

Seattle Music Commission

WORKPLAN

September 2011 – June 2012

The Workplan of the Seattle Music Commission (SMC) sets out key areas of focus and action. This plan focuses on the SMC's second year, which will further focus and advance the initiatives that were developed in the inaugural year.

The SMC Workplan reflects the *City of Music: A vision for the future of music in Seattle* document, developed by a community advisory group with the Seattle Office of Film + Music (OF+M) in 2007, and intended to inform planning and strategy for the music industry and the larger community. Each Workplan action has been vetted by the SMC for alignment with one or more topics described in the City of Music 2020 Vision:

Alignment with the **City of Musicians** vision

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.

Alignment with **City of Live Music** Vision

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.

Alignment with **City of Music Business** Vision

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.

The four committees of the SMC will continue to provide the framework for the work outlined in this plan:

1. **Executive Committee** – focused on governance, nomination and overall SMC operation and effectiveness
2. **Branding and Communication**– focused on image, branding, audience development, outreach, and sector recognition
3. **Policy and Planning** – focused on policy, City and regional planning, and related issues
4. **Youth and Community** - focused on education, neighborhoods, recreation, and life-long learning

Executive Committee

This committee's work is focused on overarching SMC issues, ensuring the smooth and effective operation of the Commission, in coordination with the City of Seattle and the larger community.

Areas of work for the coming year are:

1. The Executive Committee will **manage SMC affairs and meetings** in cooperation with OFM SMC staff.
 - Build an informed and engaged group of commissioners through effective recruitment and orientation of new members, with clarity on what it means to be an active, successful Commissioner.
 - Oversee terms and nomination of SMC membership.
 - Track the progress of the SMC Workplan over the year, and lead the development of next SMC Workplan.
 - Develop metrics for measuring outcomes related to SMC work, including participation by community volunteers and commissioners.
 - Communicate with committee chairs bi-monthly to ensure that committees are working towards Workplan goals.
 - Enhance procedures and methods for effective SMC meetings by:
 - Improving Committee structural tools and deadlines to assist committees in their work.
 - Considering other options for committee project management, such as email correspondence and conference calls.
 - Circulating summarized meeting minutes from committees in advance of a full SMC meeting.
 - Facilitate the addition of one community member seat on each of SMC's committees.

2. The Executive Committee will **build knowledge and communication between the SMC and key City Departments and Seattle entities** that may impact the music sector. During the coming year this will include invitations to key representatives of selected City Departments for presentation and dialogue at SMC based on the priorities of this year's SMC Workplan.
 - Continue building on relationships made in previous year(s) with:
 - Seattle Public Schools
 - Seattle Center
 - Port of Seattle
 - Forge new relationships and develop links to the appropriate SMC committee:
 - Parks and Recreation
 - Seattle Channel
 - Greater Seattle Chamber of Commerce
 - Seattle Department of Information Technology (DOIT)
 - Mayor's Office of Arts and Cultural Affairs
 - Seattle's Convention and Visitors Bureau (SCVB)
 - Families and Education Levy
 - Other civic leadership and economic development organizations

Branding and Communication Committee

This committee is focused on issues of image, branding, audience development, outreach, and sector recognition in support of the City of Music Vision for 2020.

Areas of work for the coming year:

1. Visitor and Tourism Marketing Campaigns

The Branding and Communication Committee reaches out to make connections with tourism points of entry such as the Port of Seattle and Seattle's Convention and Visitors Bureau (CVB) to work towards building a stronger more robust City of Music experience for visitors and tourists. The Committee works to develop effective cooperative efforts that take full advantage of the power of the music sector as a dynamic asset of this region, and to facilitate broad experiences of the array of music experiences in the Seattle area.

2. Seattle City of Music Initiative Community Partnerships and Events

The City of Music initiative and its related activities are built on a foundation of strong and active partnerships with public, private and non-profit entities. The Branding and Communications Committee will continue building on the success of the City of Music Civic Partner program to broaden the reach and participation from the local community. This committee will actively pursue opportunities to spread the ideals of the City of Music Initiative and to develop ideas for public/private collaboration, including exploration of City of Music branding opportunities.

3. Music History and Awareness Campaign

The healthy development of the music sector in Seattle is dependent on sharing knowledge and information about the unique history, characteristics and assets of music in Seattle. This Committee will continue to advance integrated efforts both in print and online that enhance understanding and appreciation of the past and current breadth of music in the community by exploring and evaluating creative ways to communicate our musical history locally, nationally and internationally.

Policy and Planning Committee

This committee is focused on providing information and insight regarding City and regional planning and policy and how the music sector can participate and contribute to the vibrancy of the city.

Areas of work for the coming year 2011-2012 are:

1. Port of Seattle: Music in SeaTac Airport

The music sector has the capacity to enhance the operational climate of SeaTac Airport, managed by the Port of Seattle, and to integrate a music presence at this gateway to the region which supports the goals of the City of Music vision.

This committee will continue its efforts in development and execution of the SeaTac Airport music projects in collaboration with the Branding + Communication Committee, and will consult with vendor Play Network and Port of Seattle representatives on each aspect of the project. The objective of this effort is to enhance the user experience at the Airport by showcasing the region's diverse and far-reaching musical identity and activity.

2. Participate on Waterfront Development Committee to elevate music as high level priority

The Policy and Planning Committee will continue supporting the SMC representative who sits on the Waterfront Development Committee and Outreach Sub-Committee. This individual is tasked with updating the committee and the SMC on progress of development plans, as well as opportunities for the Commission to voice its support for Music as an integral piece of the Seattle's waterfront development.

3. Representation on City-wide Initiatives and Policy Development

This Committee is charged with discovering opportunities where the SMC could serve in advisory capacity for key organizations and discussions such as the Downtown Seattle Association, Chamber of Commerce and Seattle Nightlife initiatives.

This committee will continue identifying and providing representation on existing and newly formed decision making bodies of relevance, where having informed representation from the music sector can benefit or impact the vitality of music in Seattle. SMC representatives active on such bodies provide periodic reports to help the SMC track and assist with planning and policy issues.

Youth and Community Committee

This committee is focused on assessing, creating and encouraging action in support of activities and programs that enhance access, education, life-long learning, recreational and neighborhood benefits of music in Seattle.

Areas of work for the coming year:

- 1. Work with Seattle Public Schools (SPS) to support and advance music education in the schools.**
To meet the vision of the City of Music in 2020 it is essential that SPS provide music instruction and equitable access to music education for all students. The SMC recognizes that there are many challenges and competing needs faced by the SPS and seeks to support SPS and to seek out partnerships and unconventional resources from the larger music sector to assist SPS' efforts. This committee will continue in its advisory role with SPS working towards achieving equitable access to music programming in Seattle and aligning in support of the Wallace Foundation Grant re Visual and Performing Arts.
- 2. Serve as a link between Seattle's public and private music education programs, resources and needs.**
The music sector in Seattle includes a broad array of public, nonprofit and private music resources and programs that currently contribute to music education, learning and recreation for youth and adults. SMC seeks to effectively support and build on their efforts by learning about and connecting with organizations and key groups providing music-focused services in Seattle to share information, assess needs, and explore opportunities for collaboration.
- 3. Collaborate with private and public sector organizations to provide and enhance a robust catalogue of music industry career opportunities for Seattle youth**
The Youth and Community Committee will continue its efforts related to job creation and outlining career pathways into the music industry for the youth of Seattle. The intent of this Committee is to branch these efforts out in two ways: by reaching youth at their earliest entry points, such as high school, and opening doors to potential music industry careers; and to work with the music industry to enhance and communicate opportunities and links to career opportunities now and in the future.