

## **"Building Music Communities: Public Policy, Non-Profits and Music Businesses in Partnership"**

Music is big business in today's information technology economy. In the city of Austin, Texas, music related economic activity contributes more than \$2 billion dollars a year to the economy, while also giving Austin a "Cool Vibe" that has made it one of the fastest growing cities in the country in terms of population growth and economic growth. At the same time, that same growth is crowding out musicians and music venues with higher rents and cost of living. How does a city and its community hold on to what makes it special – music – while also providing opportunity to all its citizens?

At the same time, other cities have been shaken by changes in the economy that threaten to leave its citizens behind. After the oil economy downturn a decade ago, the people of Lafayette, Louisiana, another much smaller city rich in culture including a vibrant musical community, worked together to promote 21<sup>st</sup> century economic development through its "CREATE" initiative. Lessons learned in Lafayette are equally relevant in building, maintaining and sustaining a musical community that contributes significantly, not just culturally, but financially to a city's prosperity.

Our Panel of experts, including some of the primary architects of these two cities' efforts to build their economies through music and culture, will share their insight on what attorneys, non-profits, music business people, and our governments can do to promote Public/Private partnerships to build maintain and sustain the important business of music and culture in our communities. Our distinguished panel includes:

**Hon. Joel Robideaux:** Mayor of Lafayette, Louisiana

**Brendon Anthony:** Director of the Texas Music Office in the Office of the Governor and a former professional performing musician

**Mark Falgout:** Owner/Operator of Warehouse 515 and the Blue Moon Saloon in Lafayette, Louisiana and Founder, SOLO Songwriters Festival and Workshop

**Stephen J. Easley:** Attorney/Counsel, The Buddy Holly Educational Foundation/ Former Counsel, Mosaic Sound Collective Foundation in Austin, Texas

### **Building Music Communities: Public Policy, Non-Profits and Music Businesses in Partnership**

1. **Introduction**
  - a. Stephen Easley to introduce panel
  - b. Brief overview of the topic

- 2. Building Music Communities in a Big City – Business (Stephen Easley)**
  - a. Live Music Capital of the World – Economic Impact
  - b. Discuss 2016 Austin Music Census – Challenges for Musicians
  - c. Austin’s Response – Cities building Music Communities
    - i. Bond
    - ii. Efforts by Austin Music Office & Erica Shamaly
  - d. Austin’s Response – Businesses Building Music Communities
    - i. Red River Cultural District
    - ii. Other Actions
    - iii. Song Research & Recovery Services, LLC
    - iv. TOG Music Publishing, LLC
  - e. Non-Profits building Music Communities
    - i. Black Fret
    - ii. HAMM and SIMMS
    - iii. Mosaic Sound Collective
    - iv. Austin Music Foundation
    - v. The Buddy Holly Educational Foundation
  
- 3. Building Music Communities at a State Level – Government Partner (Brendon Anthony)**
  - a. Economic Impact of Music in the State of Texas
    - i. Discuss Economic Impact Report
      1. Combined, music business and music education directly account for just under 97,000 permanent jobs, \$4.1 billion in annual earnings, and just over \$9.6 billion in annual economic activity, up from almost 95,000 jobs and about \$8.5 billion in annual activity during 2017.
      2. The ripple effects associated with the direct injection related to music business and music education bring the total impact (including the direct effects) to over 209,000 permanent jobs, \$6.5 billion in earnings, and \$23.4 billion in annual economic activity. The State of Texas also realizes approximately \$390 million in tax revenue from these impacts.
    - ii. Growth between 2015 and 2019
  - b. Texas Music Office in the Office of the Governor
    - i. Music Friendly Communities
      1. Host a Texas Music Office sponsored Music Friendly Community workshop.
      2. Establish a Music Office/Liaison within a division of city government (city office, economic development corporation, CVB).

3. Register with the Texas Music Office's Texas Music Industry Directory. The liaison's organization also signs a mutually agreed upon Memorandum of Understanding (MOU) that creates a working arrangement for the sharing of Music Directory data, and establishes protocols for keeping the directory information up to date.
  4. Demonstration of partnerships with the community's music-related 501c3 nonprofits in order to foster community development.
  5. Collaboration with music education programs, including area college or university music schools.
- ii. New Business Development
1. Create
  2. Expand
  3. Relocate
  4. State Incentives & Programs
    - a. Texas Enterprise Fund
    - b. Historically Underutilized Business Certification Program ("HUB")
    - c. State Tax Exemption for Production of Masters
    - d. Events Trust Fund
  5. Resources
    - a. **Governor's Small Business Forums:** Each year, the Texas Governor's Office, in partnership with the Texas Workforce Commission and local partners, host around twenty small business forums throughout the state. Each forum is custom tailored to provide education and training that is relevant to the small business needs of each community. This includes networking and procurement opportunities. For more information, as well as a calendar of events, please visit the Governor's Small Business Forums Calendar.
    - b. **SCORE:** SCORE stands for Service Corps. of Retired Executives and is a nonprofit association dedicated to helping small businesses get off the ground, grow, and achieve their goals through education and mentorship. SCORE has a variety of resources available to small businesses.
    - c. **Small Business Administration:** The US Small Business Administration(SBA) can provide a plethora of information on available

loans and grants, small business workshops, advocacy efforts and much more. Visit the [Federal SBA's Website](#) to learn more about what the can do for your small business.

- d. **Small Business Development Centers "SBDCs"**: SBDCs provide assistance to small businesses and aspiring entrepreneurs throughout the United States. SBDCs help entrepreneurs realize the dream of business ownership and help existing businesses remain competitive in a complex, ever-changing global marketplace. SBDCs are hosted by leading universities and state economic development agencies, and funded in part through a partnership with SBA. SBDC advisors provide aspiring and current small business owners a variety of free business consulting and low-cost training services including: business plan development, manufacturing assistance, financial packaging and lending assistance, exporting and importing support, disaster recovery assistance, procurement and contracting aid, market research help, program support, and healthcare guidance. For more information on SBDCs as well as to find out where the closest SBDC is to you, please visit the websites for [SBDC](#) and [Texas Local Resources](#).

- e. **Skills for Small Business Program: [Skills for Small Business Program](#)** finances tuition and fees for community and technical college courses for current and newly hired employees of small businesses (fewer than 100 employees) in Texas, successfully merging small business needs and local training opportunities into a winning formula for putting people to work in Texas.

### iii. Music Industry Resources

#### 1. Texas Music Industry Directory

- a. Businesses
- b. Musicians
- c. Radio

#### 2. Business Guides

- a. Getting Started in Music Business Guide
- b. Notes for Songwriters
- c. Notes for Young Aritists

- d. Booking Concerts and Tours
  - e. Starting a Record Label
  - f. Creating a Press Kit
  - g. Publicizing a Music Event
  - h. Guide to Music Related Insurance
  - i. TABC Regulations and Laws for Venues
  - j. TABC Regulations and Laws for Special Events
  - k. City/State/Federal Regulations for Venues
  - l. What Every Restaurant/Venue Owner should know before Playing Music in their Establishment
- iv. Music Education and Community Grant Program
1. The Texas Music Office's Music Education & Community Grant Program (aka the License Plate Grant) seeks to provide opportunities for the next generation of Texas musicians and to provide support for music programming in under-served and under-resourced communities.
  2. \$22 from the \$30 fee from the purchase of every Texas music specialty license plate goes directly toward providing music instruments and lessons to Texas school children in need around the state.
  3. In addition, this fund is able to partner with non-profit organizations to create experiences featuring Texas music in under-served communities statewide.
4. **Building Music Communities in a Small City – Government Partner (Hon. Joel Robideaux)**
- a. The Cultural Heritage of Lafayette and Southwest Louisiana
    - i. Artist Examples
    - ii. Business Examples – Dockside Studio by the River
    - iii. Festivals
      1. [Festival International de Louisiane](#)
      2. [Festival Acadiens et Creole](#)
      3. SOLO Songwriters Workshop & Festival
  - b. Importance of Culture as an Economic Driver in Lafayette
  - c. CREAT Initiative
    - i. CREATE VISION 2025: In 2025, Lafayette has attracted and provided substantial investment by encouraging sustainable growth for existing efforts and nurturing new creative and cultural industries. This growth has improved access, awareness and participation to culture and recreation for residents and visitors, while developing related industries and supporting wider PlanLafayette initiatives
    - ii. CREATE STRATEGIC MISSION: The CREATE Strategic Plan for Arts, Culture and Recreation will support this vision

by catalyzing creative assets to improve quality of life, drive our creative economy, and stimulate investment in our community

iii. CREATE IS A BLUEPRINT FOR:

1. Strengthening Lafayette's cultural identity;
2. Catalyzing new and existing creative assets;
3. Driving strategic investment in new cultural infrastructure and revitalization efforts through matches and measurable outcomes; and
4. Attracting more regional, national, and international workers, visitors, and businesses to Lafayette
5. With a transparent, actionable strategic plan based on community input, CREATE will strengthen Lafayette's creative and cultural industries, continuously tracking performance indicators to inform ongoing investment and ensure the sustainability of the sector

6.

IV. GOALS:

1. Provide high-quality cultural and recreational experiences for residents and visitors.
2. Develop state-of-the-art creative infrastructure to support the public realm and drive culture and parks participation
3. Educate and inspire the next generation of creative thinkers to build our workforce and retain talent
4. Promote and strengthen Lafayette's creative assets at home and for visitors
5. Ensure robust support systems are in place to drive sector growth, capture return on investment and ensure sustainability

V. KEY STRATEGIES TO MEET GOALS: Provide high-quality cultural and recreational experiences for residents and visitors

1. Provide resources and venues to secure local, national and international talent to perform in Lafayette
2. Enhance access in creative production and participation by underrepresented populations.
3. Establish an annual public input event to discuss success of efforts or provide opportunity to refocus.
4. Develop state-of-the-art creative infrastructure to support the public realm and drive culture and parks participation.
5. Establish an accessible multi-use creative industry performance and rehearsal complex between 300 – 1,500 seats.

6. Identify infrastructure assets with potential to revitalize / re-use for arts & cultural needs (artist studios, live/work spaces, galleries, performance venues, markets).
7. Establish and nurture cultural and historic districts.
8. Better connect public parks and community assets.
9. Pursue public-private partnerships to fund infrastructure / multiply public investment.
10. Encourage creative clustering with intentional placement.
11. Educate and inspire the next generation of creative thinkers to build our workforce and retain talent.
12. Develop an educational program for annual mini business plans and reports for select disciplines.
13. Nurture arts and health education for K-12 students.
14. Ensure local higher educational institutions have the curriculum, certification and teaching resources to cover innovation, entrepreneurship, leadership and management in relative industries.
15. Build the best educational programs in the world to learn about our culture and language.
16. Develop a cultural leadership or fellows program.
17. Promote and strengthen Lafayette's creative assets at home and for visitors.
18. Work with Louisiana Office of Cultural Development.
19. Develop and further engage digital media to showcase assets.
20. Incorporate cross-departmental, parish-wide brand and marketing campaign.
21. Increase public awareness of assets by developing and maintaining a thorough and updated asset inventory.
22. Pursue strategic international partnerships and collaborations.
23. Ensure robust support systems are in place to drive sector growth, capture return on investment and ensure sustainability.
24. Establish creative economy division or commission.
25. Assist in developing creative new ventures or projects.
26. Maintain a program to assist existing organizations in increasing sustainability.
27. Utilize industry knowledge and assets to interface across industries.
28. Streamline policies and regulatory support to creative and community assets.

29. Improve sustainability of parks and recreation.
30. Work with UL and LEDA to develop related industry measurement and data collection tools.
31. Continuously collect and review financial data of related industry organizations.
32. Better incorporate French and other languages into daily life.

**5. Building Music Communities in a Small City – Business Partner (Mark Falgout)**

- a. Blue Moon Saloon & Guest House
- b. Working with the City/State to Build the Blue Moon
- c. Expansion to Warehouse 535
- d. Partnering with the City/State on Expansion to Warehouse 545
- e. Partnering with the City/State on Festival International
- f. Partnering with the City/State on Festival Acadiens & Creole
- g. Partnering with the City at SXSW
- h. Partnering with City and The Buddy Holly Educational Foundation to Create SOLO Songwriters Workshop and Festival

**6. Conclusion – Stephen Easley & Panel**

**7. Questions - Audience**