

Seattle Music Commission

Workplan Priorities

July 2020-December 2021

The Seattle Music Commission is a group of industry and community volunteer stakeholders assembled to advise the Office of Film + Music in its advocacy for, and policy related to, the City of Seattle's support and growth of the local music industry and community. The 21 seats represent a broad range of music industry backgrounds, from artist, venue, nonprofit and label management to interactive media. 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. Its combined efforts are to collaboratively advise workplan priorities for the Office of Film + Music, and to strengthen music industry and community interaction with the Office of Film + Music and City of Seattle.

Commission Values

Antiracism is at the core of the Seattle Music Commission's advisory work, which includes full transparency in process and policies recommendations, internal acknowledgements and education, and effective dissemination of frameworks to the community.

Mitigating COVID-19 Impact the impacts from COVID-19 to the music industry have brought urgency to work closely with industry and community stakeholders to develop pathways forward for the industry to survive and thrive.

Industry Support to assist music businesses, encourage entrepreneurship, and invest in career development is what drives the Commission. Leveraging the professional networks of the participants supports a healthy, vibrant music industry.

Community Voice leads the Commission's conversations and recommendations.

The Music Commission's workplan contributes to the Office of Film + Music's work in:

Alignment with City Civic Recovery Strategies

COVID-19 has highlighted and exacerbated economic disparities. Without strategic and inclusive interventions, polarization in Seattle will deepen. OFM, OED, and ARTS have both the opportunity and responsibility to rebuild an economy that is more equitable, investing deliberately in creative BIPOC workers, WMBE businesses, and systemically oppressed communities through tailored economic programs and policies. The SMC will advise OFM, OED, and ARTS on how to best make these strategic investments.

Alignment with the Inclusive Creative Industries Recovery Strategies

Seattle's creative industries growth outpaced overall GDP prior to COVID-19 but have been disproportionately impacted by COVID-19. Creative businesses were among the first to close and will be the last to reopen. Creative workers have been hit particularly hard by COVID-19, representing the largest unemployment claims as a percentage of jobs. Inclusive creative industries recovery strategies will leverage the existing creativity and technical expertise of

these creative industries to establish Seattle as an inclusive creative ecosystem. As the music industry cross-collaborates with other creative industries, strategic interventions in the music industry support the advancement of creative industries as a whole. The recovery strategies are intentionally designed to grow diverse businesses and diversifying growing businesses, and build social safety nets for independent contractors. The SMC will advise on interventions to develop city policies that acknowledge the music industry's role as an economic driver of the creative industries.

*Alignment with the **Film Task Force** and the **Seattle Arts Commission and Subcommittees***

Collaborate with the FTF and SAC to advocate for the economic development of the creative industries and promote Seattle as a city of Film, Music and Arts & Culture.

Pillars of work are supported by three subcommittees:

- 1. 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.
- 2. Advocacy and Economic Development:** 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.
- 3. Youth & Community:** focused on ensuring music and arts education opportunities, developing and facilitating career pipelines and youth access to creative and cultural industries, and supporting vibrant micro creative and cultural communities and economies.
- 4. Festivals & Events:**

This 18-month workplan of the Music Commission defines bodies of work to advise OFM, OED, and ARTS in supporting Seattle as a destination for music and in rebuilding an inclusive economy. The workplan of each subcommittee is structured as short-term and long-term goals. Actions that the volunteers choose to take on are not limited to this workplan and the plan is flexible to change.

Executive Committee

SHORT TERM

Manage Outreach to Fill Vacant Commission Seats

- Coordinate with OFM staff and delegate to the full commission.
- Address gaps in representation.

LONG-TERM

Revisit the City of Music 2020 Vision

- Build container to reimagine a new normal and the way things could be to drive the next Vision.

Advocacy and Economic Development Subcommittee

SHORT TERM

Advocate for Legislative Change

- Support gig worker safety nets such as employers providing W2's instead of 1099's.
- Encourage Men's Sports to voluntarily pay Admissions Tax.

Support and Advance Creative Workforce Development

- Advise OFM on program development that provides business development, technical assistance, and marketing for music workers.
- Advise OFM on building bridges between employers and music workers to support local and diverse sourcing, hiring and procurement.
- Advise on the Seattle Channel pivot, Hope Corps development, Career Connected Learning Grant outreach, and other initiatives.

Encourage City Interventions in Commercial and Cultural Space

- Continue to advocate for the Cultural Space Agency Public Development Authority.
- Advocate for solutions that retain talent, industry, and culture as affordability challenges are displacing music businesses and workers, exacerbated by COVID-19.
- Partner with nightlife advocacy groups.
- Advise on the Special Events Vision and OFM permitting processes.

LONG-TERM

Build Cross-Sector Bridges

- Facilitate business development, local music sourcing, local and diverse hiring with other sectors including film, emerging technology, and gaming.

Pursue Media Opportunities

- Advise on platform to showcase local talent and develop viewership.
- Advise on the pivot of the Seattle Channel.

Youth & Community Subcommittee

SHORT-TERM

Support creative youth development and career exploration in the creative industries, prioritizing BIPOC and underrepresented youth

- Continue to advocate for Digital Equity for our City's youth + community
- Support SPS in engaging youth via culturally-relevant virtual means
- Support the Production of a Reimagined Virtual Music and/or Film Career Day
- Increase youth input in all aspects of Y+C programming, advocacy, and policy development
- Engage in antiracist trainings as a community to center our values and build a workplan that encompasses COVID and post-COVID times

LONG-TERM

Create Career Pipelines for Youth to the Music Industry

- Advise on the Inclusive Creative Industries Cluster strategy driven by key businesses, BIPOC youth, and education institutions.
- Increase youth input and engagement + prioritize BIPOC and underrepresented youth .
- Advise OFM/ARTS on scaling up digital equity for youth, align with *Internet for All* initiative, and make connections for public-private-nonprofit partnerships.
- Engage local music, gaming, and tech industries and education.
- Expand Y+C scope and invite more people to the table, building more strategic collaborations across the SAC and SMC
- Invite members from outside sectors to examine how youth art affected by (lack of) access to: education, healthcare, housing, food, information technology, transportation, real estate development, and more