue expanding their Music Industry sector strategy including value added membership programs targeting diverse groups of music industry businesses, programming and outreach for industry related professional development opportunities, networking events, and potential for marketing the Local Music UX experience to Chamber members.
 - o Scale the City of Music® Local Music UX experience to local tourism points of entry and high traffic areas. Also develop partnership with VisitSeattle to expand into tourism markets.
 - o Approach private transportation services (ex. Microsoft, Amazon) and propose that they integrate local music into their transportation experience.

2. Music on the Seattle Waterfront
 - Continue monitoring Waterfront planning efforts and advocate for development of an official written plan for inclusion of musical performance infrastructure that is functional year round and accessible to all communities, whether it be a large capacity performance space or permanent busker locations throughout the waterfront.
 - Build relationship with the Waterfront Design Committee and advise them on planning and emphasis of permanent infrastructure for music in the design process.
 - Continue participating in cooperative efforts with the Waterfront Cultural Space Task Force, Waterfront Development Committee, Friends of Seattle Waterfront, Arts Commission, Office of Arts & Culture, Executive Office of the Waterfront, and DPD.

3. Representation on City-wide Initiatives and Policy Development
 - Monitor and evaluate city-wide development and projects that may have intersection with the music industry.
 - Evaluate and expand outreach efforts to ensure equitable access and problem solving for all local neighborhoods and communities, in particular those that are underserved.
 - Busking in Seattle
 - Monitor existing and emerging busking or public performance programs throughout the city and work to advance the cause of expanding opportunities and acceptance of busking within the City.
 - Musicians' Priority Load Zones
 - Continue working with OFM, SDOT, Fair Trade Music and the Musician's Association of Seattle to evaluate the pilot program's impact on musicians and venues, and potential to expand the program in 2014-15.

4. Build City of Music™ Initiative Awareness
 - Develop and launch a strategic awareness campaign for #CityOfMusic
 - Increase visibility, share success stories, highlight commissioners and their work, and improve how we tell the story of Seattle Music.
 - Identify target audiences and develop parallel outreach efforts that are inclusive and targeted to reach historically underserved communities.
 - Expand outreach to local music community and identify barriers to success while coordinating efforts with offices like OAC, Artist Trust and 4Culture
 - Identify measurable results and metrics for strategic marketing campaign.
 - Pursue avenues for securing City funding to update the 2008 Music Industry Economic Impact Study.
 - Consider combining resources with other organizations such as Washington Filmworks and the Office of Arts & Culture.
 - Evaluate who the audience is for an Economic Impact Study, and whether the Mayor and Council support advancing this process.

Youth + Community Committee

1. The Creative Advantage – Equitable Music and Art Education in Seattle Public Schools
 - Continue expanding the Commission’s role as boosters, outreach and engagement team alongside the SAC and Office of Arts & Culture.
 - In this advocacy role, the Committee will continue its focus on social justice issues and inequities of K-12 access to music education.
 - Develop strategic communication plan for elected officials and voters.
 - Enhance and work cooperatively with OAC to support the dedicated staff person
 - Attend SPS Board Meetings, *Creative Advantage* events and engage elected officials to increase support for the K-12 Arts Plan.
 - Explore opportunities for intersection of City of Music Career Day and Road Show Summit events with the Creative Advantage Arts Plan.

2. City of Music Career Day, Internship and Roadshow Events
 - Evaluate outreach efforts, attendance statistics, programming and event feedback to gauge impact and ensure that equitable access exists for each of the Youth + Community Committee produced events as outlined below.

 - City of Music Career Day
 - Support event producers (One Reel) with assistance in programming and outreach
 - Participate on development committee to ensure equitable and broad outreach, growth, sufficient capacity and longevity of annual event
 - Enhance outreach efforts and relationship building with businesses and music community leaders
 - Work to expand free transportation options offered to students
 - The City of Music Super Internship Program
 - Continue research and development of a City of Music ‘Super Internship’ program, led by Sub Pop and KEXP, which will be directly associated with and launched at City of Music Career Day and potentially at Roadshow events.
 - Launch planned for Winter 2014-15.
 - Build tools for data evaluation and tracking of participant alumni after program completion, diversity of participants, feedback from participating internship host organizations.
 - Evaluate potential for future integration of Community Expo orgs and other local non-profits into the ‘Super Internship’ program.

- City of Music Roadshow Community Summits
 - Secure funding to ensure Roadshow events are produced in 2014-2015
 - Collaborate with UMOJA Peace Center to produce hyper-local community summits (similar to the Rainier Beach Summit) where meaningful interaction with the City of Music Initiative can happen at the neighborhood level.
 - Develop a scalable toolkit for community organizers to use in production of Roadshow summits.
 - Intent: Build Community, develop hyper-local ecosystems around music, identify stakeholders, galvanize grassroots efforts, youth focused.

3. City of Music Community Expo

- Expand and increase exposure for Expo community orgs
- Identify and evaluate demographics of participation and impact of the event from both participant and public engagement perspective.
- Consider collaborating with more visible orgs like KEXP, The Vera Project or Seattle Public Schools