

Sea-Tac Airport Music Initiative: Experience the City of Music



The Music Initiative

- 2007: Seattle Chamber of Commerce Intercity Visit to Austin, Texas that included Commissioner Creighton and Mayor Nickels
- 2008: Launch of City of Music Initiative with Port of Seattle as a partner
- 2010: Discussion between Airport staff and the Seattle Music Commission
- 2012: Inter-Local Agreement between Port of Seattle and City of Seattle signed

The Music Initiative

- Who is involved?
 - The Sea-Tac Airport Music Initiative is a cooperative effort by the Port of Seattle, Seattle Music Commission and music branding firm PlayNetwork
- Why is the program happening?
 - This is an effort to promote the Pacific Northwest's vibrant music industry while also enhancing the passenger experience in the Airport
- What is the economic impact of the music industry on the region?
 - 2008 Economic Impact Study showed that the music industry in King County supported 20,000 direct jobs with \$2.2 billion in sales and \$480 million in earnings that generated \$148 million in tax revenues.
 - In an August 2012 article in *The Atlantic Cities* publication, Seattle was ranked the 5th best city in the country for the concentration of musicians and music-related businesses.
 - A *Wall Street Journal* study cited Seattle's music scene as one of the primary reasons it is #1 in attracting educated young people out of college.

Key Elements of Phase 1

- **Overhead music**
 - Music from Pacific Northwest musicians playing Airport-wide for passengers to enjoy in the common areas of the Airport, featuring a variety of genres
- **Overhead announcements**
 - Regulatory announcements as well as welcome messages read by local artists/celebrities
- **Wi-Fi web player**
 - Travelers can utilize the Airport's free Wi-Fi to access a click and play option to initiate a multi-channel web radio player featuring songs from the overhead music playlist
- **Videos**
 - Custom-curated videos playing on monitors in the gate hold areas and in baggage claim, uniquely profile the local music scene
- **Mobile App**
 - City of Music app features what's playing at the Airport, concert calendars, local radio streams, and music related videos

Music Initiative Launch Party

January 28, 2012



Music Initiative Team Focus

- During the past 12 months, the team's focus has been on:
 - Refining sound levels for overhead music and announcements
 - Building the collection of messages recorded by local artists



Message 2.wav



Message 3.mp3



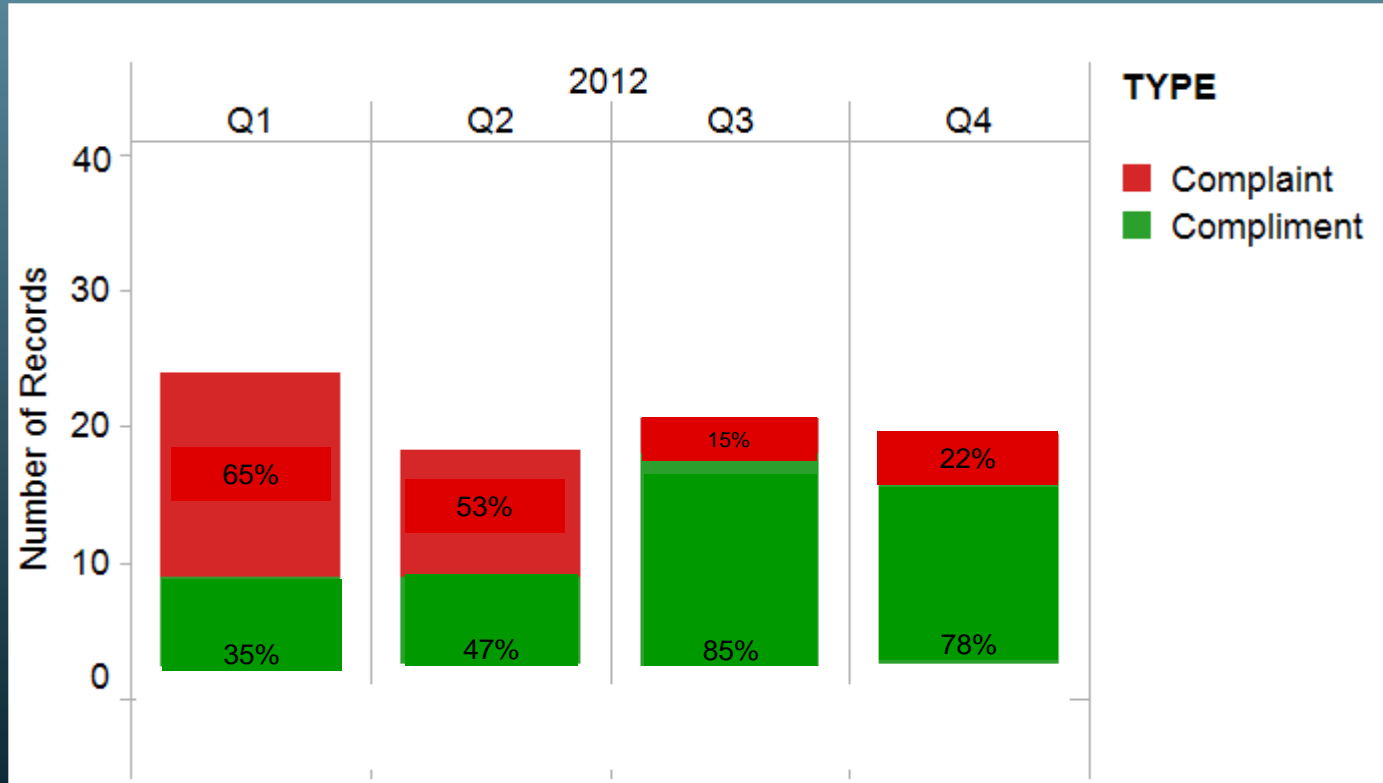
Message 4.mp3



Message 1.mp3

- Improving the website
- Improving the mobile app

Customer Comments on Music



Twitter Comments

- Not many airports where you could hear Modest Mouse and Alice in Chains back to back. Gotta love the local tunes, @SeaTacAirport #pacificnw
- I have to say Sea-Tac Airport plays the most relaxing classical #music. So, tonight I am #Thankful for the #SeaTac DJ.
- The one best thing about flying through SeaTac is the music. Best music of all airports.
- Thank you @SeaTacAirport for hiring Sir Mix-a-Lot to do their welcoming recording. Made my morning #northwest #nextlevel

Proposed Elements of Phase 2

- 13-week trial live music program through partnership with Benaroya Hall
 - Frequency – Five days per week
 - Time – Two artists per day, 4 hour segments at locations TBD pre/post security
 - Set length – 40 minute sets per artist
 - Style/Genre – “Busker”/all genres *
 - Performance entertainment in public places
 - Cost: \$23,000 including program start-up expenses and musician fees
- Music exhibits in the terminal through partnership with EMP Museum
 - EMP will provide two exhibit cases from their museum
 - First exhibit to showcase Jimi Hendrix memorabilia
 - EMP will curate and rotate exhibits that exemplify Pacific Northwest music history
 - Cost: All expenses borne by EMP
- Incorporating music into the Port brand
 - This effort will create a visual presence for the music initiative through integration with the Port brand.
 - Cost: Unknown at this time

Music Initiative Partners

- This has been made possible through collaborative efforts of:
 - City of Seattle Office of Film and Music
 - The Seattle Music Commission
 - PlayNetwork
 - The Seattle Metropolitan Chamber of Commerce
 - FrontRunner
 - KEXP
 - Benaroya Hall
 - EMP
 - In addition to dozens of other local content providers

