

Seattle Music Commission

2018 Work Plan

The 2018 Seattle Music Commission (SMC) work plan sets key objectives and actionable items to advance the City of Music 2020 vision. This plan outlines the scope of work for the commission and sets the priorities for its three working committees: Executive, Advocacy + Economic Development, and Youth + Community.

2018 Areas of Focus:

- **Racial Equity** – We cannot and will not ignore the injustice that race is often a predictor of social, economic, and political opportunities and outcomes. We will work to eliminate racial inequity, starting with our Commission’s policies, practices, and programs; this will be a priority for our Commission.
- **Increase Youth and Community Voice** – Our Commission often makes decisions on behalf of the music community and young people; we will be more intentional about having youth and community members at the table with us in our decision-making process.
- **Affordability** – Seattle’s affordability challenges are displacing musicians and music businesses; we will seek opportunities to advocate for solutions that will retain talent, industry, and culture.
- **Industry Support** – We will use our professional networks to ensure a healthy, vibrant music industry by assisting music businesses, encouraging entrepreneurship, and investing in individuals’ career development.
- **City of Music Identity** – We will affirm Seattle as a city of music to engender a culture of support and patronage of local artists and businesses.

EXECUTIVE COMMITTEE: responsible for governance of the SMC, including ensuring the continuity of the Commission, integration of policy priorities in SMC plans and communications, and development of a prioritized SMC budget.

1. Lead selection process and onboarding of new Commissioners
2. Identify optimal opportunities to engage past Commissioners
3. Set SMC budget and oversee spending
4. Facilitate Commission and Committee meetings
5. Lead with a lens of racial equity, using available tools and resources
 - a. Schedule racial equity trainings for SMC; consider additional joint trainings with the Arts Commission
 - b. Identify shared values and introduce mechanisms for accountability
6. Assess progress of [City of Music Vision 2020](#)
 - a. Gather data on initiatives SMC has launched to achieve this vision
 - b. Form a taskforce to evaluate progress
 - c. Update or modify City of Music Vision, as necessary

ADVOCACY + ECONOMIC DEVELOPMENT COMMITTEE: responsible for cultivating key industry partnerships to advance and support the development and growth of Seattle’s music industry,

identifying and analyzing issues affecting the music community, and advocating for policies that foster a healthy and innovative music industry.

1. Expand the [Experience City of Music program](#)
 - a. Develop or strengthen partnerships (Port/airport, Visit Seattle, Chamber, Puget Sound Regional Council, Downtown Seattle Association)
 - b. Develop pitch deck/presentation and ask for partner support
 - c. Diversify artist roster (include music from various cultures, genres, types of ensembles)
2. Increase awareness and SMC representation in affordability conversations (HALA*, CRUEDA**, FED***, etc.); advocate for music community
 - a. Identify whom to talk to, formalize connections to other groups
 - b. Develop strategy and protocol for activating the community around advocacy opportunities
3. Support recommendations from [The CAP Report: 30 Ideas for the Creation, Activation & Preservation of Cultural Space](#)
 - a. Publish SMC letter of support, invite others to sign on (e.g. Renters' Commission)
 - b. Stay abreast of certification of people (underway); Public Development Authority feasibility study (circle back Q4 2018)
4. Continue dialogue with developers and community activists
 - a. Form task force to spearhead this work
 - b. Identify opportunities for action
 - c. Provide quarterly updates on progress
5. Increase access to professional development, networking, and capital, esp. for people of color
 - a. Possible training partners: Ventures, Noise Complaints Group
 - b. Leverage The Mixer events
 - c. Assist with employer recruitment for City-supported internships
6. Support OFM's industry research and advocacy efforts
 - a. Creative economy study, nightlife study
 - b. Hip hop insurance issue

* [HALA](#): Housing Affordability and Livability Agenda

** [CRUEDA](#): Civil Rights, Utilities, Economic Development & Arts committee of Seattle City Council

*** [FED](#): Facilities and Economic Development committee of the Seattle Arts Commission

YOUTH + COMMUNITY COMMITTEE: focused on ensuring music education opportunities, developing and facilitating career pipelines and youth access to the music industry, and supporting vibrant micro-music communities and economies.

1. Support youth career exploration in music and arts
 - a. Champion the various [Career Days](#)
 - i. Provide financial support, assist with speakers and outreach
 - ii. Ensure diverse genres and opportunities (e.g. include choral, orchestral orgs)
 - iii. Involve youth in planning
 - b. Support youth mentorship via existing events (e.g. The Mixer, Career Days)
 - c. Assist with employer recruitment for City-supported internships
2. Increase youth and community input and engagement

- a. Hold quarterly community-led, equity-focused roundtables to break down barriers, voice concerns and needs. Audiences:
 - i. Music industry gatekeepers
 - ii. Funders/lenders
 - iii. Developers
 - iv. Other/TBD
 - b. Consult with youth and community for input on SMC work; activate youth orgs (Totem Star, The Vera Project, etc.). Topics:
 - i. Affordability
 - ii. CAP Report
 - iii. Youth-oriented programs (Career Days, internships)
3. Raise awareness and accessibility of the Music Commission
- a. Monthly profiles of Music Commissioners on Office of Film + Music blog – tell the stories of industry leaders invested in the music community
 - b. Complete two Y+C videos by 6/1; distribute, promote videos (e.g. Seattle Channel, Nancy Guppy, City Arts)
 - c. Strengthen Y+C social media presence
 - d. [City of Music @ Seafair](#): increase visibility of SMC and music orgs at Seafair
 - i. More robust float
 - ii. Youth organization spotlight; Commissioner team up with youth org to introduce Seafair events
 - iii. Explore how to leverage Seafair's south end presence to bring artists' issues to light
4. Support replacement of jazz history sign at Jackson & 12th

About the Seattle Music Commission

The Seattle Music Commission is a 21-member volunteer commission representing a cross section of Seattle's music sector, including a broad range of individuals from the local music community. The Commission strives to enhance the growth and development of Seattle's music sector and convey the city's commitment to the industry, musicians, and live music audience that comprise the city's local music economy. The Commission, staffed by the City of Seattle Office of Film + Music, works with City departments and the greater community to advance the goals outlined in the Seattle City of Music 2020 Vision.

The City of Music 2020 Vision is organized around three main tenets: City of Musicians, City of Live Music, and City of Music Business and strives to build a cohesive framework of support around these three core industry segments to make Seattle a place where musicians thrive, communities and connections are strengthened, and music businesses flourish.

Video: [Seattle Music Commission + City of Music Vision](#) (2016)