



**City <sup>OF</sup> Seattle**  
**OFFICE of FILM + MUSIC**



**Developing Seattle as a Great Place  
to **MAKE A LIVING** Making Film + Music**

Advocacy – Promotion – Service – Development

**City <sup>OF</sup> Seattle**

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# Seattle's Film + Music Industries

- Economic impact
- Stimulates tourism
- Keeps Seattle competitive
- Supports Seattle's Creative Culture
- Exports Seattle's cultural capital





- Small, nimble office with five FTE
- OFM manages
  - Film including film permitting
  - Music including Music Commission
  - Special Events and Farmers Markets including permitting
- In Office of Economic Development
- Objective is to grow the film and music economies
- Works in collaboration with Seattle Music Commission and Seattle's film industry



# Marketing Seattle as a Film Destination

## City Film Incentives

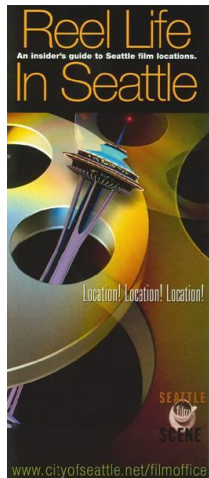
- \$25/day film permits for all city property including Seattle parks and facilities, and Seattle Center grounds
- Parking passes for location scouts
- Streamlined online permit process and costs

## Washington State Film Incentives

- 30% Rebate on in-state spend

## Commercialize Seattle Initiative

- Marketing and incentive campaign to attract commercial film business





# Growth of Film in Seattle

- 2014, **362** projects filmed in Seattle for a total of over **800** filming days
- Film Permitting is up over 110% since 2006



## Recent Notable Projects Include

- Man In The High Castle
- Lucky Them
- Laggies
- Eden
- Fat Kid Rules the World
- Your Sister's Sister
- Safety Not Guaranteed
- Commercials!!!





# City of Music: Vision 2020

## A Twelve Year Plan to Grow the Music Industry



- **City of Musicians**
- **City of Live Music**
- **City of Music Business**

Objective is to continue to grow Seattle's music industry, export our music and cultural capital and advance Seattle's reputation as a great music city.



# Seattle City of Music

## 2008 Music Economic Impact Study (King County Data)

- 20,193 jobs
- \$2.2 billion in sales
- \$840 million in earnings
- \$14 million in taxes

## Seattle Music Commission

- 21 volunteer members, represent a cross-section of Seattle's music industry
- Very engaged; works with OFM to develop music programs and programs
- Currently hosting community outreach events
- Creates early entry career paths for youth - annual City of Music Career Day
- Supports Creative Advantage work
- Leverages public/private partnerships to benefit community
- Nine new Music Commission appointments in 2016

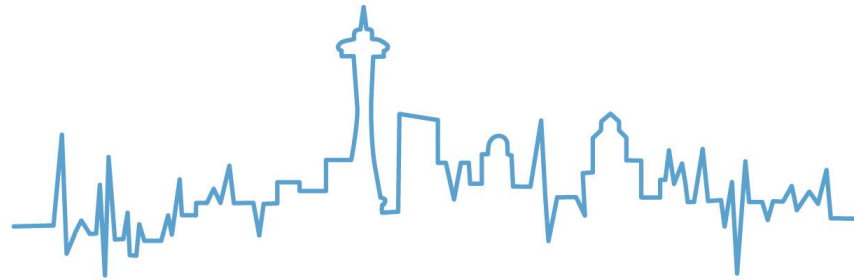




# SEATTLE MUSIC COMMISSION



**THE 21 MEMBER COMMISSION STRIVES TO ENHANCE THE GROWTH AND DEVELOPMENT OF SEATTLE'S MUSIC SECTOR AND CONVEY THE CITY'S COMMITMENT TO THE INDUSTRY, MUSICIANS AND AUDIENCE.**



**City of Seattle**  
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SEA-TAC AIRPORT  
**EXPERIENCE THE CITY OF MUSIC**

**Led by Port of Seattle in partnership with City of Music,  
Play Network and EMP**

2015 Progress:

- Doubled the number of live musicians performing
- Musicians report making decent wages
- One year anniversary of Sub Pop store
- Installation of Pearl Jam exhibit 5/27/15
- Permanent performance stages planned in terminals

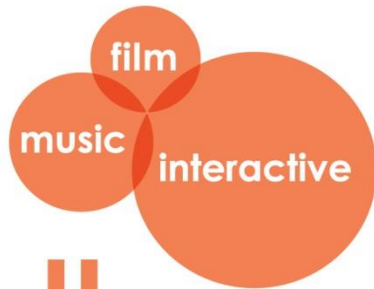




# Seattle Nightlife Industry

WORKING CROSS-DEPARTMENTALLY TO SUPPORT  
A SAFE AND VIBRANT NIGHTTIME ECONOMY

1. Code Compliance Team
2. Late Night Transportation options
3. Music Safety Summit
4. Individual business support
5. Music Cities Roundtable
6. Currently exploring pedestrian street model
7. Seattle is regarded as a leader in nightlife policy



# HAPPY HOUR

Where Content Meets Technology



City of Seattle  
OFFICE of FILM + MUSIC

NEWS from THE OFFICE of FILM + MUSIC

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## CITY NEWS

### NOMINATE NOW FOR THE 2015 MAYOR'S ARTS AWARDS

#### OFFICE OF ARTS + CULTURE

The Mayor's Arts Awards recognize the accomplishments of artists, arts and cultural organizations, and individuals committed to enriching their communities through the arts. Nominees should have made significant contributions to the arts and culture of Seattle through noteworthy service or creative accomplishments. Award nominees should have broad, city-wide impact.



### FILM + MUSIC + INTERACTIVE HAPPY HOUR FEATURING SCOTT MACKLIN

#### FMI HAPPY HOUR

Mark your calendar for May 27 when Scott Macklin will be our guest speaker at Happy Hour. Scott is the associate director of the UW Communications Leadership program, and an award-winning author, filmmaker, and producer who leverages new technology and social media platforms as tools for learning and building meaningful relationships that create opportunities to engage.



### ART ZONE WITH NANCY GUPPY

#### ART ZONE

This week's Art Zone show was shot on location at Olympic Sculpture Park and includes music from Tuatara, a movie trailer for *The Ghosts of Tonkin* (running at ACT), and Tom Tafelsky of Urban Music Farm (basically rock star fantasy camp for adults). The music/theater company Café Nordo fills in viewers on their current show and their new digs in Pioneer Square.





# Special Events and Farmers Markets

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Special Events moved from Parks in 2012

- Process improvement
- Business support
- Ordinance and policy review

484 Special Event applications coordinated in 2014

- Community events
- Free speech marches and rallies
- Public and ticketed commercial events
- Run and walk events

Seattle Farmers Market Program

- 16 Markets coordinated annually
- MDAR and Policy Reform
- Priority Street and Park use







# Notable Projects in 2015

- City of Music Career Day 4/22/15
- Make Music Seattle 6/21/15
- Pianos In The Parks 7/16/15-8/16/15
- Music Commission & Arts Commission joint Youth + Community Committee
- Commercialize Seattle business recruitment
- Special Event and Farmers Market process reform









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