

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
STAFF BRIEFING

Item No. 7a
Date of Meeting January 22, 2013

DATE: January 11, 2013
TO: Tay Yoshitani, Chief Executive Officer
FROM: James R. Schone, Director, Aviation Business Development
Tami Kuiken, Music Program Coordinator, Aviation Business Development
SUBJECT: Briefing on the Airport's Music Initiative

SYNOPSIS:

The Airport's Music Initiative was launched in January 2012. Over the course of the past year, significant improvements have been made to the elements of the initiative. And new elements are planned for implementation in 2013.

BACKGROUND:

On January 28, 2012, the Seattle-Tacoma International Airport in cooperation with the City of Seattle's Office of Film and Music, the Seattle Music Commission and PlayNetwork launched "The Sea-Tac Airport Music Initiative, Experience the City of Music." This initiative was designed to showcase the Pacific Northwest's music culture and to create a more enjoyable experience for the millions of passengers who pass through the Airport. The specific elements of this initiative are overhead music featuring local artists, overhead safety and informational announcements read by local musicians, video segments about the local music industry on baggage claim and gate hold room monitors, a web-based multi-channel music player available on the Airport's free Wi-Fi, and a mobile app that features access to the music playlist used for the overhead music in the terminal.

This briefing will include an update on these elements of the Music Initiative as well as new elements planned for 2013.

OTHER DOCUMENTS ASSOCIATED WITH THIS BRIEFING:

- PowerPoint presentation

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:

- None.