



CITY OF SAN ANTONIO
**DEPARTMENT OF
ARTS & CULTURE**

Music Strategic Plan

Community Feedback Session – June 25, 2018

Krystal Jones
Film & Music Commissioner
Department of Arts & Culture



Oversight

San Antonio Arts Commission

Music Committee

Community
Input

SA Sound
Garden

Texas Music
Office

Key Players



2 Department staff dedicated to music & film

11 San Antonio Arts Commission Music Committee Members

Music Committee

Henry Brun, Chair & D7 Rep., Musician

Suhail Arastu, Mayoral Appointee, Musical Bridges Around the World

Mark Rogers, D10 Representative, The Heart of Texas Concert Band

Carlos Alvarez, Azteca Music Group

Joan Carroll, Musicians Society of San Antonio

Julie Good, San Antonio College

Keith Harter, Harter Studios

Jon Johansen, Sam Ash Music Store

Faith Radle, Independent Producer and Manager

Stan Renard, UTSA

Edwin Stephens, San Antonio Sound Garden

Background

2016

City Council Request Approved

To create a music division,
study & strategic plan

Music Study Planning

Dept. begins work with San
Antonio Sound Garden (SASG)
to create survey tool,
distribution list & community
feedback schedule

2017

Community Feedback Sessions

Three in Districts 1, 2 & 3 with
130+ total attendees

Survey Distributed

228 responses

Economic Impact

Data collected by Steve Nivin,
Ph.D., St. Mary's University &
Saber Institute

Study Finalized

Includes inventory of music
assets & interviews with music
industry experts

2018

Strategic Planning

Music Committee strategic
planning session to establish
where San Antonio music
industry should be in five years

Visioning Session

Music Committee meets to
develop overall vision for
Music Strategic Plan



Music Friendly Community

February 12, 2018: San Antonio Designated Music Friendly



- ✓ Held Music Friendly Community Workshop
- ✓ Established City Music Office Liaison
- ✓ Shares musician & music resource data with Texas Music Office
- ✓ Demonstrates partnerships with music non-profits
- ✓ Collaborates with music education programs



Music Industry Study

INCOME SOURCES

7% performers listed music as primary income source

80% SA music professionals earn **80%** of their income from other vocations



ECONOMIC IMPACT

\$930M

in direct, indirect and induced economic impact in 2015

10,748 jobs supported by the music industry in 2015



Note: Bexar County Economic Impact Model by Dr. Steven Nivin

Strategic Plan

VISION STATEMENT

San Antonio will have a thriving music economy that embraces its roots and advances opportunity for the next generation.



Strategic Plan

Goals



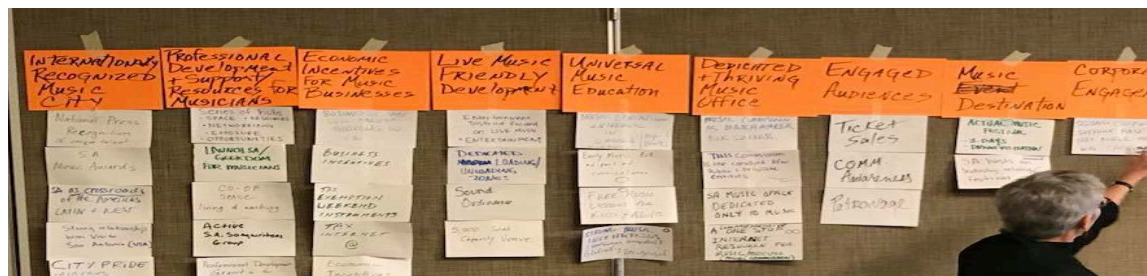
Develop & Tell The San Antonio Music Story



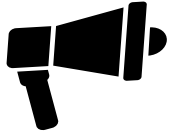
Establish Music-Friendly Policies and Programs



Enhance Professionalism in the San Antonio Music Industry

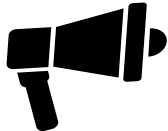


Develop & Tell The San Antonio Music Story



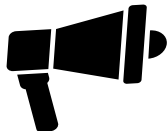
SPOTLIGHT MUSIC

- Collaborate with organizations with marketing functions to enhance awareness of San Antonio music
- Research components of hosting a successful international music conference
- Feature local music at start of City Council meetings and on City on-hold message
- Develop City of San Antonio playlists on Spotify and iTunes



HIGHLIGHT HISTORY

- Research potential to develop a Music Historical Markers Program
- Collaborate with academic institutions to promote San Antonio music history book



PROMOTE THROUGH TECHNOLOGY

- Create standalone music website to promote SA music scene
- Connect musicians through website

Establish Music-Friendly Policies & Programs



ACCESSIBLE TRANSPORTATION

- Develop loading/unloading zones for gigging musicians
- Coordinate with transportation organizations for possible musician-friendly rideshare and public transportation rate/passes



VENUE VITALITY & LONGEVITY

- Investigate availability of City facilities for music events with ADA features
- Research best practices and policies for protections of live music venues
- Explore Live Music Venue designation



BUSINESS DEVELOPMENT

- Explore options for incentives and support for music businesses
- Coordinate with entrepreneurship community partners to develop music industry programs

Enhance Professionalism in SA Music Industry



ADVANCEMENT THROUGH TECHNOLOGY

- Develop online music workforce and resource directory connected to Texas Music Office database
- List musician resources and professional development opportunities on website



AVAILABLE EDUCATION

- Develop industry toolkit to support musicians
- Highlight existing and encourage new music education programs



CONNECTION WITH COMMUNITY

- Cross-promote and connect music industry with other industries
- Encourage greater collaboration between local businesses and local music industry
- Increase awareness of in-city, regional and national support for musicians

Next Steps

JUNE - JULY



Plan Finalized
Staff incorporates all
feedback into Music
Strategic Plan

JULY



Music Committee
Adopt Music Strategic Plan

AUGUST



**San Antonio Arts
Commission
and
City Council Arts
Culture & Heritage
Committee**

Adopt Music Strategic Plan

