

Seattle City of Music

A vision for the future of music in Seattle





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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.