

Seattle Music Commission

WORKPLAN: JANUARY – DECEMBER 2016

Executive Summary:

The Seattle Music Commission (SMC), formed in 2010 and fully ordained in 2014, is a 21-member volunteer commission representing a cross section of Seattle's music sector and includes 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.

Current Seattle Music Commissioners:

Adrian Burton, eMedia Music Corp; **Ricardo Frazer**, ZakiRose Agency and MeMusic.com; **K. Wyking Garrett**, Seattle Hip-Hop Summit Youth Council and UmojaFest P.E.A.C.E. Center; **Holly Hinton**, Starbucks Entertainment; **Patty Isacson Sabee**, EMP Museum; **Megan Jasper**, Sub Pop Records; **Alex Kochan**, 40-year music industry veteran; **Timothy Lennon**, The Vera Project; **Ben London**, Northwest Polite Society; **DeVon Manier**, Sportn' Life Music Group; **Tom Mara**, KEXP 90.3 FM; **Jody McKinley**, the1175; **John Roderick**, Musician, Writer, Podcaster; **Joan Sandler**, Musicians Association of Seattle, Local 76-493 AFM; **Nicole Jon Sievers**, Stand For Courage; **Jon Stone**, CEA Partners; **Reese Tanimura**, Rain City Rock Camp for Girls; **Karen P. Thomas**, Seattle Pro Musica; **Marcus Womack**, Evidence.com; **Hollis Wong-Wear**, Musician, Songwriter, Producer; and **Nadine Zgonc**, PlayNetwork

Overview:

The 2016 SMC workplan 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 during the 2016 workplan year: Executive, Advocacy + Economic Development, and Youth + Community.

EXECUTIVE COMMITTEE:

Current Members: Jody McKinley (Chair), Holly Hinton (Vice Chair), Ricardo Frazer, Jon Stone

Incoming 2016 Members: Patty Isacson Sabee, John Roderick

This Committee is 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. To accomplish this work, the Committee will undertake the following specific actions in 2016:

1. Succession plan for nine Charter Commissioners terming out in May 2016
 - Engage elected officials around candidate selection process to ensure a slate of (9) nominations and confirmations
 - Stagger terms of incoming Commissioners according to original Commission ordinance
2. Develop strategy to sustain post term charter Commissioner involvement in the work of the SMC
3. Continue oversight of the City of Seattle's Race and Social Justice Initiative (RSJI) SMC ad hoc work group to integrate equity and social justice into workplan process and initiative and program development.
 - Full Commission to undergo "Race Power of Illusion" training
 - Full Commission to participate in RSJI Toolkit training

4. 2017 SMC Budget
 - Identify SMC budget priorities
 - Develop and submit 2017 SMC Budget request on City of Seattle budget cycle
5. Outreach and engagement with elected officials
 - Develop plan and procedures for outreach to elected officials around key policy initiatives and general SMC work

ADVOCACY + ECONOMIC DEVELOPMENT COMMITTEE

Members: Ricardo Frazer (Chair), Holly Hinton, Patty Isacson Sabee, Alex Kochan, Tim Lennon, Ben London, DeVon Manier, Jody McKinley, Joan Sandler, Marcus Womack, Nadine Zgonc

This committee, formerly the Policy + Communications committee, is responsible for cultivating key industry partnerships to advance and support the development and growth of Seattle's music industry, identification and analysis of issues affecting the music community, and advocating for policies that foster a healthy and innovative music industry. To accomplish this work, the Committee will undertake the following specific actions in 2016:

1. Development / Affordability / (Opportunity) Preservation
 - Familiarize committee and SMC with current development issues, Office of Arts & Culture work incentivizing arts and cultural development, and formulate recommendations on how SMC can advocate
 - Participate in developing Commercial Affordability strategy with the Office of Economic Development (OED), Office of Planning and Community Development (OPCD), and developers to:
 - Advocate for music venue / musicians practice space / music inclusion in new developments
 - New resident outreach / notification for developments in entertainment areas
2. Grow Music Business
 - Music Start-ups:
 - Invite David Harris, Start Up Advocate in the Office of Economic Development, to provide Committee with an in-depth understanding of Seattle's music startup climate
 - Engage industry partners (Microsoft, Techstars, SMASHD Labs) to explore feasibility of developing a music accelerator / incubator path.
 - Engage Music Canada to develop a roadmap for establishing a Canadian / Pacific Northwest music and talent exchange on tour circuit
 - SMC involvement in 2017 Music Conference if confirmed
3. Experience the City of Music Expansion
 - Engage potential partners for expansion locations (Seattle Center, KEXP/Vera, Space Needle, Chihuly, Visit Seattle) to discuss opportunities to showcase and incorporate local music, musicians, music history, etc. in these public locations.
 - Set up joint Seattle Center Advisory Committee and Seattle Music Commission meeting to identify Seattle Center opportunities and potential resident org partners
 - Create 30s "Come to Seattle for the Music" commercial to be featured in Experience the City of Music locations
4. Seattle Waterfront Development
 - Insert SMC proactively into Seattle Waterfront planning meetings
 - Facilitate commission meeting with SMC and SAC at Friends of the Waterfront office

5. Levitt Pavilion
 - Work with King County Parks to secure a location for Levitt Pavilion
6. Nightlife
 - Expand Musicians Priority Load Zone locations in collaboration with SDOT
 - Recruit and secure nomination of a Seattle nightlife representative to serve on Music Commission
 - Work with OFM led Nightlife Industry Group

YOUTH + COMMUNITY COMMITTEE (JOINT WITH SEATTLE ARTS COMMISSION)

Members: Jon Stone (Chair), John Roderick (Incoming 2016 Vice Chair), Adrian Burton, Wyking Garrett, Megan Jasper, Nicole Jon Sievers, Tim Lennon, Tom Mara, Reese Tanimura, Karen P. Thomas, Hollis Wong-Wear

This committee is 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. To advance this work, the Committee will undertake the following specific actions in 2016:

1. Collaborate with City of Music Career Day partners (One Reel, Office of Film + Music, Office of Arts & Culture, EMP Museum, and the Vera Project) to produce event in 2016.
2. City of Music Career Day Roadshow
 - Produce/participate in 2 to 4 Career Day Roadshow outreach events in Seattle Public Schools (SPS) advance of City of Music Career Day 2016
 - Work with SPS to plan City of Music Career Day Roadshow plan for 2016-17 school year.
3. Produce (3) Community Outreach events jointly with the Seattle Arts Commission – to engage local neighborhoods and communities, particularly those that are underserved – to increase awareness of, and make direct community connections with, the work of the Music Commission.
 - 2016 event dates:
 - i. February 18th – Taste of the Caribbean
 - ii. June 16th – location TBD
 - iii. October 20th – location TBD
4. City of Music Internship Program 2016
 - Increase engagement between SMC and 2016 interns
 - Solicit feedback from 2015/16 interns on overall program, improvements, expansion ideas
 - Secure permanent administrative home for program
 - Explore feasibility of scaling this program: find ways for more youth to participate, funding/grant opportunities, increase job sites
5. City of Music Community Expo @ Bumbershoot
 - Work with event producer One Reel to evaluate effectiveness and overall industry value of Community Expo @ Bumbershoot
 - Determine if program to continue in 2016. If so, work with One Reel to make modifications, increase community partnerships, find funding streams and opportunities to ensure program meets objectives.
6. Support the advancement of the Creative Advantage when/where needed as requested by Creative Advantage staff.