



General Government Committee

Discussion about Music Out Loud Concept

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Title

Discussion about *Music Out Loud* Concept

Recommended Action

Arts Commission Recommendation:

Approve the *Music Out Loud* concept to be further developed for City Council as proposed by the Arts Commission.

City Manager Recommendation:

Receive a report on the *Music Out Loud* concept. If interested in the concept, ask the Arts Commission to include further refinement and possible implementation of the concept in its 2014 work plan, including a report back to General Government Committee with proposed budget and implementation details before presentation to the full Council.

Report

Issue:

Review Commission proposal for *Music Out Loud* developed from Arts Commission work plan items 1.2, 2.i and 2.k. Following General Government review, a final proposal will be developed for Council approval.

Staff Contact:

Stephanie Johnson, Arts & Events Program Manager, Parks, Arts & Recreation, 360.709.2678

Presenter(s):

Trent Hart, Chair, Olympia Arts Commission
Danielle Westbrook, Olympia Arts Commission
Michael Olson, Olympia Arts Commission

Background and Analysis:

This concept is a culmination of the following Arts Commission work plan items:

1.2 Phase II of Survey of Economic Value of Olympia's Music Industry

Description: To complete the research on the economic value of the music industry of the Olympia community. To make suggestions as to how the industry and the city can support one

another to enable a vibrant community.

2.i Music in Olympia

Description: Explore ways for the City to support music in our community.

2.k Street Designations

Description: Explore street level/wayfinding district identification.

The proposed *Music Out Loud* Project encompasses both public art and programming to celebrate musicians in our community.

- Four sidewalk locations have been identified as possible sites for introduction of art elements responding to the life story and music of influential (deceased) local musicians, as determined by criteria developed by the Arts Commission. Each section would be approximately 4' x 10' and would necessitate removal and reinstallation of a section of sidewalk between expansion joints.
- The public will be invited to join a Commission meeting to provide input about which influential Olympia musicians should be recognized.
- A Call for Artists will yield the opportunity for public view of proposals before final selection is made.
- Following installation of new sidewalk sections, a Call for Musicians will inform a lineup of three musicians (small groups) per site over the summer, providing acoustic music in downtown Olympia - 9 performances total per year. It is the intention of the Commission to continue the performances on an annual basis.

Communication has taken place at the staff level with Public Works transportation, to determine feasibility from their perspective. They are generally supportive of the project and have not identified any areas of major concern.

Neighborhood/Community Interests (if known):

None of the adjacent business owners have been contacted about sidewalk art. Pending approval of General Government Committee, adjacent business owners will be contacted about proposed changes to the sidewalk and future performances.

Options:

- 1) Approve the *Music Out Loud* concept to be further developed as part of the Arts Commission 2014 Work Plan.
- 2) Provide comment and direction for the *Music Out Loud* concept in advance of its development for Council approval.
- 3) Do not approve the concept for the *Music Out Loud*.

Financial Impact:

Funds would come from the Municipal Art Fund. A budget has not yet been developed, but would become part of the proposal to City Council.