



MEMORANDUM

To: Mayor and Members of City Council

From: Deborah Malenfant, Elizabeth City Downtown, Inc.

Date: August 19, 2021

Re: **Consideration** – Resolution in support of Music Friendly Communities Pilot Program.

BACKGROUND:

The NC Department of Natural and Cultural Resources, in partnership with *Hometown Strong, is seeking to pilot a Music Friendly Communities program this year. The program pilot will include three municipalities across the state. Pilot municipalities were selected with attention to geography and community size, industry, and history. Pilot diversity will ensure that the program can be replicated in a myriad of communities across the state. The Music Friendly Communities program is supported by Sound Diplomacy, an international consulting firm with proven results in building and strengthening music-based economies. Selected pilot communities will form a local committee to guide the work of the Music Friendly Communities program. The State and Sound Diplomacy will provide support services for this work. At the conclusion of the work, and once the program objectives are met, the community will be certified as a Music Friendly City. Communities will receive state recognition, and will have the opportunity to participate in program specific events and networking opportunities.

**Hometown Strong is an initiative that offers a more personal and hands-on approach for state government's reaction to the needs of North Carolina's rural communities. Hometown Strong creates a partnership between state agencies and local leaders to champion rural communities. The effort leverages state and local resources, identifies ongoing projects and community needs, and implements focused plans to boost the economy, improve infrastructure and strengthen North Carolina's hometowns."*

ANALYSIS:

We have been invited to participate in this pilot program, along with the cities of Shelby and Durham, NC. There has been initial exploratory meetings to discuss the program expectations and responsibilities from the location community. An initial group of committee members has been invited to participate. This committee will grow as the work begins, and there will be stakeholder meetings, community surveys, and community meetings held.

Below is more information about the program received from the Governor's office and Department of Natural and Cultural Resources.

Program Requirements Pilot Community: The community will select a coordinator for the committee's work. It is recommended that the coordinator be a government, affiliate, or non-profit employee. The coordinator will identify committee members from across the community's music economy (i.e. venue managers, music artists, community leaders). The committee will complete a music asset inventory, conduct stakeholder engagement and provide feedback, with direction and templates provided by Sound Diplomacy.

State: The State will identify project goals and timeline. The State will provide support to the coordinator and committee, and will participate in meetings and programming when requested. Once work is completed, the state will certify the community, and provide recognition of the success.

Sound Diplomacy: The consultant Sound Diplomacy will provide meeting support, programmatic guidelines, and templates for work products to be completed. Sound Diplomacy will assist in the asset inventory, provide best-practice case studies, lead a regulatory assessment, and will synthesize data to produce a final report with community recommendations. The report will serve as a foundation for future music friendly actions in the community.

Program Objectives

- Established community committee to steer the program work and subsequent activity
- Completed community music asset inventory
- Final report of music-friendly recommendation
 - Regulatory Recommendations
 - Infrastructure Recommendations \
 - Community Enhancements
 - Economic Incentives
- Pilot a Music Friendly Communities Toolkit
- Sustained interest in enhancing music related programming and opportunities
 - Sustained economic growth from music related industries and local partners

Program Timeline Work will commence at the earliest date possible. The program objectives have an anticipated completion date of June 30, 2023. Please see the timeline provided in the addendum.

STAFF RECOMMENDATION:

By motion, adopt the attached resolution in support of participation in the Music Friendly Communities Pilot program toward the certification of Elizabeth City as a Music Friendly City.



RESOLUTION #2022-08-02
In Support of the North Carolina
Music Friendly Communities Pilot Program

WHEREAS, Music Friendly Communities is a pilot program in North Carolina organized from a partnership between the NC Department of Natural and Cultural Resources, Hometown Strong, and global consultancy Sound Diplomacy that promotes and supports the creation of environments where music is celebrated and sustainable measures are taken in order to support the continued growth of dynamic music ecosystems; and

WHEREAS, Music Friendly Communities will nurture the many agents and categories that impact and are impacted by the success of a healthy music ecosystem in Elizabeth City; and

WHEREAS, Music Friendly Communities will work to sustain interest in enhancing music related programming and opportunities in Elizabeth City; and

WHEREAS, Music Friendly Communities will sustain economic growth from music related industries and local partners in Elizabeth City; and

WHEREAS, Music Friendly Communities will ultimately drive cultural tourism and economic impact within Elizabeth City.

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Elizabeth City expresses its sincere support for Music Friendly Communities, will participate as needed, and extends its best wishes for its endeavors.

Adopted this 22nd day of August 2022

E. Kirk Rivers
Mayor

April D. Onley, NCCMC
City Clerk