



SEATTLE MUSIC COMMISSION



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ANNUAL REPORT

CITY OF SEATTLE

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INTRODUCTION

Seattle is renowned as a city steeped in musical tradition - a hub of creativity with a range of music industry leaders and musicians representing an expansive array of industry sectors, musical genres, and cultural and political influences. With this diverse range of opportunities and ideas represented, Seattle's music industry is primed for growth and development.



SEATTLE MUSIC COMMISSION

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The Seattle Music Commission (SMC), a relatively new commission formed in 2010, works to advance the City of Music Initiative, which envisions Seattle by 2020 to be a city where musicians thrive and music businesses flourish. In the five years since its formation, the SMC has successfully launched several key programs to advance this vision and support the local music industry. This has been accomplished through the formation of strategic public, private, and nonprofit partnerships.

"Our goal as a Commission is to make Seattle a better place for music, music lovers, musicians - to better connect people to music."

Megan Jasper
Seattle Music Commissioner
CEO, Sub Pop Records

HOW FAR WE'VE COME

In 2015, at the halfway mark between the formation of the Music Commission and the 2020 benchmark established in the City of Music initiative, the SMC engaged in a deep evaluative process of all programs and initiatives to check alignment with the City of Music Initiative and to ensure the most salient needs of the music industry were being addressed. Since 2010, the city has also undergone dramatic change—in particular around commercial and housing affordability—due to significant growth in the region. These changes are felt across communities, geo-political boundaries, and business sectors—including within the music industry.

From this deep evaluative look at SMC programs and progress, the Commission outlined several ongoing and phased initiatives that address some of the most critical issues currently facing the music industry. These include development and affordability, music-focused small business development and entrepreneurship, and the need for a talent pipeline - identifying industry skill needs, providing training and professional development resources, and connecting emerging professionals directly with industry leaders. These new areas of focus ensure the Commission keeps pace with Seattle's

"It's been really inspiring to work on the Seattle Music Commission from the beginning when it was a new, large group of highly creative individuals who were a little unsure how to work together and move ideas forward to now, five years later, and it's a cohesive, collaborative collective with an incredible capacity to make things happen."

Megan Jasper
Seattle Music Commissioner
CEO, Sub Pop Records

ever-changing economic landscape as it relates to the music economy.

To achieve this, the Executive Committee revised the subcommittee structure and the former Policy + Communications Committee became the Advocacy + Economic Development Committee to better reflect the focus on music business and economic growth. This subcommittee is responsible for 1) cultivating key industry partnerships to advance and support the development and growth of Seattle's music industry, 2) identification and analysis of issues affecting the music community, and 3) advocating for policies that foster a healthy and innovative music industry.

The 2015 halfway mark between the formation of the Music Commission and the City of Music 2020 Vision also provided an opportunity to reflect on the many accomplishments of the Commission. The success and growth of the Experience the City of Music at

"The Music Commission remains dedicated to racial equity and works to develop programs and initiatives that serve, support, and benefit all musicians in our communities."

Jody McKinley
Commission Chair

Managing Director, North America, Soundtrack Your Brand

Sea-Tac Airport program, the increased number of youth connected to industry employment opportunities through the annual City of Music Career Day, and the launch of the City of Music Internship program in 2015, and The Creative Advantage, which is restoring music and arts education in Seattle Public Schools, are just a few of the successful Music Commission programs and initiatives that advance the Seattle City of Music Vision.

The Music Commission works to develop programs that connect creative communities to opportunities available in the local music industry and seeks innovative ways to build and support industry sector growth - all with an equity lens to ensure people of color and traditionally under-resourced communities have greater access to these opportunities.



OPPORTUNITY & WORKFORCE DEVELOPMENT



One focus of the SMC is to ensure there are opportunities for youth to learn and gain access to the local music industry through the development of programs that connect youth and community directly to music industry professionals. The Music Commission is also dedicated to making certain there are opportunities for musicians to earn a living, develop their craft, and plug into a network of support.

CITY OF MUSIC CAREER DAY

The fourth annual City of Music Career Day was held on Wednesday, April 22, with over 300 high school juniors and seniors and college students registered from across the city and greater metropolitan area. A Seattle Music Commission initiative, Career Day is an annual, free educational event that provides future leaders of Seattle's creative community with direct access to music industry professionals through networking, experiential learning, engaging workshops, and performance. The 2015 event was the largest to date and also marked the first City of Music Career Day event produced collaboratively with the Office of Film + Music, Office of Arts & Culture, One Reel, EMP Museum, and The Vera Project.

Keynote speakers Ryan Lewis (producer/musician) and Zach Quillen (manager, Macklemore & Ryan Lewis) talked with KEXP's John Richards about living and working in the music industry in Seattle. Students engaged with a wide variety of industry experts, learning about music career opportunities in performance, management, concert production, arts organizations, record label operations, retail, licensing, journalism, and broadcasting, through targeted breakout sessions. Sessions featured working musicians Hollis Wong-Wear, Tomo Nakayama, Erik

Blood, and Vitamin D along with industry professionals from Rhapsody, DigiPen, AEG Live, Amazon, and others.

Following the breakout sessions, students met one-on-one with mentors and talked with representatives from organizations including KEXP, The Recording Academy, Barsuk Records, Brown Paper Tickets, Sub Pop Records, Rain City Rock Camp for Girls, Motiv, Fremont Abbey Arts Center, and many more.

The event concluded with performances from Shaprece and Tomo Nakayama and, for the first time during Career Day, an "After Party" where students networked with peers and shared personal highlights from the event. This Career Day increased the level of direct engagement young people could have with industry leaders and broke down some longstanding barriers to access.

EXPERIENCE THE CITY OF MUSIC AT SEA-TAC AIRPORT

Sea-Tac is one of the fastest growing airports in the United States and the “Experience the City of Music at Sea-Tac” program, developed by the Music Commission and managed by the Port of Seattle, highlights local music to millions of local, national, and international travelers.

Key features of the music program include:

- Live performances seven days a week at locations throughout the terminal
- Overhead music featuring more than 240 Northwest artists
- Videos on terminal and baggage claim monitors that feature clips about Seattle’s music scene and history
- Multi-genre web radio available through the airport’s free Wi-Fi network
- Music-themed art exhibits curated by EMP Museum

In 2015, a new exhibition was unveiled as part of the Experience the City of Music program. Curated by EMP Museum, the Pearl Jam Concert Poster Art exhibition features 85 posters from more than 30 artists. These posters reflect the artists who created them, but also become an extension of the band—referencing the musicians, the venues and cities in which they played, song lyrics, contemporary politics, a world of music, and a love of history and popular culture.

The display, located in Sea-Tac's Concourse A, receives rave reviews from travelers around the globe who learn more about the city where Pearl Jam began their path to fame and gain deeper insight into the band itself. Accompanying the exhibit is a curated Pearl Jam playlist developed by PlayNetwork.

Music Commissioners Patty Isacson Sabee, CEO and Executive Director of EMP Museum, and Nadine Zgonc, Head of Brand Strategy and Account Architecture at PlayNetwork, demonstrate the natural collaboration and partnerships that develop from the SMC. Both Music Commissioners delivered opening remarks at the unveiling of the Pearl Jam Poster exhibit which showcased the work of the Commission, both of the organizations they represent, and the partnership with the Port of Seattle.

CITY OF MUSIC INTERNSHIP

The City of Music Internship, a Seattle Music Commission program produced in partnership with Sub Pop and KEXP, launched in December 2014 with an open call for applicants to participate in the inaugural year. Over 100 applications were submitted and, after a rigorous review process, the selection committee comprised of partner organizations chose two City of Music interns. This yearlong internship program is divided into four parts, each at a different music focused organization. In addition to developing job skills, interns gain a unique and well-rounded perspective of the local music industry through their rotations at the four organizations: KEXP, a Seattle-based non-profit radio station; Seattle Theatre Group (STG), a non-profit arts organization which operates historic theaters; Sub Pop Records, a record label that has been signing artists and selling records since 1988; and Rhapsody, an online music service.

The goal of the City of Music Internship is to work with capable and interested individuals to better their understanding of how different organizations in Seattle work directly with artists, and market and support the artists' vision and careers. By bringing interested people into a diverse learning

experience and connecting them directly with local music focused organizations, this program provides a direct talent pipeline into Seattle's music industry. The hope is that every individual who completes the program will come away from the internship with a broadened perspective on Seattle's music industry and the many organizations that contribute to music being a vital staple of the city's culture.

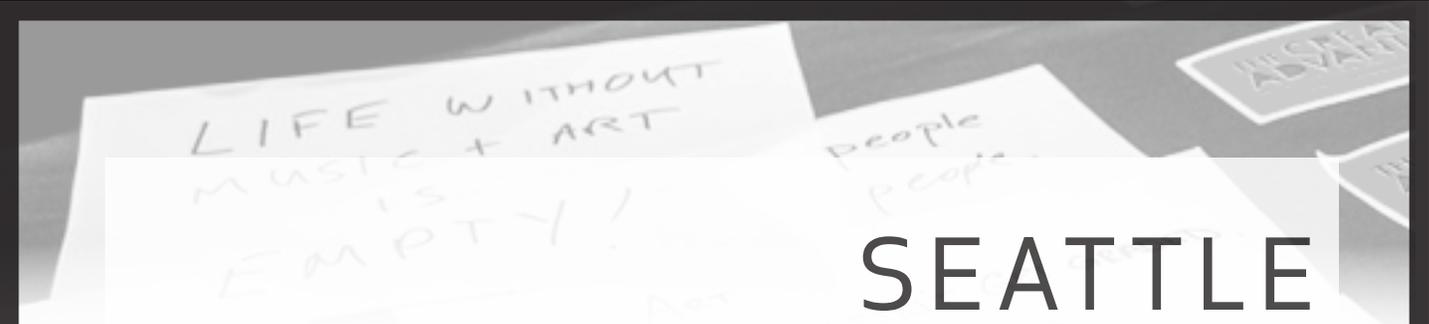


CONNECT & COLLABORATE



"Collaboration and partnership are what makes it all work. PlayNetwork, EMP Museum, and the Port of Seattle working together to bring to life our vibrant local music at Sea-Tac Airport; establishing the joint committee with the Arts Commission to leverage connections and resources to advance common goals in our creative communities; and the collaboration within the Commission itself - all come together to grow our creative community in a very powerful way."

Patty Isacson Sabee
Seattle Music Commissioner
CEO and Director, EMP Museum



SEATTLE MUSIC COMMISSION + SEATTLE ARTS COMMISSION JOIN FORCES

The work of the Music Commission's Youth + Community Committee and Arts Commission's Youth and Education Committee intersects and aligns on many key issues. In an unprecedented convergence, these two city commissions formed a joint Youth + Community sub-committee that works collaboratively to advance programs and initiatives focused on community outreach and engagement, youth education, and cultivating skills and facilitating connections between youth and industry to create a career pipeline.

The first joint Music Commission and Arts Commission Youth + Community Committee meeting took place November 5, 2014. Bolstered by new ideas and energy, the joint committee has advanced several key initiatives and will continue to be an ever greater catalyst for positive change in the arts and music communities.

BLACK MUSIC SUMMIT

One of the first joint projects between the Music Commission and Arts Commission was the Black Music Summit held on Saturday, January 31, 2015 at Langston Hughes Performing Arts Institute. The daylong City of Music Career Day Roadshow event, produced in partnership with Office of Film + Music, Office of Arts & Culture, and the Music and Arts Commissions, is an evolution and direct outreach program of the Music Commission's annual City of Music Career Day held each spring at the Seattle Center. The goal of the Roadshow events is to engage local communities around equity and opportunity in Seattle's music industry and to provide a framework for discussion around ways to ensure Seattle's vibrant music scene is accessible and open to everyone. The summit brought together local musicians and industry professionals to discuss the state of Seattle's black music scene and how to support artists in a rapidly growing and changing city where impacts of gentrification contribute to continuing inequities.

Over 150 people participated in the event and panels covered a variety of topics including the state of black music in Seattle, how to make a living in today's music business, and how music can be used to activate and enrich neighborhoods. Panelists

featured a mix of working artists and performers, promoters, venue owners and operators, and music and cultural organizations.

The event generated a high level of collaboration and networking and the ideas, strategies and feedback that resulted from the summit will help inform the direction of the City of Music Initiative as it progresses.

MEET THE COMMISSIONERS COMMUNITY OUTREACH EVENT

The Music Commission and Arts Commission collaborated again to initiate an ongoing series of community outreach events. The first joint Music Commission and Arts Commission Mixer was held Wednesday, June 3, 2015 at Rumba Notes Lounge in Columbia City. Community members were invited to attend, meet with Commissioners to learn more about the work of the Commissions, and share their own work, current projects, goals, and concerns with Commissioners.

The event featured welcome remarks from Commission Chairs Jody McKinley (Music) and Vivian Phillips (Arts), open networking and mingling of guests, and concluded with a performance from local funk band Ancient Robotz. During the event, attendees

were given the chance to “Date a Commissioner” in a speed dating style format where they could engage directly with Commissioners for intense 10-minute one-on-one sessions.

There were 16 Music and Arts Commissioners in attendance representing a diverse array of music and arts organizations, industry, and working creative professionals. Over 75 community members from all facets of the creative sectors came out to meet Commissioners and each other, share experiences, and gain inspiration.

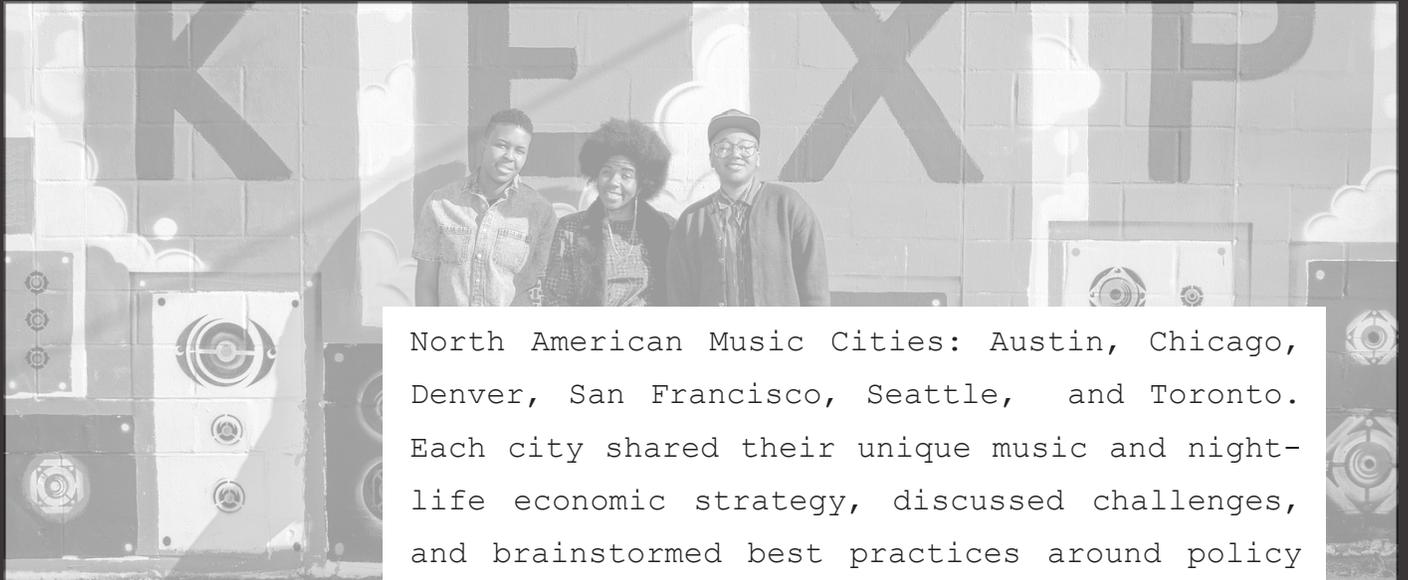
“There are so many ways the City of Music initiative and Seattle Music Commission are advocating for maintaining a positive environment for music—not just for practicing musicians but for the music industry as a whole. Having that community-wide support and advocacy around the issues most affecting the industry is vital to keeping the talent, and music industry, here in Seattle.”

Tim Lennon
Seattle Music Commissioner
Executive Director, The Vera Project

SEATTLE IN THE SPOTLIGHT



The Seattle City of Music Vision, together with the Music Commission, conceptually turned out to be a harbinger for a “Music Cities” movement that has recently gained international momentum as a key factor in the successful growth and development of a city. When the City of Music initiative was launched in 2008, followed by the formation of the Music Commission in 2010 to advance this vision, there were relatively few cities with an economic development agenda focused on building, and celebrating, their local music industry. This, combined with the success of the Music Commission to develop programs and initiatives that advance the City of Music 2020 Vision, situates Seattle at the heart of this growing Music Cities movement. Looked to as a leader on Music City strategy, Office of Film + Music Director Kate Becker was invited in 2015 to participate as a panelist at several key national and international music events to discuss Seattle’s music strategy, implementation and progress, and future vision and plans. Also in 2015, the City of Austin invited Seattle to attend the SXSW Festival and participate in the first Music Cities Summit. The City of Austin convened representatives from six



North American Music Cities: Austin, Chicago, Denver, San Francisco, Seattle, and Toronto. Each city shared their unique music and night-life economic strategy, discussed challenges, and brainstormed best practices around policy development and implementation. This productive two-day summit resulted in the formation of a music cities network that leverages connections, maximizes collaboration, and fosters a support system for municipal governments to learn and share effective ways to advocate for music as an integral part of their city's landscape.

The concept of music and music business as central to the vibrancy and economic sustainability of a city is catching on worldwide. The Seattle Music Commission, in the first five years since its formation, has positioned Seattle as a leading music city. With the Commission's continued dedication to serve Seattle's music ecosystem and community, the next five years hold tremendous promise.

PHOTO CREDITS

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