




**Music and Entertainment**  
*The Spirit of the City*

**New Orleans, Louisiana**  
October 25-27, 2007

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# Great Music Cities



CITY OF SEATTLE  
MAYOR'S OFFICE OF FILM + MUSIC  
GREGORY J. NICKELS, MAYOR



## Seattle Music Industry's Economic Impact

**Definition of Music Industry:**

- Music performance, composition, distribution, promotion, production, training and education, as well as record labels, recording studios, live music venues, and equipment (manufacturing, rental, repair and resale)

**Music Industry Benefits to Seattle:**

- Provides strong economic contribution to the Seattle economy
- Stimulates local employment
- Improves tourism by creating a destination only for leading musicians and bands
- Supports Seattle's cultural resources and creative sector
- Generates tax revenues

**Revenues:**

- Nearly \$50 million in direct economic contributions from "core" industries in the music cluster (core industries are those that are actively involved in music production)
- Over \$1.3 billion in revenues from both core and supporting industries

**Jobs:**

- The music industry supports nearly 8,700 jobs in Seattle
- These jobs span a wide range of occupations, including musicians, composers, music distributors, promoters, music teachers, employees of live music venues (i.e. symphony hall, clubs, outdoor festivals, wide employers)

**Wages:**

- In 2002, the total labor income credited by the music industry reached \$187.3 million
- Average wage of music industry job in Seattle: \$22,710
- Many people working in the industry have multiple employers and sources of income — combined income from these multiple sources of work creates higher earnings than the average wage figure suggests

**Businesses:**

- Seattle music industry is comprised of more than 2,800 businesses in the core industries and an additional 320 businesses in music-related industries

**Needs of Musicians, Producers and Distributors:**

- Ability to more proactively promote the local music industry
- Sufficient performance spaces
- Favorable business climate
- Strong community resources to support the music industry including education and training
- Quality, accessible music education in K-12 schools

**Seattle's Advantages:**

- Strong level of community support
- Relatively low cost
- Excellent musical training and education
- Access to technology
- Legacy of "grunge" scene
- Broad array of music venues

# Music Accomplishments

- Seattle Music Maps




www.seattle.gov/music

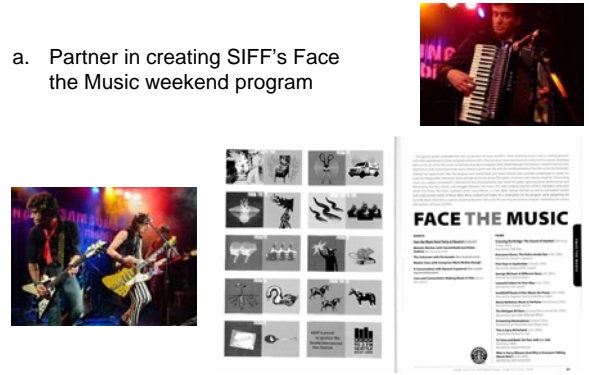
## Music Accomplishments

- a. Jackson Street Jazz Memorial and Celebration



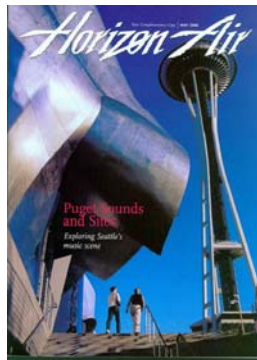
## Music Accomplishments

- a. Partner in creating SIFF's Face the Music weekend program



## Music Accomplishments

- Produced media pieces nationally and internationally for Seattle's film and music industries
  - Five page music article in Japan
  - Austin Story
  - Alaska/Horizon Airlines Magazine



- A national independent study published by the Music Business Development Office in the Mayor's Office of Economic Development in the City of New Orleans reviewed **Seattle's MOFM as the most effective music commission in the nation**, describing the office's efforts as "*Wide-ranging and exhaustive.*"
- "Seattle's [film and music office] has created one of the most interactive and informative websites of any US music commission, replete with economic impact reports, festival listings, music event calendars, up-to-the-minute news and periodical headlines, a local music directory, and even an all ages section."

## Music Accomplishments

- Partnered with NARAS' Music Tech Summit



## Music Accomplishments

- Strategic Advisor for the Mayor's Nightlife Taskforce
- Joined the City's Joint Assessment Team



## Music (Unfinished Business)

- Economic Opportunity Task Force
- Nightlife Premises Ordinance



## Specific Music Projects in 2007:

- Nightclub program – incentives for owners
- Music licensing project



## Traditional Music Towns

## New York

- 24/7 city
- An entertainment capital
- Cultural center with large, diverse population and workforce
- Diversity in music and businesses:
  - Publishing, MTV, promotion, management
- Big 4 major labels
  - Universal, Warner, Sony BMG, EMI
- Independent labels:
  - Vice, Matador etc
- New York Philharmonic – in top 10



*"Once established as centers for entertainment industry maneuvers, they seem to tend to magnetically pull and retain biz talent."*

*"MTV, major labels, venues, arts support, publishing HFA, music magazines."*

## Los Angeles

- Cultural center with large, diverse population and workforce
- An entertainment capital
- 24/7 city
- 3 of the majors
  - Universal, Warner, Capitol Records (EMI)
- Independent labels:
  - Anti-, GSL etc
- Los Angeles Philharmonic – in top 10



*"These are cities that have a strong youth culture with an appetite for freshness that keeps things moving at a rapid pace... The obvious bit of course is that there are lots of labels/production companies in those cities, venues with rich histories and active theater communities, and so people move there to make their "career" music. There are a lot of jobs in music to be had, even if you aren't a musician."*

## New Orleans

- History of jazz
- NOLA Jazz Fest
- Musicians' Village
  - 70 homes built by Habitat for Humanity for displaced New Orleans musicians
- Musician Clinic
  - Dental care,
  - Physical therapy,
  - Discounted vision care, discounted medication
- Musician directories – encouraging people to hire New Orleans musicians
  - NOLA Music Connection
- Tipitina's Foundation
  - Music Office Co-op
  - Instruments A Comin' - \$500,000 of new instruments given away
  - Music workshops



## Memphis

- History:
  - "Home of the Blues"
  - "Birthplace of Rock and Roll"
  - Elvis
- Beale Street
- Memphis City Schools music programs – budget is \$16 million, Music Education award
- Over half of musicians employed by religious organizations
- \$360 million economic impact from the music industry
- 4,500 people employed by the music industry
- Music commission:
  - underwrote expenses for local labels to exhibit at MIDEM
  - Provided regular, free music business education to the public
  - Musician's advisory council for local musicians to advise the commission
  - Free health/dental care program for local musicians
  - Provided free parking to 40 of Beale Street's working musicians



## Nashville

*"Branding firstly ('welcome to the music capital of the world' at the airport), history, music row, has over 6,000 registered songwriters living in the community (ASCAP, BMI, SESAC being in the city itself), and cost of living (musicians go there because they can afford to live there full time)."*



- "Music City"
- 19,437 music production jobs
- 80 record labels, 130 music publishers
- \$2.64 billion direct spending by music industry firms
- Grand Ole Opry
- Warner Brothers, Sony, RCA, Capitol labels
- Ranked as a best place to live (affordable housing, job opportunities) on many lists
- Music tourism packages – more than 35% of all tourism relates to music
- Rising popularity of country music
- High education music and music business programs – Belmont, Vanderbilt, Fisk etc.

## Kansas City

- Home to the American Jazz Museum
- Was a hotspot for Blues and Jazz in the 1920's and 30's
- Kansas City Blues & Jazz festival- big two day festival



## Chicago



- Chicago Symphony Orchestra
- Millennium Park
- Grant Park Music Festival
  - Free concert series put on by the city in Millennium Park with the Grant Park Orchestra
- Chicago Department of Cultural Affairs
- Music Festivals
  - Pitchfork
  - Lollapalooza
- Many genres of music: blues, jazz, soul, gospel, hip hop, rock etc.

## Cities that have come up in the past 30 years

### Austin

- SXSW (\$38 million economic impact)
- Austin City Limits Music Festival
- Health Alliance for Austin Musicians
  - Provides access to affordable mental, dental and primary health care
- "Live Music Capital of the World" with 200 live music venues and 1,900 area recording artists
- \$1 billion economic impact from music industry and 12,600 jobs
- \$400 million growth from 2001 (\$616 million)
- Creative Industries Loan Program - totaling \$700,000 in private funding of creative industries
- Texas Music Project – \$200,000 in grants to music education
- Hire a Musician Program
- Austin Music CDs
- Live Music at Airport and City Council meetings
- Texas Talent Register
- Energy Rebate Program and free audits to live music venues
- Free Parking for bands on main music strip
- Support Organizations such as Austin Music Foundation
- "Austin City Limits" – longest running music TV show and music festival

*"A lot of clubs all concentrated in one area. Tons of young folks going out to shows all the time and one of the big things that I notice there, is it's the same bartenders at the main clubs year after year. That's always a good sign."*



### Seattle

- 8,700 music industry jobs
- \$1.3 billion economic impact
- 75 venues
- 101 recording studios
- Indie retail
- Indie labels
  - Sub Pop, Barsuk, Suicide Squeeze, Light in the Attic
- Strong independent radio
  - KEXP, KPLU, KBCS Bellevue, C-89.5 Nathan Hale High School
- Access to technology
- Bumbershoot
- Rich music history – jazz, grunge
- EMP
- Top film score recording market
- Garfield, Roosevelt music programs
- Mayor's Office of Film + Music
- The Vera Project



### Athens

- "the Liverpool of the South"
- "Mother of Modern Music"
- "Birthplace of New Wave"
- REM, B-52s



- University of Georgia
- Athens Popfest
- North Georgia Folk Festival
- Flagpole Magazine
- Athens Music Foundation/ATHCAST
  - Creative healthcare solutions
  - Experiential learning programs
  - Developing and diversifying music education

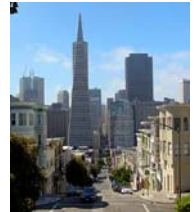
## Minneapolis

- Saint Paul Chamber Orchestra
  - the only full-time professional chamber orchestra in the country
- Minnesota Orchestra
  - among the first orchestras to perform on the radio and to record
- Independent Public Radio
  - a state-wide network of twelve independently-owned stations that play music by local artists.
- Minnesota Public Radio
- Perpich Center for Arts Education
  - State K-12 public school for the arts



## San Francisco

- Leader in digital music
  - companies like Apple that revolutionized mixing technology and music
- the Fillmore
- San Francisco Symphony, San Francisco Opera
- Noise Pop Festival



## Chapel Hill (Raleigh/Durham)

- Scenes developed around the universities



## Washington DC

- Central to punk movement in US
- Kennedy Center
  - Washington National Opera
  - National Symphony Orchestra



## Recently Cool Music Towns

### Montreal



- Pop Montreal music/art festival
- The Montreal International Jazz Festival
- "North America's Indie Rock Capital"

### Omaha

- Saddle Creek



### Toronto

- Arts and Crafts Records
- NXNE



# Portland

- PDX Pop Now!

