

RESOLUTION No. 31173

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

*Nick Luster*

~~RES~~ pass 2-0 M, JG 12/18/09 (LA)

1-11-10 Adopted 9-0

Introduced: <u>11.30.09</u>	By: <u>Culture, Civil Rights</u>
Referred:	To: <u>Health + Personnel</u>
Referred:	To:
Reported: <u>1-11-10</u>	
Passed: <u>1-11-10</u>	Signed: <u>1-11-10</u>
Filed: <u>1.19.10</u>	Published: <u>Title</u>

US5171

*Law Department*

**RESOLUTION 31173**

1  
2 A RESOLUTION recognizing Seattle as the City of Music and establishing a Seattle Music  
3 Commission.

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

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

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

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

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

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

25 WHEREAS, the Commission will represent a cross section of Seattle's music sector by including  
26 a broad range of individuals from the local music community who will be able to advise  
27 City officials with regard to leadership and support in the music arena, and also serve as a  
28 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)



1 small music venue operators; (j) medium/large music venue operators; (k) local music festivals;  
2 (l) artist manager; (m) funding foundation that supports local music; (n) non-profit community  
3 music organization; (o) music retailer; and (p) local music association.

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

7           3. The Commission shall be administratively supported by the City's Office of  
8 Film + Music, and shall meet at least three times per year on a schedule established by the  
9 Commission.  
10

11           B. The Commission shall work with City departments in an attempt to advance the goals  
12 outlined in the Seattle City of Music vision document attached to this Resolution as Exhibit B.  
13 Initially, the work of the Commission shall include the following:  
14

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

19           3. Communication with City staff to identify issues or actions for which the City  
20 can offer support in an identified form including, but not limited to, financial support, during the  
21 subsequent two-year time period.  
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23           4. Oversight towards accomplishment of the selected Commission  
24 recommendations.  
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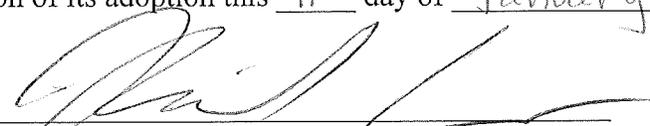
1                   5. Development of an effective and ongoing communication conduit between  
2 City departments and the Seattle music business.

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

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

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

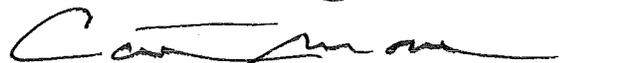
10                   Adopted by the City Council the 11<sup>th</sup> day of January, 2010, and signed by me  
11 in open session in authentication of its adoption this 11<sup>th</sup> day of January, 2010.

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16                     
17                   President \_\_\_\_\_ of the City Council

18                   THE MAYOR CONCURRING:

19                     
20                   Michael McGinn, Mayor

21                   Filed by me this 19<sup>th</sup> day of January, 2010.

22  
23                     
24                   City Clerk

25 (Seal)

26 Exhibit A: Seattle City of Music pending trademark registration



**FISCAL NOTE FOR NON-CAPITAL PROJECTS**

<b>Department:</b>	<b>Contact Person/Phone:</b>	<b>DOF Analyst/Phone:</b>
Office of Economic Development	James Kebblas / 206-684-5030	Amanda Allen / 206-684-8894

**Legislation Title:**

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

• **Summary of the Legislation:**

The Seattle City of Music Commission is being formed to advance Seattle's City of Music vision in the larger community and to provide guidance and direction to the City of Seattle regarding its leadership and support of music.

Commission members will represent a broad range of the music community with the knowledge and networks needed to provide advice to support informed decision-making by Seattle officials. The Commission will also serve as a forum for City of Seattle departments to share information on upcoming issues and opportunities of relevance to the music sector, and create a connection between the City and private and not-for-profit music endeavors. The work of this body will help enhance the growth and development of the City of Music vision and clearly conveys the City of Seattle's commitment in the musical arena.

• **Background:**

According to a 2008 study commissioned by the Office of Economic Development and conducted by William B. Beyers et al, the music industry in Seattle directly created approximately 11,200 jobs, with 2,600 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 Business & Occupation tax revenue. There remains untapped potential to strengthen music's economic, educational, and recreational contributions in the city, and to build Seattle's national and international reputation as the City of Music.

• *Please check one of the following:*

**This legislation does not have any financial implications.**

*Note:* The Commission will be supported with existing staff capacity and no additional funding will be necessary.



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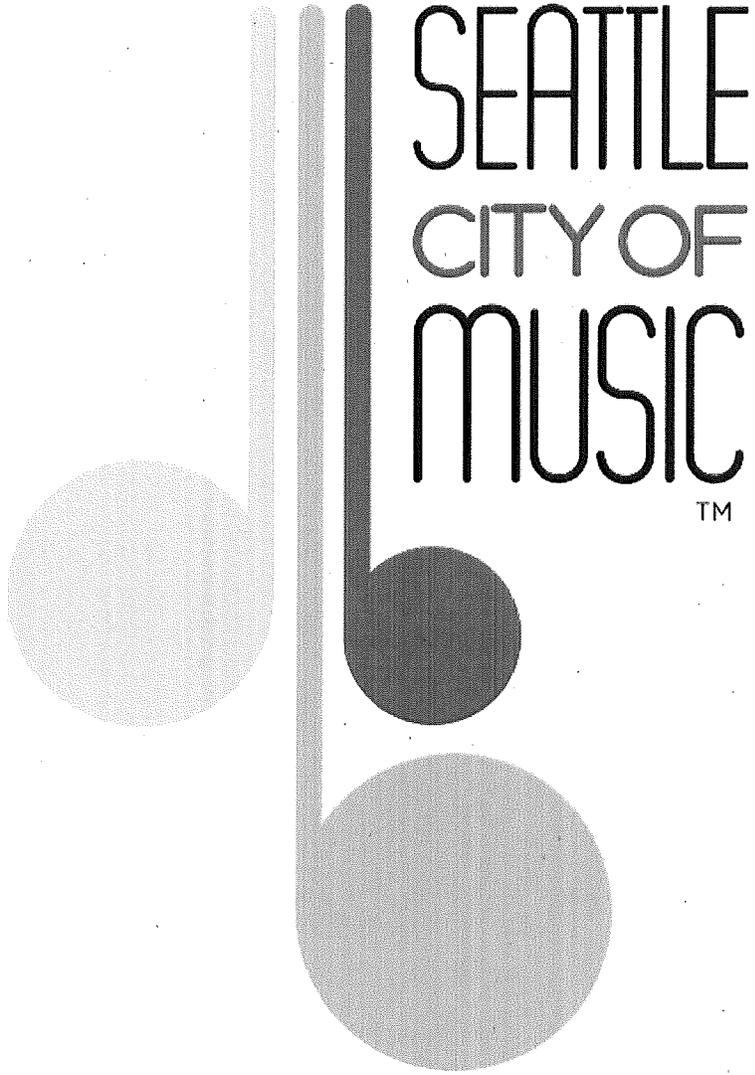
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• *Please check one of the following:*

X **This legislation does not have any financial implications.**

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





## **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

Gregory J. Nickels, Mayor

## Office of the Mayor

October 6, 2009

Honorable Richard Conlin  
President  
Seattle City Council  
City Hall, 2<sup>nd</sup> Floor

Dear Council President Conlin:

I am transmitting the attached proposed Resolution recognizing Seattle as the City of Music and establishing the Seattle Music Commission, whose members will be appointed by both the Mayor and Seattle City Council to support the City's development of a strategy promoting the local music industry.

The Seattle Music Commission will be comprised of a cross section of music-sector representatives who will work to advance Seattle as a distinctive musical center where innovation and creativity are encouraged in support of a thriving music industry. The Commission will provide guidance and direction regarding the City's leadership and support of music, provide a forum for City departments to share information on upcoming issues and opportunities of relevance to the music sector, and create a connection between the City and private and not-for-profit music endeavors.

Recognizing Seattle as the City of Music and establishing the Seattle Music Commission will advance Seattle's strong music industry and coordinate maximum economic and cultural benefit for all. Thank you for your consideration of this legislation. Should you have questions, please contact James Keblas, Director of the Office of Film + Music, at 206-684-5030.

Sincerely,

  
GREGORY J. NICKELS  
Mayor of Seattle

cc: Honorable Members of the Seattle City Council

600 Fourth Avenue, 7<sup>th</sup> Floor, P.O. Box 94749, Seattle, WA 98124-4749

Tel: (206) 684-4000, TDD: (206) 615-0476 Fax: (206) 684-5360, Email: [mayors.office@seattle.gov](mailto:mayors.office@seattle.gov)

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

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7 the Seattle City of Music vision document attached to this Resolution as Exhibit B.

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

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

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15  
16                   \_\_\_\_\_  
17                   President \_\_\_\_\_ of the City Council

18                   THE MAYOR CONCURRING:

19  
20                   \_\_\_\_\_  
21                   Mayor

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

23  
24                   \_\_\_\_\_  
25                   City Clerk

26 (Seal)

27 Exhibit A: Seattle City of Music pending trademark registration



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**STATE OF WASHINGTON – KING COUNTY**

--SS.

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249849

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.

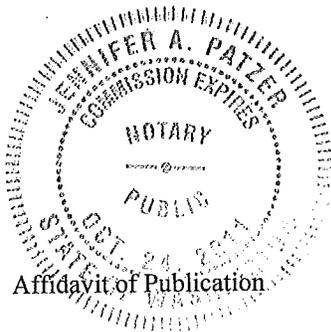
The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:31173&31181 TITLE ONLY

was published on

01/25/10

The amount of the fee charged for the foregoing publication is the sum of \$ 40.95, which amount has been paid in full.



*[Signature]*  
\_\_\_\_\_  
Subscribed and sworn to before me on  
01/25/10  
*[Signature]*  
\_\_\_\_\_  
Notary public for the State of Washington,  
residing in Seattle

## State of Washington, King County

### City of Seattle

#### TITLE-ONLY PUBLICATION

The full text of the following resolutions, passed by the City Council on January 11, 2010, and published here by title only, will be mailed upon request, or can be accessed at <http://clerk.ci.seattle.wa.us>. For further information, contact the Seattle City Clerk at 684-8344.

#### RESOLUTION NO. 31181

A RESOLUTION relating to the City Light Department; establishing transitional financial policies for setting electric rates for 2010 and superseding a portion of Resolution 30933, and declaring the Council's intent to complete a full review of the utility's financial policies in 2010 with the goal of enhancing the utility's ability to absorb predictable fluctuations in wholesale revenue without negatively impacting customer rates.

#### RESOLUTION NO. 31173

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

Publication ordered by the City Clerk  
Date of publication in the Seattle Daily  
Journal of Commerce, January 25, 2010.  
1/25(249849)