



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

**OFFICE of FILM + MUSIC**



**Support and equitably grow the creative economy, with a focus on strengthening the film, music, nightlife, and special events sectors.**

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

**Advocacy - Promotion - Service - Policy**



**March - September 2019**

**Mayor Durkan: Learn how we can do better**

**Roundtable and industry discussions**

**Development of Creative Industries Program**

**Proposed to begin with 2020 City Budget**



<b>Film Roundtable Groups</b>	<b># Invited</b>	<b># Participants</b>
<b>Film Union Representatives</b>	9	5
<b>Film Commercial Production Co's</b>	13	9
<b>Film Independent Production Co's</b>	17	10
<b>Film Education/Non-Profits</b>	17	12
<b>Film Location Managers</b>	9	7
<b>Film Production Resource Co's</b>	12	6
<b>Film Crew (all disciplines)</b>	55	18
<b>Former OFM Directors</b>	3	3
<b>TOTAL</b>	135	70



<b>Group</b>	<b>Purpose</b>	<b>Date</b>
<b>Film Stakeholders</b>	Share Kate Becker departure and intent for industry outreach	March 20-30, 2019
<b>Ostara Film Roundtables (135 invited, 70 participated)</b>	Gather Information and Recommendations from Seattle Film Industry and Community	May-June 2019
<b>Industry Mixer Roundtables</b>	Gig Economy Discussion and feedback gathering	6/26/19
<b>Film Union Representatives</b>	Discuss film industry support	7/2/19
<b>Ostara Film Roundtable Leaders (22 invited)</b>	Review Draft Ostara Summary Recommendations	7/26/19
<b>Industry Mixer Roundtables</b>	Affordable Work Space Discussion and feedback gathering	7/31/19
<b>CM Herbold and James Kebblas</b>	Discuss State of Arts and Entertainment in Seattle	8/20/19
<b>Industry Mixer Roundtables</b>	Advancing Equity in the Arts and Creative Industries	8/29/19
<b>Film Union Representatives</b>	Review Ostara Recommendations and Creative Industry Proposal	9/10/19
<b>Ostara Film Roundtable Participants (~40 attendees)</b>	Review Ostara Recommendations and Creative Industry Proposal	9/18/19
<b>Film Industry Mixer</b>	Review Ostara Recommendations and Creative Industry Proposal	9/25/19
<b>Film and Music Union Representatives, James Kebblas</b>	Review Creative Industry Proposal and Creative Industry Director Job Description	10/16/19



## **IS THE OFFICE OF FILM + MUSIC (OFM) GOING AWAY?**

**No. The work of OFM and its current staff will continue.**

The current OFM team will continue to do what it's always done. The Mayor asked OFM to help lead the City's new Creative Industries program.

The goal is to do what we've always done while also ensuring underserved populations, particularly youth of color, are prepared for the future.

## **WHAT ABOUT THE NAME?**

**There are no plans to change the OFM name.**

## **WHAT IS THE "INCLUSIVE CREATIVE INDUSTRIES PROGRAM"?**

**It's a working title.**

OFM currently oversees more than just film and music. For example, it includes Special Events and Nightlife. In order to modernize the work of OFM, we are developing a new framework for how these creative industries work together.



## **SO, WHAT IS CHANGING?**

**We're adding capacity and expanding our focus.**

OFM advocacy for and support of the film, music, nightlife, and special events industries will continue, with additional staffing

We are just aligning OFM with the Office of Economic Development more so that it can leverage resources and investments of other OED programs.

## **WHAT HAPPENS TO THE OFFICE OF FILM + MUSIC DIRECTOR ROLE?**

**It will continue with more support.**

The existing Director of the Office of Film + Music role will be redefined to call out the work the position has overseen. In addition, there will be more support for all of this work through new, dedicated Film and Special Events program managers.

## **HOW IS THE OFFICE OF ECONOMIC DEVELOPMENT (OED) INVOLVED?**

**OFM has always been a part of OED and will continue to be so.**



## **WILL OFM CONTINUE TO SUPPORT FILM, PERMITTING, NIGHTLIFE AND SPECIAL EVENTS?**

**Yes!**

**Film permitting:** Providing one-stop, full-service film coordination through the Seattle Master Film Permit

**Film production:** Developing and supporting initiatives to attract and retain film business and production in Seattle

**Music:** Working with the Seattle Music Commission and other City departments to advance the City of Music Vision

**Special Events:** Providing policy guidance, management, coordination, permitting, and leadership of the Special Events Committee for oversight of major public events

**Nightlife:** Providing assistance to nightlife businesses and leadership for Seattle's nightlife policies

**Policy:** Prioritizing film, music, nightlife, and special events in policy development for the creative industries





## **WHO WILL SUPPORT THE MUSIC COMMISSION?**

**The same person who currently is: The Creative Economy Advocate.**

The Creative Economy Advocate is currently a part of the OED but has been funded by ARTS for the last three years. We're just moving the position over to ARTS on the organizational chart. **The Music Commission will function in the same capacity as it has in the past with support from OFM and Arts**, positioned to better coordinate the advocacy work between the Music and Arts Commissions, and to explore ways to achieve collective impact across creative industries, including film, special events, and festivals.

## **ARE YOU LOSING STAFF OR STAFF CAPACITY?**

**No. Staffing is actually increasing.**

Here are examples of what we're proposing:

Film + Special Events Manager will become two dedicated roles: Film Manager and Special Events Manager

Adding a full time Creative Industries Policy Advisor

Adding dedicated Film Permitting support staff during peak seasons

Assigning 10% of the entire OED's staff to support film and music by launching new efforts which include the OED Key Industries, Small Business, Business Districts, and Workforce teams



## **IS THIS CHANGE CONSISTENT WITH OFM'S CURRENT MISSION?**

**Yes.**

The OFM mission is to support and equitably grow the creative economy, with a focus on strengthening the film, music, nightlife, and special events sectors. Additionally, the changes expand upon OFM's stated focus on equity by centering in racial equity.

## **DID YOU CONSULT THE FILM, MUSIC, AND EVENTS INDUSTRIES AND COMMUNITIES ON THESE CHANGES?**

**Yes.**

Over the course of the last 8 months we met with over 70 film industry stakeholders representing unions, crews, producers, companies, educators, non-profits and location managers which resulted in a rigorous report on priorities and recommendations for the industry at large. Before this report was finalized, we reviewed and obtained the approval of this report from that group of stakeholders. These recommendations have and will continue to inform our vision and decisions for the future. We also met with over 80 events and music industry stakeholders, and worked in step with the Seattle Music Commission.



## **What We Are Doing Now**

**OFM director becomes Inclusive Creative Industry Program Director**

**Creative Economy (Music Commission) staff moves to ARTS**

**New, dedicated film manager position created**

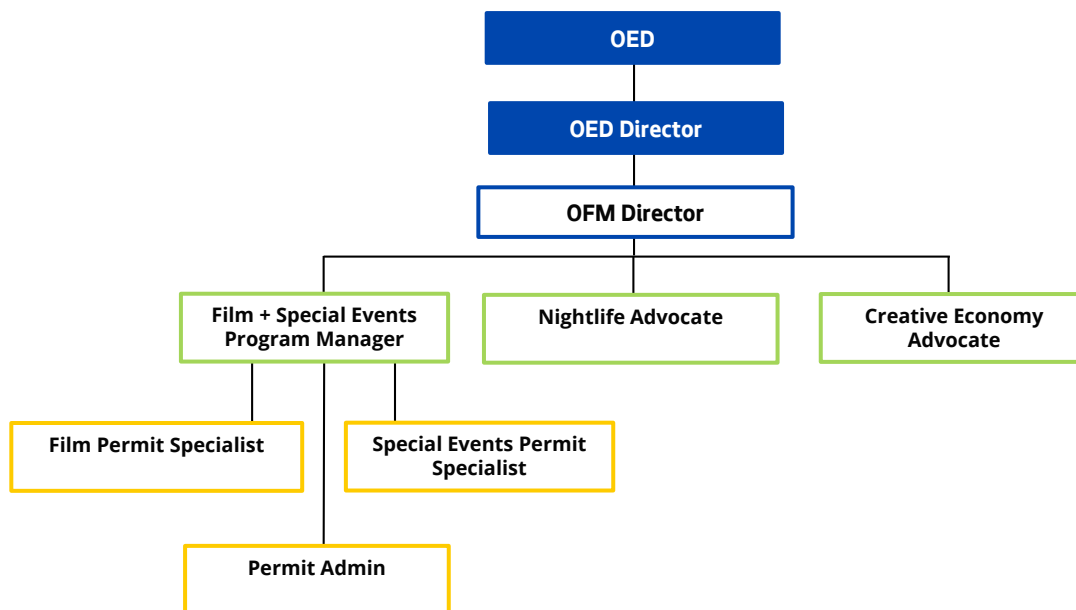
**New policy advisor position created**

**Peak season film permit staff added**

**Film Task Force created**

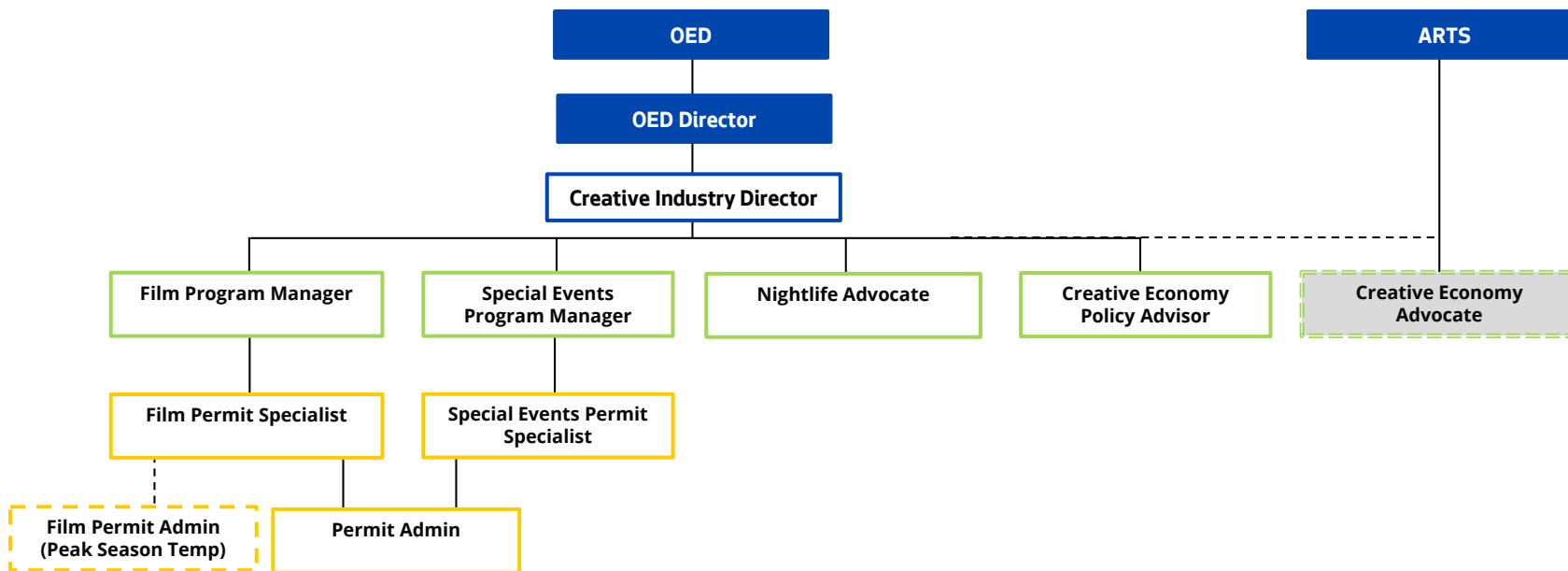


## 2019 (Current) Organizational Chart





## 2020 (Proposed) Organizational Chart





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

**OFFICE of FILM + MUSIC**