

**Seattle Music Commission**  
**WORKPLAN**  
**July 2013 – June 2014**

The Workplan of the Seattle Music Commission (SMC) sets out key areas of focus and action. This plan focuses on the SMC's fourth year, which will continue advancing the initiatives that were developed in the inaugural year.

The SMC Workplan reflects the *City of Music: A vision for the future of music in Seattle* document, developed by a community advisory group with the Seattle Office of Film + Music (OFM) in 2007, and intended to inform planning and strategy for the music industry and the larger community. Each Workplan action has been vetted by the SMC for alignment with one or more topics described in the City of Music 2020 Vision:

Alignment with the **City of Musicians** vision

In 2020 Seattle will provide music learning opportunities at national leadership levels for recreational, educational and professional development. Musicians around the country will recognize Seattle as a highly desirable place to live, create and perform.

Alignment with **City of Live Music** Vision

In 2020 Seattle residents and visitors will have increased opportunities to experience the power and pleasure of live performance in a multitude of ways. Seattle will be acknowledged as a premier site for performers - both local and international. The variety and quality of performances encourages audiences to encounter music in a multiplicity of settings and styles.

Alignment with **City of Music Business** Vision

In 2020 Seattle will have expanded its role as a hub of music innovation, with both commercial and not-for-profit industry leaders having their homes in this thriving environment. Seattle's music business reaches far beyond the City's physical boundaries: radio and online broadcasts, recordings, film scores, soundtracks, etc., will be valued exports that are enjoyed locally, nationally and globally. This role in the economic and cultural prosperity of the City will be supported by an effective and sustainable local infrastructure.

The three committees of the SMC will continue to provide the framework for the work outlined in this plan:

1. **Executive Committee** – Focused on governance, nomination and overall SMC operation and effectiveness.
2. **Youth and Community** – Focused on individual musicians, education, neighborhoods, recreation, and life-long learning.
3. **Policy and Communication** – Focused on policy, city and regional planning, and related issues as well as image, branding, audience development, industry strength and partnerships.

### **Executive Committee**

1. Manages SMC affairs and meetings in cooperation with OFM staff
2. Shares knowledge and facilitates communication between the SMC and key City Departments, County or State offices and Seattle entities that may impact the music sector.
3. Ensures we are considering equitable access and inclusive problem solving for all local neighborhoods and communities, in particular those that are chronically underserved.
4. Reports out to the community, Mayor and City Council as the 'face' of the Commission, whether it be delivering the annual report or on a more frequent case-by-case basis.

### **Policy + Communication Committee**

1. The City of Music® Local Music UX
  - Expand the local music channel + overhead announcements framework and infrastructure developed at Sea-Tac to other Port locations such as Cruise Terminal
  - Ensure that the program continues to maintain diversity of genres, artists and live performers representative of the Northwest's eclectic music culture.
  - Continue participating on the Port of Seattle's Music Initiative Steering Committee, further developing outreach, sustainability and PR for the Sea-Tac Music initiative locally, nationally and world-wide.
  - Scale the City of Music® Local Music Channel experience to local tourism points of entry such as VisitSeattle, Space Needle, Aquarium, Pike Place Market, King Street Station, Hotels, etc. and develop partnership with VisitSeattle to expand into tourism markets.
2. Music on the Seattle Waterfront
  - Monitor and advocate for development of an official plan for inclusion of musical performance infrastructure that is functional year round and accessible to all communities, whether it be a large capacity performance space or permanent busker locations throughout the waterfront.
  - Continue participating and cooperative efforts with the Waterfront Development Committee, Friends of Seattle Waterfront, Arts Commission, Office of Arts & Culture and DPD to develop an official Music plan for the waterfront.
3. Seattle Metropolitan Chamber of Commerce
  - Continue in advisory capacity to expand the Chamber's Music Industry sector strategy.
  - Consult with Chamber in programming and outreach for music industry related professional development opportunities and networking events.



- Assist in development and outreach for revamped 'City of Music Enterprise' membership program that targets a diverse group of music industry businesses.
4. Representation on City-wide Initiatives and Policy Development
- Monitor and evaluate city-wide developments that may have intersect with the music industry
  - Evaluate and expand outreach efforts to ensure equitable access and problem solving for all local neighborhoods and communities, in particular those that are chronically underserved.
  - Monitor existing and emerging busking or public performance programs throughout the city and continue supporting and advocating for expansion of these programs.
  - Musicians' Priority Load Zones
    - Work with OFM, SDOT and the Musician's Association of Seattle to conduct outreach and awareness campaign, launch the pilot program and evaluate impact on musicians and venues.
5. City of Music Initiative Awareness and PR Campaign
- Develop and launch a PR campaign for #CityOfMusic
    - Increase visibility, share success stories, highlight commissioners and their work, and improve how we tell the story of Seattle Music.
    - Highlight the "Music IS a Real Job" infographic in outreach and professional development efforts.
    - Identify target audiences and develop parallel outreach efforts that are inclusive and targeted to reach historically underserved communities.
    - Expand outreach to local music community and identify barriers to success while coordinating efforts with offices like OAC, Artist Trust and 4Culture
  - Develop and further expand the City of Music smartphone app ??
    - Take the app to v3.0 – enhance interface, marketing campaign, business outreach, establish a reliable developer relationship, define short and long term goals, add a live music at the airport performance schedule, and leverage partnerships.
  - Begin assessment and planning for updating the 2008 Economic Impact Study

## Youth + Community Committee

1. The Creative Advantage – Equitable Music and Art Education in Seattle Public Schools
  - Work to define the Commission’s role as boosters, outreach and engagement team alongside the SAC and Office of Arts & Culture.
  - In this advocacy role, the Committee will continue its focus on social justice issues and inequities of K-12 access to music education.
  - Develop strategic communication plan for elected officials and voters.
  - Enhance and work cooperatively with OAC to support the new dedicated staff person
  - Attend SPS Board Meetings, *Creative Advantage* events and engage elected officials to increase support for the K-12 Arts Plan.
  - Explore opportunities for intersection of City of Music Career Day with the Creative Advantage Arts Plan.
  
2. City of Music Career Day, Internship and Roadshow Events
  - Support event producers (One Reel) with assistance in programming and outreach
  - Identify and evaluate outreach efforts, attendance statistics, programming and event feedback to gauge impact and ensure that equitable access exists for all Career Day and Roadshow events.
  - Participate on development committee to ensure equitable and broad outreach, growth, sufficient capacity and longevity of annual event
  - Enhance outreach efforts and relationship building with businesses and music community leaders
  - Continue research and development of a City of Music ‘Super Internship’ program that will be directly associated and launched at City of Music Career Day and potentially at Roadshow events as well.
  - Include Music Tech Startups in outreach for programming of Career Day and also for participation in a ‘Super Internship’ program.
  - Explore potential to produce hyper-local community summits (similar to the Rainier Beach Summit” where meaningful interaction with the City of Music Initiative can happen at the neighborhood level.
  - Integrate Community Expo orgs and other local non-profits into the ‘Super Internship’ program
  
3. City of Music Community Expo
  - Expand and increase exposure for Expo community orgs
  - Identify and evaluate demographics of participation and impact of the event from both participant and public engagement perspective.
  - Consider collaborating with more visible orgs like KEXP, The Vera Project or Seattle Public Schools