

Seattle Music Commission

2019 Work Plan

The 2019 Seattle Music Commission (SMC) work plan sets key objectives and actionable items to advance the City of Music 2020 vision and beyond. This plan outlines the scope of work for the commission and sets the priorities for its three working committees: Executive, Advocacy + Economic Development, and Youth + Community.

2019 Areas of Focus:

- **Racial Equity** – We cannot and will not ignore the injustice that race is often a predictor of social, economic, and political opportunities and outcomes. We will work to eliminate racial inequity, starting with our Commission’s policies, practices, and programs; this is a priority for our Commission.
- **Amplify Youth and Community Voice** – Our Commission often makes decisions on behalf of the music community and young people; we will continue to include youth and community members at the table with us in our decision-making process.
- **Affordability** – Seattle’s affordability challenges are displacing musicians and music businesses; we will seek opportunities to advocate for solutions that will retain talent, industry, and culture.
- **Industry Support** – We will leverage our professional networks to support a healthy, vibrant music industry by assisting music businesses, encouraging entrepreneurship, and investing in individuals’ career development.
- **Seattle City of Music Vision & Identity** – We will evaluate our current work, as well as goals set out in the 2020 vision towards building a continuing five-year vision and strategy. We will leverage our individual and collective networks to cultivate visibility for the City of Music brand, as well as foster a culture of patronage in support of local artists, arts-centered organizations and businesses integral to the success of a thriving music ecosystem.

EXECUTIVE COMMITTEE: 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.

1. Lead with a lens of racial equity, using available tools and resources
 - a. Schedule racial equity trainings for SMC; consider additional joint trainings with the Arts Commission
 - b. Identify shared values and introduce mechanisms for accountability
2. Assess progress of City of Music Vision 2020 and beyond
 - a. Gather data on initiatives SMC has launched to achieve this vision
 - b. Form a taskforce to evaluate progress
 - c. Update or modify City of Music Vision, as necessary
3. Facilitate Commission and Committee meetings
4. Set SMC budget and oversee spending
5. Identify optimal opportunities to engage past Commissioners
6. Lead selection process and onboarding of new Commissioners

ADVOCACY + ECONOMIC DEVELOPMENT COMMITTEE: responsible for cultivating key industry partnerships to advance and support the development and growth of Seattle’s music industry, identifying and analyzing issues affecting the music community, and advocating for policies that foster a healthy and innovative music industry.

1. Expand the Experience City of Music program
 - a. Develop or strengthen partnerships (Port/airport, Visit Seattle, Downtown Seattle Association, Seattle Waterfront)
 - b. Develop pitch deck/presentation and ask for partner support
 - c. Diversify artist roster (include music from various cultures, genres, types of ensembles)
2. Increase awareness and SMC representation in affordability conversations (HALA*, CRUEDA**, FED***, etc.); advocate for music community
 - a. Identify whom to talk to, formalize connections to other groups
 - b. Develop strategy and protocol for activating the community around advocacy opportunities, creative housing solutions (i.e. artist in your residence); performance spaces solutions and opportunities (i.e. house concerts)
3. Continue dialogue with developers and community activists
 - a. Identify opportunities for action
 - b. Provide quarterly updates on progress
4. Creative housing and performance solutions and opportunities
 - a. Identify curators and organizations that are taking creative solutions to very artist-centered performance opportunities (i.e. house concerts and secret shows) and compile some best and innovative practices.
5. Support access to professional development and networking opportunities, esp. for people of color
 - a. Identify with and collaborate with new training and organizational partners
 - b. Leverage The Mixer events
 - c. Assist with employer recruitment for City-supported internships
6. Support OFM’s industry research and advocacy efforts
 - a. Creative economy study, nightlife study
7. Events & Festivals
 - a. Housed under A+ED but full commission priority
 - b. Keep informed about the status of Festivals and Events in the City and region by bringing in voices from this sector to committee and commission meetings
 - c. Monitor opportunities to advocate for policies/initiatives that support Festivals and Events in sustainable, as well as reinforce the social and economic impact of this area of the Music Ecosystem.
8. Job Opportunities
 - a. Identify action items and organization partners to collaborate with
 - b. Housed under A+ED but full commission priority
9. Tech Integration
 - a. Identify action items and organization partners to collaborate with

* HALA: Housing Affordability and Livability Agenda

** CRUEDA: Civil Rights, Utilities, Economic Development & Arts committee of Seattle City Council

*** FED: Facilities and Economic Development committee of the Seattle Arts Commission

YOUTH + COMMUNITY COMMITTEE: 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.

1. Support youth career exploration in music and arts
 - a. Champion the various Career Days
 - i. Provide financial support
 - ii. Lead Music Career Day programming of speakers and outreach
 - iii. Ensure diverse genres and opportunities (e.g. include choral, orchestral orgs)
 - iv. Involve youth in planning
 - v. Integrate youth in event programming and execution
 - b. Advocate for and support youth mentorship opportunities through existing events, programs and partner organizations (e.g. Youth Round Table, The Mixer, Career Days)
 2. Increase youth and community input and engagement
 - a. Hold quarterly community-led, equity-focused roundtables to break down barriers, voice concerns and needs. Audiences:
 - i. Youth Musicians and Future Industry Leaders
 - ii. Music industry gatekeepers
 - iii. Funders/lenders
 - iv. Developers
 - b. Consult with youth and community for input on SMC work; activate youth orgs (Totem Star, The Vera Project, etc.). Topics:
 - i. Affordability
 - ii. CAP Report
 - iii. Youth-oriented programs (Career Days, internships)
 3. Advocating for Safer Spaces
 - a. Identify action items and organizational partners to collaborate with
 4. Raise awareness and accessibility of the Music Commission
 - a. Monthly profiles of Music Commissioners on Office of Film + Music blog – tell the stories of industry leaders invested in the music community
 - b. Finalize Y+C video; distribute, promote video Q1 (e.g. Seattle Channel, Nancy Guppy)
 - c. Strengthen Y+C social media presence
 - d. City of Music @ Seafair: increase visibility of SMC and music orgs at Seafair
 - i. Youth organization spotlight; Commissioner team up with youth org to introduce Seafair events
 - ii. Explore how to leverage Seafair's south end presence to bring artists' issues to light
 - iii. Explore opportunity to collaborate in music programming (i.e. SMC Stage?)
 5. Support replacement of jazz history sign at Jackson & 12th
-

About the Seattle Music Commission

The Seattle Music Commission is a 21-member volunteer commission representing a cross section of Seattle's music sector, including 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.

Video: [Seattle Music Commission + City of Music Vision \(2016\)](#)