



## Memo

**Date:** September 1, 2020

**To:** Councilmember Tammy Morales, Chair, Community Economic Development Committee  
Kirsten Arestad, Director, City Council Central Staff

**From:** Bobby Lee, Director, Office of Economic Development Director  
Chris Swenson, Office of Film + Music Acting Director

**Subject:** Request to Lift Proviso OED-9-B-1 – Creative Industries Advisor Scope of Work

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The City Council's Proviso OED-9-B-1 imposed restrictions on the remaining \$99,000 of funding for the Creative Industry SA2 Policy Advisor position until OED has provided a report on how this position will support the diversity of workers in the Creative Industries sector, specifically those in the film and music industries. This memo and attachments provide the requested information to lift the proviso. Pending Council committee review, OED requests that the OEC Committee Chair files a certification with the City Clerk that the OED has provided the necessary report.

### **Background on Inclusive Creative Industry Strategy**

The Inclusive Creative Industry (ICI) program and strategy is a an Office of Economic Development (OED) initiative, co-led by the Office of Film + Music (OFM), to equitably grow creative industries, small businesses, worker careers, and align workforce development priorities, centered in the advocacy for and support of the film and music industries. In the 2020 Adopted Budget, the ICI program is centered in OED's Inclusive Economy Agenda for the future of work.

Now, COVID-19 has highlighted and exacerbated economic disparities the ICI is developed to address. Without strategic and inclusive interventions, polarization in Seattle will only deepen. OED has both the opportunity and responsibility to rebuild an economy that is more equitable, investing deliberately in Black, BIPOC, LGBTQ, and marginalized communities through tailored economic programs and policies. The vehicle for these programs and policies, is an ICI strategy, positioned as a civic recovery priority. Seattle is a city that invents the future, and the strengths of local industries are diversity, innovation, and creativity.

The film and music industries are at the center of the ICI strategy. Impacts from COVID-19 have completely shut down and devastated both industries. Location filming is [down 98%](#), peer cities fear [90% of live music and nightlife venues will close](#) this year, festivals have been [completely stopped](#). The ICI's work through OFM with industry leaders and advocacy groups including the Seattle Film Task Force, Seattle Music Commission, and ASSET, is key to the recovery and reopening of these industries.

### **Creative Industry Policy Advisor Role and Scope of Work**

This Strategic Advisor 2 (SA2) position added in the 2020 Proposed Budget will report to the ICI Director position. The position was added to support the development and implementation of OED's ICI sector strategy with marketing, stakeholder management, and policy research and development, which will benefit

related businesses and supportive of stakeholders so that the industry's needs are understood and advocated for successfully. This position is developed as the connective staffing between multiple departments' efforts to pivot the City's economic priorities to the future of work within the emerging Network Economy.

The SA2 will proactively engage the Creative Industry sector using the relationships, assets, and competencies of OFM, OED, and OED's Small Business, Business District, Key Industries, and Workforce Development teams, and leverage the best practices that are being developed in cities worldwide which are supportive of building their creative economy. This position will help the City meet the goals set out by this strategy by:

- Strategic advisory and co-liaison for Creative Industry advisory bodies Film Task Force and Seattle Music Commission
- Strategic advisory on marketing and branding for the ICI strategy and program
- Liaison lead for ICI cluster strategy work, convening consultants, and OED and interdepartmental staff
- Liaison lead staff between OED, OFM, ARTS, and County and State agencies in the City's collective effort to support Creative Industry work
- Liaison lead staff between OED, OFM, and ARTS for Creative Economy recovery strategy
- Providing expert subject matter advisory on issues related to the Creative Industries, including advising on recommendations to help shape significant City policies and programs to promote and develop this industry sector so that it remains vibrant, centered in Seattle's Black and BIPOC small businesses, workers, and youth

Deliverables from this position include:

- Workplan development for advisory bodies including Film Task Force and Seattle Music Commission
- Incorporation of the ICI strategy into City's economic development and recovery strategy
- Integration of Creative Industries into 10% of each OED sector's workplan
- Identifying and convening core businesses into ICI strategy
- Increase number of BIPOC small businesses, workers, and youth in the Creative Industries
- Integration of Creative Industries into, and scaling of, current and developing programs, including continuous learning programs (e.g., Digital Literacy and Creative Advantage), jobs and business programs (e.g., inclusive hiring and joint sector innovation), affordability (e.g., Opportunity Zones and Cultural Space Agency), and identity (e.g., Creative Industries Summit and Seattle Channel)
- Alignment between City's Creative Economy recovery with County and State

The hiring of this position will ensure the COVID-19 recovery and reopening work will be done. This position will ensure we are centering ICI work in the film and music industries and are meeting increased program and policy development work to engage and support Black, BIPOC, LGBTQ, and underserved communities.

CC: Councilmember Andrew J. Lewis, Vice Chair  
Councilmember Debora Juarez  
Councilmember Alex Pedersen  
Councilmember Kshama Sawant

Councilmember Lisa Herbold  
Senior Deputy Mayor Mike Fong  
Anthony Auriemma, Legislative Director, Mayor's Office  
Maritza Rivera, Mayor's Office  
Paddy Wigren and Yolanda Ho, Council Central Staff  
Julie Dingley, Miguel Jimenez and Adam Schafer, City Budget Office

Attachments:

- 1 – ICI Policy Advisor Workplan Scope
- 2 – Creative Industry Policy Advisor Job Description

## OED-9-B-1 Legislative Change Response & Proviso Lift Request Attachment 1

### OED Inclusive Creative Industries Policy Advisor Workplan Scope

#### General

- Strategic advisory support for OFM/ICIT director
- Connective staff between OFM, OED, ARTS, and others, to prioritize Creative Industries work
  - Future of Work (or similar) subcabinet
  - Seattle Together / social cohesion initiatives
  - COVID recovery initiatives
- Strategic advisory program emphasis (see sector-specific work)
  - Seattle Music Commission (SMC) lead connecting commission workplan to economic development
  - Film Task Force (FTF) lead developing high level workplan and providing strategic workplan assistance
  - Promote creative industry led by film and music with advisory group workplans
- Comms support
  - Mixer co-development with Comms and Mixer lead

#### Inclusive Creative Industries

- OFM/OED/ARTS/dept liaison
  - Workforce Development: Scale up Digital Divide Pilot through public-private-community partnerships with workforce development team and Seattle IT
  - Key Industries: create structured joint opportunities to bring creatives to the table for ideating solution to inclusive hiring and other civic challenges, i.e. Green New Deal
  - Small Business and OIS: Identify BIPOC creative small businesses and provide connections for mentorship, technical assistance, capital, and procurement
  - ARTS: Creative economy, commercial space, other industry focused initiatives that prioritize BIPOC and LGBTQ
- Creative Industry Cluster work
  - Responsible for increasing number of BIPOC small businesses and individuals participating in creative industry and obtaining family wage jobs.
  - Convening businesses/industries/education institutions
  - Lead creative industry focus to OFM's cluster work
  - Liaison with team leads and with consultant(s)
  - Align with country, state, and federal creative economy platforms
  - Manage research process
    - Oversee research consultant work
- ICIT Director hiring process
  - Assist coordination of public engagement on hiring process
- Creative Industry integration and recovery
  - Integrate creative industries into 10% of each teams workplan.
  - Liaison with teams on this integration
  - Support existing creative industries within OFM (see sector-specific work herein)
  - Align with county, state and federal creative economy recovery recommendations

## Film

- FTF strategic advisory
- FTF and subcommittee workplan assistance
- Assist film lead and team in connection, alignment, strategy, and marketing plans and initiatives (e.g., building Seattle as a place for film)

## Music

- SMC liaison co-leadership
- SMC business development plan lead
- SMC Industry/Advocacy committee lead
- SMC and subcommittee workplan assistance
- Assist music team and lead in connection, alignment, strategy, and marketing plans and initiatives (e.g., building Seattle as a place for music)

## Nightlife

- Assist nightlife advocate in connection, alignment, strategy, and marketing plans and initiatives (e.g., building Seattle as a place for nightlife)

## Events

- Assist events team and lead in connection, alignment, strategy, and marketing plans and initiatives (e.g., building Seattle as a place for creative events)

**Creative Industries Policy Advisor Job Description**

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**LOCATION:** Seattle Municipal Tower, 700 5th Ave., Seattle, Washington  
**JOB TYPE:** Strategic Advisor 2, Civil Service Exempt, Regular, Full-time  
**DEPARTMENT:** Office of Economic Development

**POSITION DESCRIPTION:**

The Office of Economic Development (OED) is a Mayor's Executive Office, responsible for working with the Mayor and City Council develop, analyze and implement policies and programs that support the City's economic development agenda. Our organization is committed to creating equitable and inclusive work environments to support the success of the full range of our employees. We believe that employees who feel valued and respected will create policies, programs, practices and services to effectively meet the needs and exceed the expectations of our diverse community.

Under the leadership of its new Director, OED will be implementing an Inclusive Economy Agenda, which centers racial equity in the office's core functions. Part of this initiative is OED's Inclusive Creative Industry (ICI) program and cluster strategy, a new concept still under development that will be led by the Office of Film + Music (OFM). This position will report to the ICI Director position that has not yet been filled, and is intended to support the implementation of OED's ICI sector strategy with marketing, stakeholder management, and policy research and development.

As a diverse staff, OED supports the City's economic agenda by delivering programs that support local talent development, provide technical assistance and financing opportunities, support Seattle's neighborhood business districts, advocate for creative industry sectors, support Seattle's small businesses and workers, and develop policies supportive of an inclusive and diverse economy. These programs include the work of ICI, OFM, Special Events Office, Small Business Development Team, Workforce Development Team, Neighborhood Business District Team, and Key Industry Team. The Creative Industries Policy Advisor is part of the Inclusive Creative Industry program and reports to the its Director.

The Creative Industries Policy Advisor is tasked to be the connective staff between City departments, including OED, OFM, and ARTS, as well as developing relationships across the industries identified in the Inclusive Creative Industries cluster strategy. OED's IT Industry Advocate position is focused on these main elements as part of its cluster strategy:

- Identifying public-private partnerships that further OED's mission to advance access to economic opportunity for small businesses and underrepresented communities in Seattle by thinking and operating through the lenses of youth empowerment, equity, and race and social justice, and serving as a liaison to the creative industries regionally, nationally, and internationally.
- Tracking trends in the creative industries – primarily jobs, policies, and applications across sub-sectors, in emerging industries, and across other industry verticals to inform the ICI cluster strategy
- Creating and managing programs that serve Seattle youth of color, and serve creative industries sectors, businesses, workers, and investors, as well as creative industry and community leaders and organizations.
- Providing strategic advisory support for the ICI Director
- Provide interdepartmental connectivity for recovery and inclusive initiatives for the creative industries and community

## **Attachment 2 – Proviso Lift Request OED-9-B-1**

- Providing strategic advisory centered in economic development for film and music advisory bodies including the Seattle Music Commission and Seattle Film Task Force
- Provide strategic advisory in development of marketing and branding for OED's ICI function
- Lead ICI cluster strategy work interdepartmentally and with consultants to increase number of BIPOC small business and individuals, to align with County, State, and Federal creative economy platforms
- Liaison with OED's core sectors to integrate ICI and cluster strategies within staff and team workplans
- Provide strategic advisory and policy guidance to OFM's film, music, nightlife, and events sectors
- Provide assistance and strategic advisory to OFM professional development and marketing programs including the Mixer series, career days series, and marketing platforms

### **JOB RESPONSIBILITIES:**

#### **Here is more about what you will be doing:**

- Work with stakeholders to inform policy decisions and execute long-term cluster strategies that promote opportunity and remove barriers for youth, workers, and businesses.
- Support local and regional workforce initiatives to create a robust and coordinated workforce strategy in support of family-wage career pathways, particularly for youth of color.
- Support local and regional initiatives to create a robust and coordinated industry sector advocacy strategy in support of small business and workers, particularly for BIPOC businesses and workers.
- Work with community partners and cross-functional teams within OED and the City of Seattle.
- Take a consultative and customer service-oriented approach to problem-solving for industry.
- Work with Creative Industry leaders to support the development and implementation of recruiting strategies to expand the talent pipeline to a representative pool. This may include supporting and planning events, conferences, community outreach, referrals, and other diversity related activities to attract and hire a broad range of underrepresented talent communities to this industry sector.
- Build and lead specific hiring initiatives to accelerate diversity hiring.
- Serve as a subject matter expert to industry sector to work to integrate diversity hiring practices and business and industry advocacy, particularly for BIPOC owned businesses and workers.

#### **What you will need to be successful in this position:**

#### **You will be successful if you feel passionate about:**

- Working towards equity by addressing disproportionality within creative industries.
- Putting Seattle on the global map of innovation and becoming known as the best place in the world to produce film, make music, and have a creative industry company.
- Supporting businesses' paths to success through expansion and scaling.
- Listening to innovators in order to inform policy decisions, that in turn, promote success.
- Working with the community and doing outreach to promote the creative industries as a business or career path.

#### **Your effectiveness in this role will depend on your ability to:**

- Have a deep understanding of the challenges faced by businesses, particularly those from racially and ethnically diverse communities
- Communicate effectively, orally and in writing across broad audiences, while working in a political and fast-paced environment on a cross-functional team.

## **Attachment 2 – Proviso Lift Request OED-9-B-1**

- Create, nurture, and leverage deep relationships inside the City of Seattle, the creative industries, and the business community-at-large.
- Implement programming sensitive to the needs of diverse clients in a culturally competent framework.
- Take a consultative and customer service-oriented approach to industry problem-solving.
- Work effectively with diverse cultural, business and technical groups and individuals from the full range of differences reflected in our community, including but not limited to: ableness/disability, age, economic/social class, English proficiency, ethnicity, family status, gender identity and expression, national origin/citizenship status, race, religion/spiritual expression, and sexual orientation.
- Successfully manage competing priorities.

### **You will feel prepared to take on this role if you have experience in:**

- Working effectively with individuals from the full range of differences reflected in our community, including but not limited to: ableness/disability, age, economic/social class, English proficiency, ethnicity, family status, gender identity and expression, national origin/citizenship status, race, religion/spiritual expression, and sexual orientation.
- Developing public/private partnerships with a focus on promoting increased racial representation in the workforce and in engagement of diverse small business.
- Running and/or supporting technology businesses as either a founder or CEO.
- Coaching/screening/advising businesses, particularly in the areas of marketing, financing, and leadership.
- Understanding of key economic success factors and ability to analyze and communicate trends.
- Developing and implementing programs, services, courses, etc., that are designed to meet the needs of our diverse population.
- Collaborating and partnering with colleagues and partners from diverse backgrounds and the full range of experiences and identities.
- Have experience working with creative industry sectors, particularly the film or music industries.

### **QUALIFICATIONS:**

**In addition to the ability to complete the tasks mentioned above, you will need a combination of experience, training, and/or education that provides an equivalent background required to perform the work of the class or possess the following required qualifications:**

- A Bachelor's degree (arts or sciences) or equivalent work, education or training experience
- At least five years of progressively responsible experience in professional-level technology, investment, economic development organizations.
- Proven track record of creating and executing diversity recruiting strategies.