

Ordinance No. 124422

Council Bill No. 118007

AN ORDINANCE relating to the Seattle Music Commission; allowing for the continuation of the Commission; allowing commissioners to serve additional terms; superseding Resolution 31173; and creating a new Chapter 3.74 consisting of new Sections 3.74.010, 3.74.020, 3.74.030, and 3.74.040 in the Seattle Municipal Code.

Related Legislation File: \_\_\_\_\_

|                                                             |                                                                   |
|-------------------------------------------------------------|-------------------------------------------------------------------|
| Date Introduced and Referred:<br>12.16.13                   | To: (committee):<br>Housing, Human Services<br>Health and Culture |
| Date Re-referred:<br>1.6.14                                 | To: (committee):<br>Finance and Culture                           |
| Date Re-referred:                                           | To: (committee):                                                  |
| Date of Final Action:<br>2/3/14                             | Date Presented to Mayor:<br>2/5/14                                |
| Date Signed by Mayor:<br>2.7.14                             | Date Returned to City Clerk:<br>2.10.14                           |
| Published by Title Only <input checked="" type="checkbox"/> | Date Vetoed by Mayor:                                             |
| Published in Full Text                                      |                                                                   |
| Date Veto Published:                                        | Date Passed Over Veto:                                            |
| Date Veto Sustained:                                        | Date Returned Without Signature:                                  |

The City of Seattle – Legislative Department  
Council Bill/Ordinance sponsored by: *Phil Luster*

Committee Action:

| Date      | Recommendation                            | Vote |
|-----------|-------------------------------------------|------|
| 1/29/2014 | Pass as amended (Licata, Burgess, Godden) | 3-0  |

This file is complete and ready for presentation to Full Council. \_\_\_\_\_

Full Council Action:

| Date         | Decision | Vote                  |
|--------------|----------|-----------------------|
| Feb. 3, 2014 | Passed   | 8-0 (excused: Godden) |

*Law Department*

**CITY OF SEATTLE**  
**ORDINANCE** 124422  
**COUNCIL BILL** 118007

AN ORDINANCE relating to the Seattle Music Commission; allowing for the continuation of the Commission; allowing commissioners to serve additional terms; superseding Resolution 31173; and creating a new Chapter 3.74 consisting of new Sections 3.74.010, 3.74.020, 3.74.030, and 3.74.040 in the Seattle Municipal Code.

WHEREAS, the City of Seattle is one of the most dynamic music cities in the world, having been home to numerous musical icons, and having enjoyed a rich history that continues to innovate and inspire so many; and

WHEREAS, Seattle is acknowledged as a distinctive center for music, where a spirit of innovation continually renews a thriving music scene, and audiences who appreciate the talent of diverse musicians of all ages and musical genres provide the foundation for this city's vibrant music culture; and

WHEREAS, Seattle is officially recognized as the City of Music®, and has established that designation as a registered trademark with the U.S. Patent and Trademark Office; and

WHEREAS, Seattle's music industry contributes to a healthy community and economy by directly creating jobs, and by supporting a wide variety of businesses that generate annual earnings, and sales and Business and Occupation tax revenues; and

WHEREAS, there is an untapped potential to enhance music even more as an economic, educational, and recreational force in meeting our residents' and visitors' creative needs; and

WHEREAS, in 2010, the Council established the Seattle Music Commission through Resolution 31173; and

WHEREAS, through Resolution 31173, the Council also adopted the City of Music Vision Statement which has been carried out by the Seattle Music Commission since that time; and

WHEREAS, the Mayor and Council believe it appropriate for the Seattle Music Commission to continue to strengthen the value of music in our city as a dynamic force that enriches the lives of residents, visitors and listeners around the globe – both economically and culturally; and



1 WHEREAS, it is appropriate to establish the terms that govern the Seattle Music Commission in the  
2 Seattle Municipal Code;

3 NOW THEREFORE,  
4

5 **BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

6 **Section 1.** The Council finds that music in Seattle deserves continued support, as  
7  
8 recognized in the Seattle City of Music Vision document (attached as Exhibit A) and adopted by  
9 City of Seattle Resolution #31173 (attached as Exhibit B).

10 **Section 2.** A new Chapter 3.74 is established in the Seattle Municipal code as follows:

11 **Chapter 3.74 SEATTLE MUSIC COMMISSION**

12 **3.74.010 Seattle Music Commission – Continuation of prior establishment**

13 A. The Seattle Music Commission (“Commission”), established by Resolution 31173,  
14  
15 shall continue in full force and effect, as composed on the effective date of Ordinance [this  
16 ordinance], and all prior acts of the Commission are ratified and confirmed.

17 **3.74.020 Composition**

18 A. The Commission shall be composed of 21 members, whose positions shall be  
19  
20 numbered from one to 21. Odd-numbered positions shall be appointed by the Mayor’s office and  
21 even-numbered positions shall be appointed by the City Council. All appointments are to be  
22 confirmed by the City Council.

23 B. Appointments shall be made to ensure that the varied interests of the Seattle music  
24  
25 industry are represented to achieve a diverse cross section of music industry viewpoints and to  
26 address diverse concerns. In making appointments, efforts shall be made to include  
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28



1 representation from each of the following subgroups: (a) interactive media; (b) working  
2 musicians; (c) radio; (d) record labels; (e) recording studios; (f) performance institutions (g)  
3 major Seattle corporations; (h) for profit and not-for-profit music venue operators; (i) local music  
4 festivals; (j) artist management; (k) funding foundations that support local music; (l) non-profit  
5 and grassroots community music organizations; (m) music retailers; and (n) local music  
6 associations.

7  
8 C. Commission members shall be appointed to staggered three year terms. The  
9 staggering and length of terms shall continue as established in Resolution 31173, and all  
10 Commission members in place on the effective date of Ordinance [this ordinance] shall continue  
11 to serve their terms. To ensure the continuity and longevity of a member's work, members shall  
12 have the option to serve for a second consecutive term for a maximum of six consecutive years  
13 of service. Requests to serve a second term shall be considered by and voted on by an Executive  
14 Committee of the Commission which shall be established by rules or bylaws established by the  
15 Commission. The Executive Committee shall report any second term extensions to the Mayor  
16 and City Council via staff in the Office of Film + Music. If a member fails to serve a complete  
17 term, a replacement shall be appointed for the remainder of the member's term, odd-numbered  
18 positions to be appointed by the Mayor and even-numbered positions to be appointed by the City  
19 Council. A member who has been appointed as a replacement may serve a second term after  
20 completion of the term served as a replacement for a maximum of six years of service if so  
21 approved by the Executive Committee.  
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1 D. Each year, by a majority vote of the Commission, one Commission member shall be  
2 elected Chairperson for a one-year term, and one shall be elected Vice Chairperson for a one-  
3 year term, who shall serve as Chair in absence of the Chairperson.

4 **3.74.030 – Purpose of the Commission**

5 A. The Commission shall consider and serve the economic and business interests of the  
6 local music industry and community of Seattle. Its goal shall be to recommend to the Mayor and  
7 the City Council policies and partnerships, whether public or private, that ensure a thriving music  
8 marketplace and a vibrant music economy.  
9

10 **3.74.040 – Powers and duties of the Commission**

11 A. The Commission shall act in an advisory role to the Mayor and Council on issues  
12 related to the City of Seattle's support for achievement of the goals and development strategy  
13 outlined in the Seattle City of Music vision document attached to Ordinance [this ordinance] as  
14 Exhibit A.  
15

16 B. The Commission shall have the power to:

17 1. Organize itself, establish committees or subcommittees, and delegate duties for  
18 the performance of its work; and

19 2. Adopt rules of procedure to accomplish its functions.  
20

21 C. The City's Office of Film + Music shall provide staff support and meeting facilities  
22 for the Commission and maintain its records. The Commission shall meet at least three times per  
23 year on a schedule established by the Commission.  
24  
25  
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1 D. The Commission shall work with City departments in an attempt to advance the goals  
2 outlined in the Seattle City of Music vision document attached to Ordinance [this ordinance] as  
3 Exhibit B. The work of the Commission shall include the following:

- 4 1. Prioritization of work based on research recommendations of the Commission.
- 5 2. Communication with City staff to identify leadership actions that the City may  
6 undertake based on the prioritized recommendations and ideas of the Commission's Annual  
7 Workplan, and the available resources of the City.
- 8 3. Communication with City staff to identify issues or actions relevant to the  
9 local music industry for which the City could offer support.
- 10 4. Oversight towards accomplishment of Commission driven recommendations.
- 11 5. Development of an effective and ongoing communication conduit between  
12 City departments and the Seattle music industry.
- 13 6. Building participation by Seattle music businesses, individual musicians, and  
14 non-profit music entities in advancing the City of Music Vision.

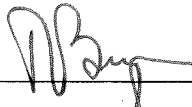
15 E. The Commission shall operate under the provisions of the Open Public Meetings Act,  
16 Chapter 42.30 RCW .

17 **Section 3.** Resolution 31173, adopted on January 11, 2010, is hereby superseded.


18 **Section 4.** This ordinance shall take effect and be in force 30 days after its approval by  
19 the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it  
20 shall take effect as provided by Seattle Municipal Code Section 1.04.020.



1 Passed by the City Council the 3<sup>rd</sup> day of February, 2014, and signed by  
2 me in open session in authentication of its passage this  
3 3<sup>rd</sup> day of February, 2014.

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6 President \_\_\_\_\_ of the City Council

7  
8 Approved by me this 7<sup>th</sup> day of February, 2014.

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10   
11 Edward B. Murray, Mayor

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13 Filed by me this 10<sup>th</sup> day of February, 2014.

14  
15 

16 Monica Martinez Simmons, City Clerk

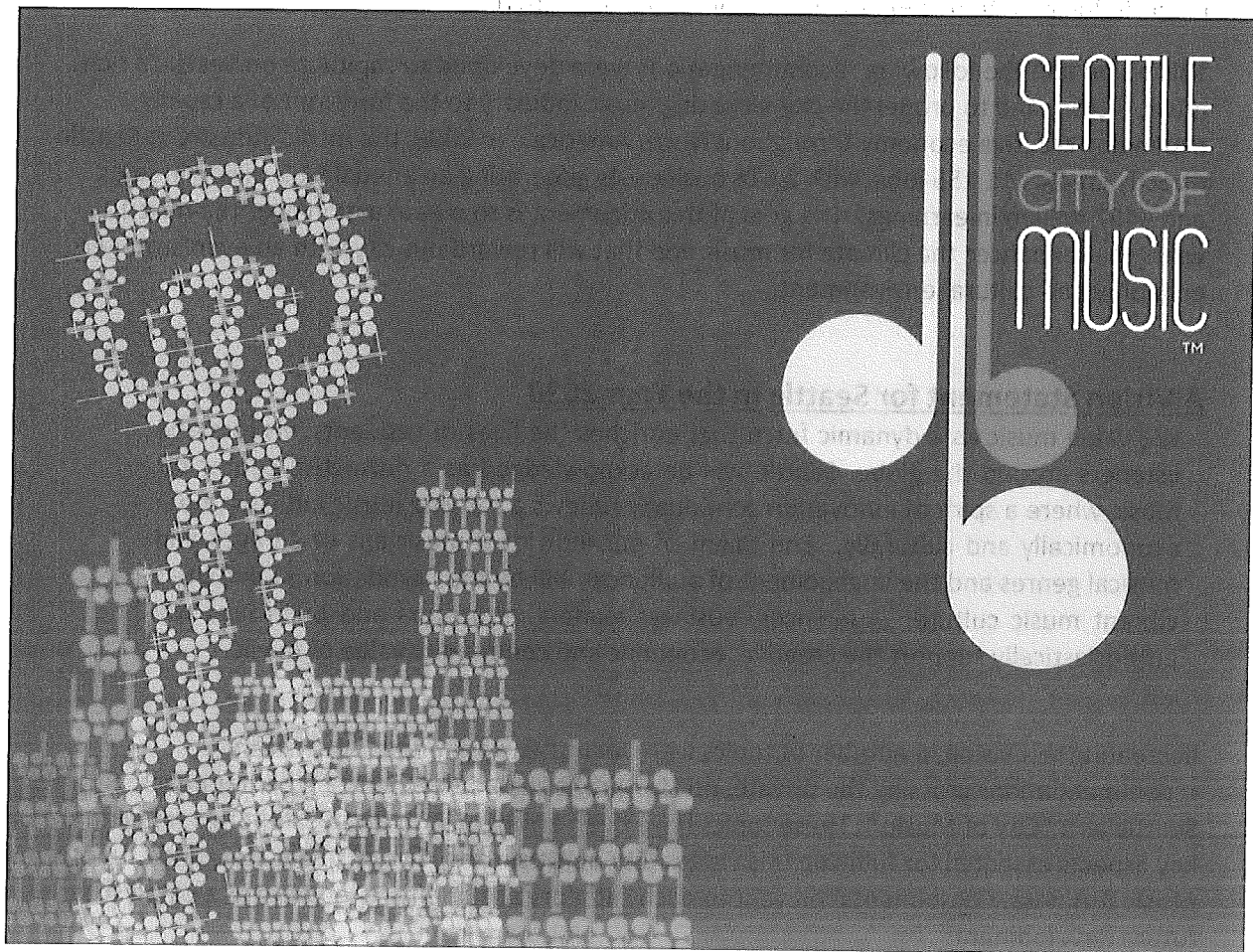
17  
18  
19 (Seal)





# Seattle City of Music

## A vision for the future of music in Seattle







### **Seattle City of Musicians**

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.

Components include:

- **K-12 Education and After School Programs:** Music education programs will be provided by all public schools, as well as through neighborhood community centers and independent organizations.
- **Higher Education:** Local colleges will lead the nation in music education and performance.
- **Professional Opportunities for Musicians:** A professional development structure will be established to support musicians who want to make a living-wage career playing music in Seattle, including teaching and mentorship.
- **Livability for Musicians:** Musicians will have access to health care and will be able to afford to buy a home and raise a family in the city through a career in music.
- **Creating Community Among Musicians:** Fellow musicians of all genres will support one another and work together to advance their craft, their professional community and their role in the city.
- **The Musician in All of Us:** The people of Seattle will value music in everyday life and enjoy chances to expand personal involvement with music.



## **Seattle City of Music Business**

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.

### **Components include:**

- **Enhancing Business Development and Retention:** The growth of Seattle's music business sector is made a priority among city leaders and developers, and will be continually measured and enhanced through government incentives and support.
- **Creating Job Opportunities:** Initiatives will be developed across the public/private sector that create and retain music industry-related jobs and aggressively pursue new opportunities to promote business growth.
- **Our Technology Sector Assets:** Professional networks will exist among Seattle's information and communication technology sector to ensure music businesses are at the forefront of new technology economies.
- **Business Investment and Mentoring:** Successful business leaders will recognize and support the contribution of the music sector through investments in new entrepreneurial opportunities and music-related not-for-profit programs.
- **Supporting the Sector:** Seattle's music industry will be valued and supported for its enhancement to the city's tax base and for fostering economic diversity. Educational and not-for-profit music will be valued for its important contribution to the continuity of this industry and for enhancing the quality of life in the community. Such endeavors will receive sustainable financial support from individuals, foundations, government and business.



## **Music Industry's Economic Impact to Seattle and King County**

### **Direct economic impact of the local music industry**

In 2008, the music industry in Seattle directly creates 11,155 jobs, with 2,618 businesses generating an annual \$1.2 billion in sales and \$487 million in earnings. It is estimated that the industry in Seattle generates \$90 million annually in state and local sales and B&O taxes.

Within the larger King County economy the music industry directly creates 20,193 jobs, with \$2.2 billion in sales and \$840 million in earnings. The industry in King County generates at least \$148 million in tax revenues.

### **Indirect and induced economic impacts of the local music industry**

When the indirect and induced impacts of the industry are considered, the number of jobs supported in Seattle rises to 22,391, sales are \$2.6 billion, and labor income is \$972 million. Considering King County, the impact grows substantially with 38,862 jobs supported, sales of \$4.6 billion, and \$1.6 billion in labor income.

#### **Key Findings:**

- Exports represent \$495 million or 40% of the sales of the industry, bringing in new money to our regional economy and supporting jobs that would not be here if the music industry was not present.
- Seattle's strong technology sector has contributed to the greatest change in the industry and provides the greatest growth for jobs and wages in the region, including globally significant companies with a substantial music business such as Real Networks, Amazon.com, and Microsoft.
- Total economic impacts as measured by sales and labor income, are larger in the current study than reported in the 2004 study. Sales increased by 17%, labor income rose by 72%, and earnings per worker rose by 75% to \$43,691 annually.



## City of Seattle Legislative Information Service

Information retrieved on January 13, 2010 5:00 PM

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### Resolution Number: 31173

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A RESOLUTION recognizing Seattle as the City of **Music** and establishing a Seattle **Music Commission**.

**Date introduced/referred:** November 30, 2009

**Date adopted:** January 11, 2010

**Status:** Adopted

**Vote:** 9-0

**Committee:** Culture, Civil Rights, Health and Personnel

**Sponsor:** LICATA

**Index Terms:** BOARDS-AND-COMMISSIONS, PERFORMING-ARTS

---

### Text

A RESOLUTION recognizing Seattle as the City of Music and establishing a Seattle Music Commission.

WHEREAS, the City of Seattle is one of the most dynamic music cities in the world, having been home to numerous musical icons, and having enjoyed a rich history that continues to innovate and inspire so many; and

WHEREAS, Seattle is acknowledged as a distinctive center for music, where a spirit of innovation continually renews a thriving music scene, and audiences who appreciate the talent of diverse musicians of all ages and musical genres provide the foundation for this city's vibrant music culture; and

WHEREAS, Seattle's Office of Film + Music has applied to the United States Patent and Trademark Office (PTO) to register the Seattle City of Music designation along with a unique logo as a distinctive trademark; and

WHEREAS, Seattle's music industry contributes to a healthy community and economy by directly creating jobs, and by supporting a wide variety of businesses that generate annual earnings, and sales and Business and Occupation tax revenues; and

WHEREAS, there is an untapped potential to enhance music even more as an economic, educational, and recreational force in meeting our residents' and visitors' creative needs, and a committee of music advisors to the City developed a vision and strategy with goals to achieve by the year 2020 for Seattle's music industry and community at large; and

WHEREAS, the Mayor and Council believe that the establishment of a Seattle Music Commission will strengthen the value of music in our city as a dynamic force that enriches the lives of residents, visitors and listeners around the globe - both economically and culturally; and

Commission.

2. Communication with City staff to identify leadership actions that the City may undertake in the subsequent two-year time period based on the prioritized recommendations and ideas of the Commission, and the available resources of the City.

3. Communication with City staff to identify issues or actions for which the City can offer support in an identified form including, but not limited to, financial support, during the subsequent two-year time period.

4. Oversight towards accomplishment of the selected Commission recommendations.

5. Development of an effective and ongoing communication conduit between City departments and the Seattle music business.

6. Building participation by the Seattle music business, individual musicians, and non-profit music entities in advancing the City of Music Vision through 2020.

C. The Commission shall act in a purely advisory role to the Mayor on issues related to the City of Seattle's support for achievement of the goals and development strategy outlined in the Seattle City of Music vision document attached to this Resolution as Exhibit B.

D. The Commission shall operate as though the provisions of the Open Public Meetings Act, RCW Chapter 42.30, apply.

Adopted by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2009, and signed by me in open session in authentication of its adoption this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

THE MAYOR CONCURRING:

\_\_\_\_\_  
Mayor

Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
City Clerk

(Seal)

Exhibit A: Seattle City of Music pending trademark registration

Exhibit B: Seattle City of Music - A Vision for the Future of Music in

Exhibit B to the OFM Seattle Music Commission Ordinance

## **FISCAL NOTE FOR NON-CAPITAL PROJECTS**

| <b>Department:</b>     | <b>Contact Person/Phone:</b> | <b>CBO Analyst/Phone:</b> |
|------------------------|------------------------------|---------------------------|
| Office of Film + Music | James Kebblas, 206.684.5030  |                           |

### **Legislation Title:**

AN ORDINANCE relating to the Seattle Music Commission; allowing for the continuation of the Commission; allowing commissioners to serve additional terms; superseding Resolution 31173; and creating a new Chapter 3.74 consisting of new Sections 3.74.010, 3.74.020, 3.74.030, and 3.74.040 in the Seattle Municipal Code

### **Summary of the Legislation:**

This legislation allows for the continuation of the Seattle Music Commission, created by Resolution 37773, by codifying provisions governing the Commission in the Seattle Municipal Code. The ordinance allows commissioners to serve additional terms to allow commissioners to carry on with their work in progress.

### **Background:**

The Seattle Music Commission was first conceived in 2009. The twenty-one member commission represents a cross section of Seattle's music industry sector and is charged with advancing the goals and strategies outlined in the City of Music Vision (attached as Exhibit A). On January 11, 2010 the Seattle Music Commission was formally adopted by Resolution #31173 (attached as Exhibit B), advancing the City of Music Initiative as a City priority.

The Music Commission's overarching goal is to consider and serve the economic and business interests of the local music industry and community of Seattle. The Commission assesses their previous year's work and develops an updated Workplan each year. Each item included in the Workplan reflects back to the goals and strategies of the City of Music Vision. The Commission works to create policies, partnerships and urgency among public and private stakeholders to ensure a thriving music marketplace and vibrant music economy in Seattle. They are also charged with communicating ideas, advancing goals and acting as a conduit between City departments, local communities and the music industry at large.

This legislation serves to more formally establish the existing commission body. Establishment by ordinance as well as addition of language allowing extended terms for commissioners has been considered and approved by majority vote of the Seattle Music Commission.

Please check one of the following:

  X   This legislation does not have any financial implications.

       This legislation has financial implications.



**Other Implications:**

- a) **Does the legislation have indirect financial implications, or long-term implications?**  
No?
- b) **What is the financial cost of not implementing the legislation?** n/a
- c) **Does this legislation affect any departments besides the originating department?** No.
- d) **What are the possible alternatives to the legislation that could achieve the same or similar objectives?** n/a
- e) **Is a public hearing required for this legislation?** No.
- f) **Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?** No?
- g) **Does this legislation affect a piece of property?** No.
- h) **Other Issues:**

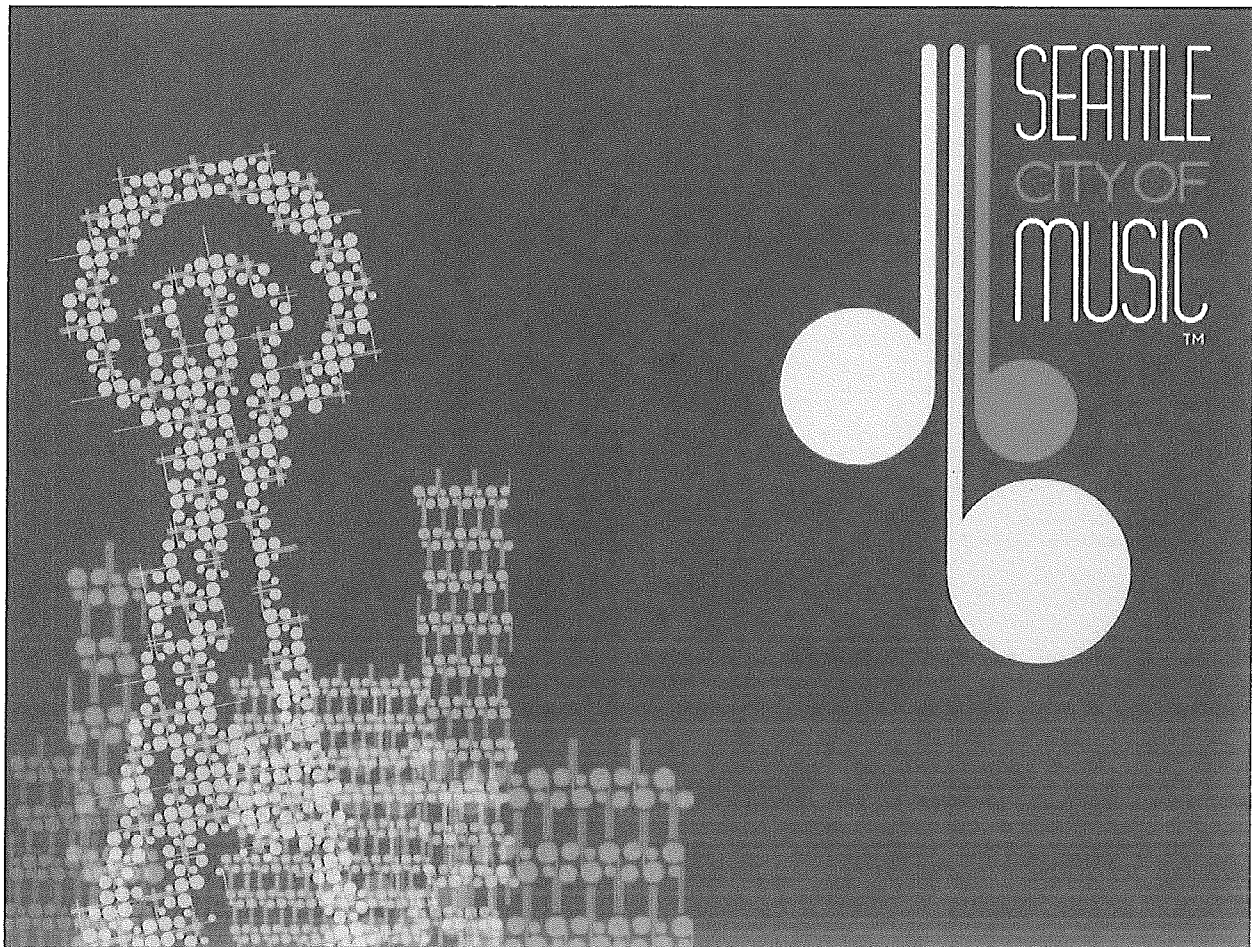
**List attachments to the fiscal note below:**

Exhibit A: Resolution 31173

Exhibit B: The City of Music Vision Document

# Seattle City of Music

## A vision for the future of music in Seattle





## Seattle City of Music

### A vision for the future of music in Seattle

A committee of music advisors to the City of Seattle assembled this document through a series of meetings held during 2007. It expresses a vision and development strategy for Seattle's music industry and the larger community for the year 2020.

This vision and the following recommendations were developed to capitalize on Seattle's rich music history and to propel the city's existing music industry to the forefront of a rapidly expanding creative economy throughout North America. In 2008, the music industry in Seattle directly creates 11,155 jobs, with 2,618 businesses generating an annual \$1.2 billion in sales and \$487 million in earnings. The goal of this document is to create action over the next 12 years that enhances the climate for music and that will reward our city with an even stronger economy and cultural environment.

#### **A Vision Statement for Seattle in the Year 2020**

We value music as a dynamic force that enriches the lives of residents, visitors and listeners around the globe. Seattle will be acknowledged as a distinctive center for music where a spirit of innovation continually renews a thriving music industry, both economically and culturally. The talent of our individual musicians of all ages and musical genres and the engagement of audiences will be the foundation of this city's vibrant music culture. Audiences, business leaders, educators and politicians will enthusiastically support the creative, economic and community value of music.

In creating this vision, a number of topics were identified with broad preliminary recommendations crossing the private, not-for-profit and government sectors for developing Seattle as a "City of Music." These topics have been arranged into three categories reflecting key aspects essential for fulfilling this vision: **City of Musicians**, **City of Live Music**, and **City of Music Business**. Components relevant to each category are briefly noted here as a catalyst to future development.



## **Seattle City of Musicians**

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.

Components include:

- **K-12 Education and After School Programs:** Music education programs will be provided by all public schools, as well as through neighborhood community centers and independent organizations.
- **Higher Education:** Local colleges will lead the nation in music education and performance.
- **Professional Opportunities for Musicians:** A professional development structure will be established to support musicians who want to make a living-wage career playing music in Seattle, including teaching and mentorship.
- **Livability for Musicians:** Musicians will have access to health care and will be able to afford to buy a home and raise a family in the city through a career in music.
- **Creating Community Among Musicians:** Fellow musicians of all genres will support one another and work together to advance their craft, their professional community and their role in the city.
- **The Musician in All of Us:** The people of Seattle will value music in everyday life and enjoy chances to expand personal involvement with music.



## **Seattle City of Live Music**

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.

Components include:

- **Music Festivals for All:** Seattle will encourage public celebration through a wide range of musical events throughout the City's parks and neighborhoods.
- **Audience Engagement and Support:** Residents of all ages will have a range of opportunities to learn about, connect with, advocate for and support live music in Seattle.
- **Facilities for Music:** Seattle will be rich with well-managed concert venues of various sizes, supporting a wide variety of musical performances.
- **Connecting our Communities with Live Music:** Unconventional and publicly owned spaces will be utilized for live music performances and will encourage music as a means for community building.
- **Connecting Tourists with Live Music:** Seattle will be regarded worldwide as a destination for exceptional and diverse live music performances, which will be promoted via visitor centers and tourism communication.



## **Seattle City of Music Business**

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.

Components include:

- **Enhancing Business Development and Retention:** The growth of Seattle's music business sector is made a priority among city leaders and developers, and will be continually measured and enhanced through government incentives and support.
- **Creating Job Opportunities:** Initiatives will be developed across the public/private sector that create and retain music industry-related jobs and aggressively pursue new opportunities to promote business growth.
- **Our Technology Sector Assets:** Professional networks will exist among Seattle's information and communication technology sector to ensure music businesses are at the forefront of new technology economies.
- **Business Investment and Mentoring:** Successful business leaders will recognize and support the contribution of the music sector through investments in new entrepreneurial opportunities and music-related not-for-profit programs.
- **Supporting the Sector:** Seattle's music industry will be valued and supported for its enhancement to the city's tax base and for fostering economic diversity. Educational and not-for-profit music will be valued for its important contribution to the continuity of this industry and for enhancing the quality of life in the community. Such endeavors will receive sustainable financial support from individuals, foundations, government and business.





The Seattle City of Music effort represents the vision of a cross section of music interests and entities from indie pop to classical and small music labels to major for-profit and not-for-profit corporations. While this group reflects an extraordinary range of music there is a high level of agreement regarding vision, needs and strengths of the sector. There is untapped potential to enhance music as an economic, educational and recreational force in meeting the needs of the city, and to build Seattle's role in music nationally and internationally.

The capacity of Seattle's musicians, music organizations and industries is growing. While this group recognizes not every aspect of this vision will be realized, there is great interest and enthusiasm for harnessing this creative momentum in a way that is coordinated for maximum economic and cultural benefit to all. While there is great optimism there is also awareness of the challenges. This document outlines the key findings of this process to help inform and shape a vibrant future for music in Seattle.

Prepared September 2007 by the Seattle Mayor's Office of Film and Music, James Kebblas, Director. Consulting provided by Claudia Bach, AdvisArts. Based on the work of the Music Advisory Committee, including:

- |                                                                  |                                  |
|------------------------------------------------------------------|----------------------------------|
| - Leslie Beattie, Amazon                                         | - Andrew McKeag, Musician        |
| - Carri Campbell, Seattle Public Schools                         | - David Meinert, Fuzed Music     |
| - Elena Dubinets, Seattle Symphony                               | - Jason Milstead, Real Networks  |
| - John Gilbreath, Earshot Jazz                                   | - Josh Rosenfeld, Barsuk Records |
| - Stewart Hallerman, Avast Studios                               | - David Sabee, Seattle Music     |
| - Shellie Hart, KUBE 93fm                                        | - Chukundi Salisbury, Seaspot    |
| - Holly Hinton, Hear Music                                       | - Michele Scoleri, One Reel      |
| - Jason Hughes, Sonic Boom Records                               | - Steven Severin, Neumo's        |
| - Jon Kertzer, Microsoft                                         | - Susie Tennant, Town Hall       |
| - Sara Liberty-Laylin, Seattle Public Schools                    | - Shana Weydert, ADA             |
| - Ben London, Pacific Northwest Chapter of the Recording Academy | - Adam Zacks, STG/Sasquatch!     |
| - Tom Mara, KEXP                                                 |                                  |



## **Music Industry's Economic Impact to Seattle and King County**

### **Direct economic impact of the local music industry**

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#### **Key Findings:**

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A RESOLUTION recognizing Seattle as the City of Music and establishing a Seattle Music Commission.

WHEREAS, the City of Seattle is one of the most dynamic music cities in the world, having been home to numerous musical icons, and having enjoyed a rich history that continues to innovate and inspire so many; and

WHEREAS, Seattle is acknowledged as a distinctive center for music, where a spirit of innovation continually renews a thriving music scene, and audiences who appreciate the talent of diverse musicians of all ages and musical genres provide the foundation for this city's vibrant music culture; and

WHEREAS, Seattle's Office of Film + Music has applied to the United States Patent and Trademark Office (PTO) to register the Seattle City of Music designation along with a unique logo as a distinctive trademark; and

WHEREAS, Seattle's music industry contributes to a healthy community and economy by directly creating jobs, and by supporting a wide variety of businesses that generate annual earnings, and sales and Business and Occupation tax revenues; and

WHEREAS, there is an untapped potential to enhance music even more as an economic, educational, and recreational force in meeting our residents' and visitors' creative needs, and a committee of music advisors to the City developed a vision and strategy with goals to achieve by the year 2020 for Seattle's music industry and community at large; and

WHEREAS, the Mayor and Council believe that the establishment of a Seattle Music Commission will strengthen the value of music in our city as a dynamic force that enriches the lives of residents, visitors and listeners around the globe - both economically and culturally; and

Exhibit B to the OFM Seattle Music Commission Ordinance

WHEREAS, the Commission will represent a cross section of Seattle's music sector by including a broad range of individuals from the local music community who will be able to advise City officials with regard to leadership and support in the music arena, and also serve as a forum for City employees and departments to share information on upcoming issues and opportunities of relevance to Seattle's music sector; and

WHEREAS, the work of the Commission will enhance the growth and development of Seattle's music sector and convey the City's commitment to the industry, musicians, and audiences; NOW THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE, THE MAYOR CONCURRING:

Section 1. Seattle will be recognized as the City of Music in conjunction with a pending trademark registration filed with the United States Patent and Trademark Office as reflected in Exhibit A.

Section 2. Music in Seattle deserves continued support, as recognized in the Seattle City of Music Vision document, attached as Exhibit B.

Section 3. Seattle Music Commission - Composition and purpose.

A. There is established a 21-member Seattle Music Commission ("the Commission"). Positions on the Commission shall be numbered from one to 21. Odd-numbered positions shall be appointed by the Mayor's office and even-numbered positions shall be appointed by the City Council. Commission members shall serve staggered three-year terms. To enable the initial membership staggering process, positions one through seven shall serve an initial term of one year; positions eight through 14 shall serve an initial term of two years; and positions 15 through 21 shall serve an initial term of three years. After the initial appointments, all positions shall be appointed to a three-year term.

1. Appointments shall be made to ensure that the varied interests of the Seattle music industry are represented. The Commission shall include at least one representative of each of the following subgroups to achieve a diverse cross section of music industry viewpoints and to address diverse concerns: (a) interactive media; (b) musicians; (c) radio; (d) record labels; (e) recording studios; (f) Seattle Symphony; (g) Seattle Opera; (h) major Seattle corporations; (i) small music venue operators; (j) medium/large music venue operators; (k) local music festivals; (l) artist manager; (m) funding foundation that supports local music; (n) non-profit community music organization; (o) music retailer; and (p) local music association.

2. By a majority vote of the Commission, one Commission member shall be elected Chairperson for a one-year term, and one shall be elected Vice Chairperson for a one-year term, who shall serve as Chair in absence of the Chairperson.

3. The Commission shall be administratively supported by the City's Office of Film + Music, and shall meet at least three times per year on a schedule established by the Commission.

B. The Commission shall work with City departments in an attempt to advance the goals outlined in the Seattle City of Music vision document attached to this Resolution as Exhibit B. Initially, the work of the Commission shall include the following:

1. Prioritization of work based on research recommendations of the

Commission.

2. Communication with City staff to identify leadership actions that the City may undertake in the subsequent two-year time period based on the prioritized recommendations and ideas of the Commission, and the available resources of the City.

3. Communication with City staff to identify issues or actions for which the City can offer support in an identified form including, but not limited to, financial support, during the subsequent two-year time period.

4. Oversight towards accomplishment of the selected Commission recommendations.

5. Development of an effective and ongoing communication conduit between City departments and the Seattle music business.

6. Building participation by the Seattle music business, individual musicians, and non-profit music entities in advancing the City of Music Vision through 2020.

C. The Commission shall act in a purely advisory role to the Mayor on issues related to the City of Seattle's support for achievement of the goals and development strategy outlined in the Seattle City of Music vision document attached to this Resolution as Exhibit B.

D. The Commission shall operate as though the provisions of the Open Public Meetings Act, RCW Chapter 42.30, apply.

Adopted by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2009, and signed by me in open session in authentication of its adoption this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

THE MAYOR CONCURRING:

\_\_\_\_\_  
Mayor

Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
City Clerk

(Seal)

Exhibit A: Seattle City of Music pending trademark registration

Exhibit B: Seattle City of Music - A Vision for the Future of Music in

Seattle (456 KB PDF document)

James Kebblas

OED City of Music Resolution

08/25/2009

(Ver. 4)

Fiscal Note





**CITY OF SEATTLE**  
**ORDINANCE** \_\_\_\_\_

COUNCIL BILL 118007

AN ORDINANCE relating to the Seattle Music Commission; allowing for the continuation of the Commission; allowing commissioners to serve additional terms; superseding Resolution 31173; and creating a new Chapter 3.74 consisting of new Sections 3.74.010, 3.74.020, 3.74.030, and 3.74.040 in the Seattle Municipal Code.

WHEREAS, the City of Seattle is one of the most dynamic music cities in the world, having been home to numerous musical icons, and having enjoyed a rich history that continues to innovate and inspire so many; and

WHEREAS, Seattle is acknowledged as a distinctive center for music, where a spirit of innovation continually renews a thriving music scene, and audiences who appreciate the talent of diverse musicians of all ages and musical genres provide the foundation for this city's vibrant music culture; and

WHEREAS, Seattle is officially recognized as the City of Music®, and has established that designation as a registered trademark with the U.S. Patent and Trademark Office; and

WHEREAS, Seattle's music industry contributes to a healthy community and economy by directly creating jobs, and by supporting a wide variety of businesses that generate annual earnings, and sales and Business and Occupation tax revenues; and

WHEREAS, there is an untapped potential to enhance music even more as an economic, educational, and recreational force in meeting our residents' and visitors' creative needs; and

WHEREAS, in 2010, the Council established the Seattle Music Commission through Resolution 31173; and

WHEREAS, through Resolution 31173, the Council also adopted the City of Music Vision Statement which has been carried out by the Seattle Music Commission since that time; and

WHEREAS, the Mayor and Council believe it appropriate for the Seattle Music Commission to continue to strengthen the value of music in our city as a dynamic force that enriches the lives of residents, visitors and listeners around the globe – both economically and culturally; and

WHEREAS, it is appropriate to establish the terms that govern the Seattle Music Commission in the  
Seattle Municipal Code;

NOW THEREFORE,

**BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

**Section 1.** The Council finds that music in Seattle deserves continued support, as  
recognized in the Seattle City of Music Vision document (attached as Exhibit A) and adopted by  
City of Seattle Resolution #31173 (attached as Exhibit B).

**Section 2.** A new Chapter 3.74 is established in the Seattle Municipal code as follows:

**Chapter 3.74 SEATTLE MUSIC COMMISSION**

**3.74.010 Seattle Music Commission – Continuation of prior establishment**

A. The Seattle Music Commission (“Commission”), established by Resolution 31173,  
shall continue in full force and effect, as composed on the effective date of Ordinance [this  
ordinance], and all prior acts of the Commission are ratified and confirmed.

**3.74.020 Composition**

A. The Commission shall be composed of 21 members, whose positions shall be  
numbered from one to 21. Odd-numbered positions shall be appointed by the Mayor’s office and  
even-numbered positions shall be appointed by the City Council. All appointments are to be  
confirmed by the City Council.

B. Appointments shall be made to ensure that the varied interests of the Seattle music  
industry are represented to achieve a diverse cross section of music industry viewpoints and to  
address diverse concerns. In making appointments, efforts shall be made to include

1 representation from each of the following subgroups: (a) interactive media; (b) working  
2 musicians; (c) radio; (d) record labels; (e) recording studios; (f) performance institutions (g)  
3 major Seattle corporations; (h) for profit and not-for-profit music venue operators; (i) local music  
4 festivals; (j) artist management; (k) funding foundations that support local music; (l) non-profit  
5 and grassroots community music organizations; (m) music retailers; and (n) local music  
6 associations.

7  
8 C. Commission members shall be appointed to staggered three year terms. The  
9 staggering and length of terms shall continue as established in Resolution 31173, and all  
10 Commission members in place on the effective date of Ordinance [this ordinance] shall continue  
11 to serve their terms. To ensure the continuity and longevity of a member's work, members shall  
12 have the option to serve for a second consecutive term for a maximum of six consecutive years  
13 of service. Requests to serve a second term shall be considered by and voted on by an Executive  
14 Committee of the Commission which shall be established by rules or bylaws established by the  
15 Commission. The Executive Committee shall report any second term extensions to the Mayor  
16 and City Council via staff in the Office of Film + Music. If a member fails to serve a complete  
17 term, a replacement shall be appointed for the remainder of the member's term, odd-numbered  
18 positions to be appointed by the Mayor and even-numbered positions to be appointed by the City  
19 Council. A member who has been appointed as a replacement may serve a second term after  
20 completion of the term served as a replacement for a maximum of six years of service if so  
21 approved by the Executive Committee.  
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1 D. Each year, by a majority vote of the Commission, one Commission member shall be  
2 elected Chairperson for a one-year term, and one shall be elected Vice Chairperson for a one-  
3 year term, who shall serve as Chair in absence of the Chairperson.

4 **3.74.030 – Purpose of the Commission**

5 A. The Commission shall consider and serve the economic and business interests of the  
6 local music industry and community of Seattle. Its goal shall be to recommend to the Mayor and  
7 the City Council policies and partnerships, whether public or private, that ensure a thriving music  
8 marketplace and a vibrant music economy.  
9

10 **3.74.040 – Powers and duties of the Commission**

11 A. The Commission shall act in an advisory role to the Mayor and Council on issues  
12 related to the City of Seattle's support for achievement of the goals and development strategy  
13 outlined in the Seattle City of Music vision document attached to Ordinance [this ordinance] as  
14 Exhibit A.  
15

16 B. The Commission shall have the power to:

17 1. Organize itself, establish committees or subcommittees, and delegate duties for  
18 the performance of its work; and

19 2. Adopt rules of procedure to accomplish its functions.  
20

21 C. The City's Office of Film + Music shall provide staff support and meeting facilities  
22 for the Commission and maintain its records. The Commission shall meet at least three times per  
23 year on a schedule established by the Commission.  
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28

1 D. The Commission shall work with City departments in an attempt to advance the goals  
2 outlined in the Seattle City of Music vision document attached to Ordinance [this ordinance] as  
3 Exhibit B. The work of the Commission shall include the following:

- 4 1. Prioritization of work based on research recommendations of the Commission.
- 5 2. Communication with City staff to identify leadership actions that the City may  
6 undertake based on the prioritized recommendations and ideas of the Commission's Annual  
7 Workplan, and the available resources of the City.
- 8 3. Communication with City staff to identify issues or actions relevant to the  
9 local music industry for which the City could offer support.
- 10 4. Oversight towards accomplishment of Commission driven recommendations.
- 11 5. Development of an effective and ongoing communication conduit between  
12 City departments and the Seattle music industry.
- 13 6. Building participation by Seattle music businesses, individual musicians, and  
14 non-profit music entities in advancing the City of Music Vision.

15 E. The Commission shall operate under the provisions of the Open Public Meetings Act,  
16 Chapter 42.30 RCW .

17 **Section 3.** Resolution 31173, adopted on January 11, 2010, is hereby superseded.

18 **Section 4.** This ordinance shall take effect and be in force 30 days after its approval by  
19 the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it  
20 shall take effect as provided by Seattle Municipal Code Section 1.04.020.

1 Passed by the City Council the \_\_\_\_ day of \_\_\_\_\_, 2013, and signed by  
2 me in open session in authentication of its passage this  
3 \_\_\_\_ day of \_\_\_\_\_, 2013.

4  
5 \_\_\_\_\_  
6 President \_\_\_\_\_ of the City Council

7  
8 Approved by me this \_\_\_\_ day of \_\_\_\_\_, 2013.

9  
10 \_\_\_\_\_  
11 Michael McGinn, Mayor

12  
13 Filed by me this \_\_\_\_ day of \_\_\_\_\_, 2013.

14  
15 \_\_\_\_\_  
16 Monica Martinez Simmons, City Clerk

17  
18  
19 (Seal)



STATE OF WASHINGTON -- KING COUNTY

--SS.

307992

No.

CITY OF SEATTLE, CLERKS OFFICE

**Affidavit of Publication**

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12<sup>th</sup> day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

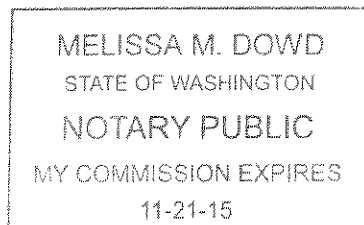
The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:124422-23 TITLE ONLY

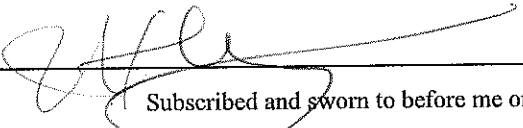
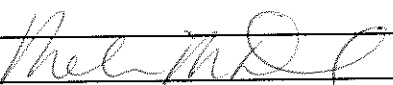
was published on

02/25/14

The amount of the fee charged for the foregoing publication is the sum of \$40.37 which amount has been paid in full.



Affidavit of Publication

  
Subscribed and sworn to before me on  
02/25/2014  
  
Notary public for the State of Washington,  
residing in Seattle

## State of Washington, King County

### City of Seattle

The full text of the following legislation, passed by the City Council on February 3, 2014, and published below by title only, will be mailed upon request, or can be accessed at <http://clerk.seattle.gov>. For information on upcoming meetings of the Seattle City Council, please visit <http://www.seattle.gov/council/calendar>. Contact: Office of the City Clerk at (206) 684-8344.

#### ORDINANCE NO. 124422

AN ORDINANCE relating to the Seattle Music Commission; allowing for the continuation of the Commission; allowing commissioners to serve additional terms; superseding Resolution 31173; and creating a new Chapter 3.74 consisting of new Sections 3.74.010, 3.74.020, 3.74.030, and 3.74.040 in the Seattle Municipal Code.

#### ORDINANCE NO. 124423

AN ORDINANCE appropriating money to pay certain audited claims and ordering the payment thereof.

Date of publication in the Seattle Daily Journal of Commerce, February 25, 2014.

2/25(307992)