



*City of Bristol
Arts & Culture Commission*

INFORMATION TO ACCESS THIS MEETING

<https://bristolct-gov.zoom.us/j/83837598503?pwd=7mmPQw4bSobMWVv0x40Niq9zNhCcqm.1>

The regular meeting will be held on Wednesday, February 5, 2025, at 6:00 PM. in City Hall Meeting Room 1-3 111 North Main Street, Bristol, CT 06010.

EVENT

1. Call to Order
 - a. Attendance
2. Approval of Minutes
 - a. Approval of Minutes - January 8, 2025 Regular Meeting Minutes
3. Public Participation
4. Arts and Culture Supervisor's Report
 - a. Supervisors Report
 - b. Financials
 - c. Project Spreadsheet
5. Chairman's Report
6. Old Business
 - a. Locks at Stocks Budget
 - b. Winter/Spring Market

- c. Cultural District Walk Through - Lunch Sponsorship
 - d. Vision Setting - Review the top priorities of the Arts and Culture Commission, 2025-2026
 - e. By Commissioners
- 7. New Business
 - a. Make Music Day, Saturday June 21, 2025
 - b. By Commissioners
- 8. Reports and Committee Reports
 - a. City Council Liaison Report
- 9. Adjournment

Per Order of the Chairperson
Walter Lewandowski



*City of Bristol
Arts & Culture Commission*

INFORMATION TO ACCESS MEETING

<https://bristolct-gov.zoom.us/j/86280576918?pwd=iQ7DubdYbSAm0Dse5qszhgaOeTG2Z1.1>

Ladies and Gentlemen:

The regular meeting was held on Wednesday, January 8, 2024, at 6:30 PM in Meeting Room 1-3 in City Hall, 111 North Main Street, Bristol, CT 06010.

1. Call to Order

Chair Lewandowski called the meeting to order at 6:30 p.m.

a. Attendance

Members Present:

Chair Walter Lewandowski
Vice Chair Andrea Adams
Commissioner Julie Carensa Crist
Commissioner Juliet Norton
Commissioner Maria Salice
Commissioner Nigel Wynter
Arts and Culture Supervisor Arianna Therriault

Absent:

Commissioner E Brad Yancy
Superintendent Josh Medeiros
Deputy Superintendent Sarah Larson

2. Approval of Minutes

a. Approval of Minutes - December 6, 2024 Regular Meeting Minutes

MOTION: Made by Vice Chair Adams to Approve the December 6, 2024 Regular Meeting Minutes

Seconded by Chair Lewandowski, all in favor, motion carried.

3. Public Participation

LaQuita Gonzales, of 42 Merriman Street, Bristol, is in attendance on behalf of Maxine Bowden with Paradigm Events. She stated the Soul Sessions event is right on track. They have allocated the money from the Arts and Culture Grant, for the upcoming Soul Sessions show. Mrs. Gonzales also Thanked the Commission for they generosity and help with the event.

Tom Lagasse, of 20 UConn Drive, Bristol, was in attendance with an update about having a possible poetry event. He had spoken with Creative Jam Art Co. about having the poetry event on the last Wednesday of every month, starting in March; discussion followed.

4. Arts and Culture Supervisor's Report

a. Supervisor's Report

Arts and Culture Supervisor Arianna Therriault presented the Supervisor's Report; discussion followed.

b. Project Updates

Arts and Culture Supervisor Arianna Therriault presented the Project Updates; discussion followed.

c. Year-to-Date Financials

Arts and Culture Supervisor Arianna Therriault presented the Year-to-Date Financials; discussion followed.

5. Chairman's Report

None.

6. Old Business

a. Approve the Name for the Adopted Carousel Museum Horse

Chair Lewandowski presented the Name for the Adopted Carousel Museum Horse; discussion followed.

MOTION: Made by Vice Chair Adams to Name the Adopted Carousel Museum Horse, ARTimus.

Seconded by Chair Lewandowski, all in favor, motion carried.

b. Adopt the 2025 Arts & Culture Vision Board

Arts and Culture Supervisor Arianna Therriault presented the 2025 City Arts & Culture Vision Board. Each Commissioner is to bring their top 2 (two) items they would like to

accomplish most in 2025. This has been tabled until next meeting when all of the members of the Commission are in attendance; discussion followed.

c. Discuss the Proposed Winter/Spring Market Event

Arts and Culture Supervisor Arianna Therriault opened the Discussion of the Proposed Winter/Spring Market Event. Commissioner Julie Carensa Crist will present an update at the February, City Arts & Culture Meeting; discussion followed.

d. Presentation of the 2025-2027 Strategic Plan

Arts and Culture Supervisor Arianna Therriault presented the 2025 - 2027 Strategic Plan; discussion followed.

e. By Commissioners

None.

7. New Business

a. Approve the Fiscal Year 2025-2026 Proposed Arts & Culture Commission Budget and the Arts & Culture Fund Budget and refer to the Comptroller's Office

Arts and Culture Supervisor Arianna Therriault presented the Fiscal Year 2025 - 2026 Proposed City Arts & Culture Fund Budget to refer to the Comptroller's Office; discussion followed.

MOTION: Made by Vice Chair Adams to Approve the Fiscal Year 2025 - 2026 Proposed City Arts & Culture Fund Budget of \$15,000.00 to refer to the Comptroller's Office. Seconded by Commissioner Salice, all in favor, motion carried.

b. Approve the 2025 Arts and Culture Commission Meeting Calendar

Arts and Culture Supervisor Arianna Therriault presented the 2025 City Arts & Culture Commission Meeting Calendar. Supervisor Therriault suggested the time change of the meeting from 6:30 p.m. - 6:00 p.m.; discussion followed.

MOTION: Made by Vice Chair Adams to Approve the 2025 City Arts & Culture Commission Meeting Calendar. Seconded by Commissioner Norton, all in favor, motion carried.

MOTION: Made by Vice Chair Adams to add Tom Lagasse as the City Arts and Culture Poet Laureate. Seconded by Commissioner Carensa Crist, all in favor, motion carried.

Arts and Culture Supervisor Arianna Therriault requested add New Business Item of a Vote for Commissioner Andrea Adams to be Vice Chair of the City Arts and Culture Commission.

MOTION: Made by Commissioner Carensa Crist to Appoint Andrea Adams as the Vice Chair of the City Arts & Culture Commission.

Seconded by Commissioner Norton, all in favor, motion carried.

c. Discuss the Cultural District Walk through with the CT Department of Economic and Community Development on Tuesday, May 13, 2025 from 10AM-1PM.

Arts and Culture Supervisor Arianna Therriault presented the Cultural District Walk Through with the CT Department of Economic and Community Development on Tuesday, May 13, 2025 from 10:00 a.m. - 1:00 p.m.; discussion followed.

d. By Commissioners

None.

8. Reports and Committee Reports

a. City Council Liaison's Report

City Council Liaison Cheryl Thibeault presented the City Council Liaison's Report. City Council Liaison Thibeault updated the Commission on the status of Center Square. Pure Foods and Dark Moon Gifts are scheduled to open in early 2025. There is a new bakery going in Forestville where San Genaro was. City Council Liaison Thibeault also presented some updates on some other restaurants opening up soon; discussion followed.

9. Adjournment

MOTION: Made by Vice Chair Adams to Adjourn at 7:50 p.m.
Seconded by Commissioner Wynter, all in favor, motion carried.

Respectfully Submitted,
Amaris Estrada
Recording Secretary
City Arts and Culture Commission



Arts and Culture Commission
City of Bristol
111 North Main Street, Bristol, CT 06010

Arts and Culture Commission Supervisor Report

A. Financials:

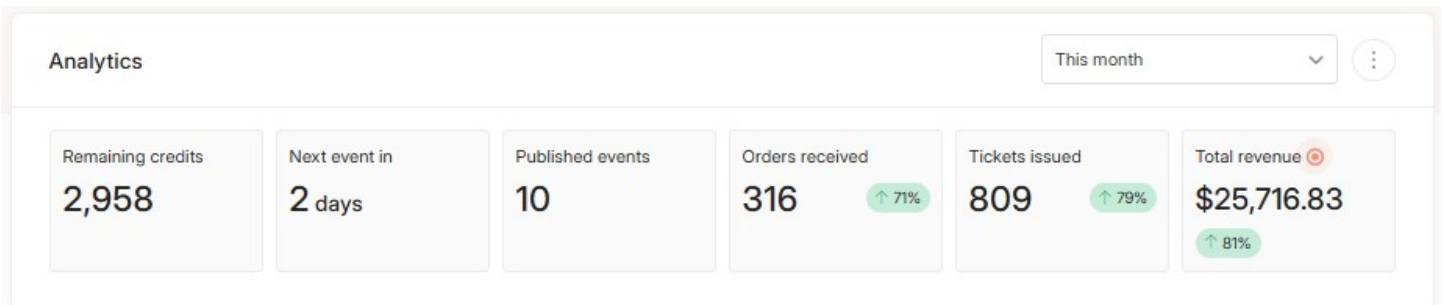
- See attached financials

B. Project/General Updates:

- Purchasing/Roger Rousseau needs feedback on our budget for the sidewalk for the Locks at Stocks
- Just a reminder: Tuesday, May 13th 10AM-1PM is Bristol’s Cultural District Walkthrough

C. Downtown Live:

- Throwback Thursday Movies so far:
 - 2/13 – Bridesmaids (in partnership with Spare Time)
- FALL 2025 Performances, **bold = full executed contracted**:
 - Sept. 13th – 1964: The Tribute
 - Sept. 20 – Marcin
 - **Oct. 4 – Lezz Zeppelin**
 - **Oct. 11 – The Doo Wop Project**
 - **Nov. 8 – Joni Mitchell Cover**
 - Nov. 15 – The Police Experience
 - **Dec. 13/14 (matinee) –The Nashville KING starring John Beardsley**
- Event numbers as of 1/30/2025:



Event	Status	Issued	Remaining	Revenue	
Scenes - A Billy Joel Experience Downtown Live at The Rockwell Theater Sat Feb 1, 2025 7:00 PM - 9:00 PM	✓ Published ▼	409	211	16,629.49	⋮
Bridesmaids - Throwback Thursday Film Downtown Live at The Rockwell Theater Thu Feb 13, 2025 6:30 PM - 8:30 PM	✓ Published ▼	20	596	120.31	⋮
Soul Sound Revue Downtown Live at The Rockwell Theater Sat Mar 1, 2025 7:00 PM - 9:00 PM	✓ Published ▼	227	389	8,650.57	⋮
Red Hot Chili Pipers Downtown Live at The Rockwell Theater Sun Mar 9, 2025 7:00 PM - 9:00 PM	✓ Published ▼	211	405	11,149.78	⋮
Comedy Night with Tammy Pescatelli, Shaquana Cochran and Jordan Karl Downtown Live at The Rockwell Theater Sat Mar 15, 2025 7:00 PM - 9:30 PM	✓ Published ▼	48	568	1,906.24	⋮
Charlotte's Web Downtown Live at The Rockwell Theater Sat Apr 12, 2025 3:00 PM - 4:15 PM	✓ Published ▼	17	1,215	485.42	⋮
Marty O'Reilly with special guest, Sean Rowe Downtown Live at The Rockwell Theater Sat Apr 19, 2025 7:00 PM - 9:30 PM	✓ Published ▼	6	610	231.09	⋮
Nicole Zuraitis Downtown Live at The Rockwell Theater Sat May 3, 2025 7:00 PM - 8:30 PM	✓ Published ▼	13	603	585.23	⋮
The String Queens Downtown Live at The Rockwell Theater Sat May 24, 2025 7:00 PM - 8:30 PM	✓ Published ▼	4	612	173.17	⋮
Comedy Night with Jimmy Cash Downtown Live at The Rockwell Theater Sat May 31, 2025 7:00 PM - 9:00 PM	✓ Published ▼	20	596	732.91	⋮

YEAR-TO-DATE BUDGET REPORT

FOR 2025 13

ACCOUNTS FOR:	ORIGINAL	REVISED					AVAILABLE	PCT
001 GENERAL FUND	APPROP	BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES		BUDGET	USED
0017021 PARKS ADMINISTRATION								
0017021 583120 ARTS & CULTURE COMM	15,000	15,000	9,965.03	.00	.00		5,034.97	66.4%
TOTAL PARKS ADMINISTRATION	15,000	15,000	9,965.03	.00	.00		5,034.97	66.4%
TOTAL GENERAL FUND	15,000	15,000	9,965.03	.00	.00		5,034.97	66.4%
TOTAL EXPENSES	15,000	15,000	9,965.03	.00	.00		5,034.97	

YEAR-TO-DATE BUDGET REPORT

FOR 2025 13

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	15,000	15,000	9,965.03	.00	.00	5,034.97	66.4%

** END OF REPORT - Generated by Amaris Estrada **

YEAR-TO-DATE BUDGET REPORT

FOR 2025 13

ACCOUNTS FOR:	ORIGINAL	REVISED				AVAILABLE	PCT
175 ARTS & CULTURE FUND	APPROP	BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	BUDGET	USE/COL
1757033 ARTS & CULTURE							
1757033 422004 FEES	-299,630	-299,630	-78,212.41	.00	.00	-221,417.59	26.1%*
1757033 470000 CONTRIBUTIONS	0	0	-9,901.00	.00	.00	9,901.00	100.0%
1757033 514000 REGULAR WAGES & SAL	66,255	66,255	37,033.52	.00	.00	29,221.48	55.9%
1757033 515200 PARTTIME WAGES & SA	3,225	3,225	744.12	.00	.00	2,480.88	23.1%
1757033 520700 F.I.C.A.	4,110	4,110	2,195.06	.00	.00	1,914.94	53.4%
1757033 520750 MEDICARE INSURANCE	965	965	524.16	.00	.00	440.84	54.3%
1757033 531000 PROFESSIONAL FEES &	182,850	182,850	79,648.76	.00	16,848.82	86,352.42	52.8%
1757033 557700 ADVERTISING	8,000	8,000	11,258.68	.00	.00	-3,258.68	140.7%*
1757033 561800 PROGRAM SUPPLIES	500	500	273.96	.00	.00	226.04	54.8%
1757033 581120 CONFERENCES & MEMBE	200	200	.00	.00	.00	200.00	.0%
1757033 591500 TRANSFER OUT INTERN	33,525	33,525	10,232.69	.00	.00	23,292.31	30.5%
TOTAL ARTS & CULTURE	0	0	53,797.54	.00	16,848.82	-70,646.36	100.0%
TOTAL ARTS & CULTURE FUND	0	0	53,797.54	.00	16,848.82	-70,646.36	100.0%
TOTAL REVENUES	-299,630	-299,630	-88,113.41	.00	.00	-211,516.59	
TOTAL EXPENSES	299,630	299,630	141,910.95	.00	16,848.82	140,870.23	

YEAR-TO-DATE BUDGET REPORT

FOR 2025 13

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USE/COL
GRAND TOTAL	0	0	53,797.54	.00	16,848.82	-70,646.36	100.0%

** END OF REPORT - Generated by Amaris Estrada **

Active Projects	Description	Anticipated Cost	Type of Project	Funding Source	Location	Artist(s)	Completion Date Goal	Maintenance Dates	Notes	Fiscal Year	Status
Heart Lock Sculpture	Sculpture with grids throughout for locks and caribeaners to attach	in kind	Sculpture	In kind farmington metal	Stocks Entrance from Lake Ave	Farmington Metal	2025			2024	completed walk through, approved from Parks board, awaiting measurments for Public works
Future Project Considerations	Description	Anticipated Cost	Type of Project	Funding Source	Location	Artist(s)	Completion Date Goal	Maintenance Dates	Notes	Fiscal Year	Status
Canvas Benches	Benches made from wind turbines	\$4-\$7K/	Bench installation with artist painting	ACC fund	TBD	TBD	TBD			TBD	non-priority
Welcome to Bristol Signs	Signs to welcome the public to Bristol	TBD	Signs	ACC Fund	TBD	TBD	TBD			TBD	In discussion
Heart Sculpture	blic Art Sculpture(s) outside of the	\$15,000.00	Sculpture	ACC Fund/Fundraising	n (exact location requires Park	Robert Hudson (TBD)	TBD			FY24	PENDING
Interactive Mural 1	Pride/Rainbow Mural	\$500.00	Mural	ACC Fund/Other	Carousel Museum?	Brandi Pichette	TBD		Partnership w/ CT Mura	TBD	PENDING
PAN Am Mellen ST Bridge	Mural	TBD	Mural	TBD	Mellen St Bridge	TBD	TBD	Resident requested Hannah Hintz. Bridge is not p		TBD	PENDING
Interactive Mural 2	"Mama Bristol" Mura	\$500.00	Mural	ACC Fund/Oth	None identified	Brian Triccolo	TBD		Partnership	TBD	PENDING

Vision Setting Activity Questions for Arts and Culture Commission

Mission Statement: *The Arts and Culture Commission was established in 2018 to encourage tourism, entertainment, and arts in order to foster the development of community pride and improve the quality of life for Bristol residents by promoting community activities and showcasing Bristol's cultural events; make recommendations to the Mayor and City Council concerning the financial sponsorship of various activities and events and investigate other means of securing funding for commission activities such as paid advertising and grant opportunities. Coordinates the publication of a community calendar of events and any other appropriate publications which will showcase the large number of quality arts, cultural, tourism and family-oriented activities occurring locally.*

What are your top two favorable answers for each question below?

1. What is your personal goal for the Arts and Culture Commission (a specific idea, or overall awareness, why did you join?)
 1. Art drives connectivity in the community, it bonds people and opens our perspective on the many cultures in Bristol, creating peace and unity - To sell the city and its inhabitants on the idea that the Arts can & will enrich lives and is a genuine & necessary value - To drive economic development of the city
 2. Better understand the funding aspect – budgeting, timing, dispensing grants, so we don't rush through our grants at the end of the FY
 3. To lead a project initiative
2. What is your vision for the Arts and Culture Commission in the city of Bristol?
 1. To become more visible and complete the mission established by Charter; add sub committees
 2. Participate/be present at events like Mum Fest and others (instead of planning/sponsoring)
 3. Financially support existing groups in small ways
 4. To be more recognized in and around the area as a promoter of the Arts & Cultural Events
 5. To grow the cultural district festival & promote more involvement.
3. What are some broad goals for developing entertainment?
 1. Attract bigger talent to DTL
 2. Bring in "trending" entertainment to Bristol; ex: Story Slams
 3. Add an outdoor Concert (Bigger Venue)
 4. Dance & Singing Contests – something like "So You Think You Can Dance"
 5. Focus Groups on selecting acts
 6. Sponsor Battle of the Bands or local talent showcase
 7. Survey people for what they want to see for entertainment
 8. Reaching out to Big Names who live in CT to help volunteer/ help out with a contest etc.
4. What are some broad goals for developing tourism?
 1. Add Festival & Activities – Request Groups to come to town.
 2. Create a slogan for tourism in Bristol. Example: "come eat, stay, play Bristol Does it Better"
 3. Create packages: hotel, show, dinner to bring local towns to Bristol.

4. Getting together with other groups to share resources - Better Partnership with All Heart & City Marketing Team
 5. More Publicity – ability to expand to other communities
 6. 1 or 2 VERY BIG shows each year to get people downtown
 7. Refabricated Trolley Car for photo ops
5. What are some broad goals for developing the arts?
1. Develop a Community Coalition to organize activities under our advisement - Bring all artists together for a “Brain Dump”; visual, word, music, multimedia mini conference and ask these same questions to the artists and how we can support them. - Create a directory of artist on website with contact information. Contact well know Bristol Artists to help promote the Arts & the City
 2. Art Show/Gallery Space
 3. Visual Art; Art Display cases in City Hall
 4. Performing Arts – have local performances open for other DTL Acts
 5. Pop- Up performances in Park
6. If you could have one goal completed by 2025, what is it?
1. Recognition event like the old ACE Awards; perhaps partner with the Arts & Culture Foundation
 2. More Murals & Sculptures
 3. To have a concrete plan in place to support and promote a civic ARB Group
 4. Become financially stable
 5. Increase community awareness & sponsorship both in dollars and attendance
 6. Create a downtown that is lively on the weekends supporting the Arts, History, and Offerings of Bristol
 7. More painted electrical boxes (they created a lot of buzz)

OPEN MIC NIGHTS @



SPOKEN WORD

MUSIC

ART

Join us on the last Wednesday of each month
for Open Mic Nights!

When:

Sign in @ 6:45pm

Event @ 7pm - 8:30pm

Where:

Creative Jam Art Co.

350 Riverside Ave, Bristol, CT 06010

- Light refreshments
- Wheel-chair access available
- Free entry
- All ages welcome!

For more information, or to register, please visit:
www.creativejamartco.com/open-mic-nights



UPCOMING DATES

Feb 26

Mar 26

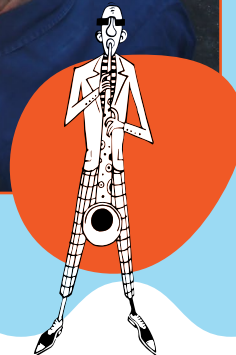
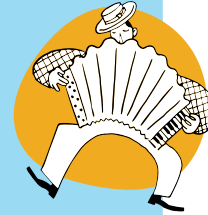
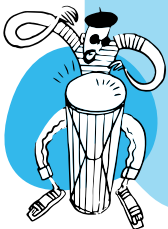
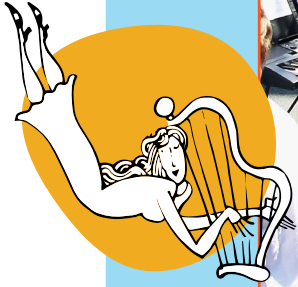
Apr 30

May 28

Jun 25

MAKE MUSIC

JUNE 21



Exuberant overkill... more than 1,000 concerts in a single eleven-hour day.
- **New York Magazine**

Make Music New York is **one of the best things** that have happened to New York musical life in the past decade.

- **Alex Ross (The New Yorker)**

The day literally **exploded** with live music, it could be heard emanating from each and every street corner.

- **Spin Magazine**

Hundreds of outdoor performances crisscrossing the five boroughs, putting on stage in one music-packed day the city's rich mixture of cultures and tastes.

- **New York Times**

A **sonic street party** thrown on a totally outsize scale.

- **National Public Radio**

Presented by

NAMM[®]
Foundation

It all started 42 years ago in France.

In 1982, Jack Lang and his staff at the Ministry of Culture dreamed up an idea for a new kind of musical holiday. They imagined a day where free music would be everywhere, all around each city: street corners, parks, rooftops, gardens, and store fronts.

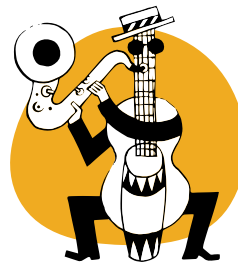
And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, June 21, and would be called Fête de la Musique. (In French, the name means both “festival of music” and “make music”.)

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: the country shuts down on the summer solstice and musicians take over. Almost 11% of French people (7 million people) have played an instrument or sung in public for the Fête de la Musique, and 64% of the country (43 million people) comes out each year to listen.

Four decades later, the holiday has spread throughout the world and is now celebrated in more than 2,000 global cities.



Fête de la
MUSIQUE
21 JUIN





Make Music in the U.S.

Seventeen years ago, the *Fête de la Musique* crossed the Atlantic with the debut of Make Music New York.

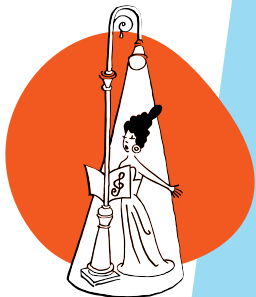
Starting as a grassroots initiative by a team of volunteers, the event quickly became a critical and popular success. Today, thousands of New York musicians perform in hundreds of free, outdoor concerts each June 21, earning praise for their “inspiring” (*New York Times*) and “thrilling” (*New Yorker*) performances.

In recent years, cities across the country have launched their own Make Music celebrations on June 21, making this musical holiday a truly national phenomenon.

On June 21, 2024, **141 U.S. cities** organized **5,304 free concerts**, attended by **over 500,000 music fans**.

Concerts took place on street corners, parking lots, rooftops, and porches, performed by every imaginable kind of musician, from mariachi bands to jazz combos to chamber ensembles – the only requirement being that each event is free and open to the public.

Make Music Day in the U.S. is presented by the NAMM Foundation.



Behind the Scenes: the Make Music Alliance

Each Make Music chapter is independently organized. Often it's a local community group, music institution, or civic leader who champions the musical holiday in their hometown.

What ties everything together is the nonprofit Make Music Alliance.

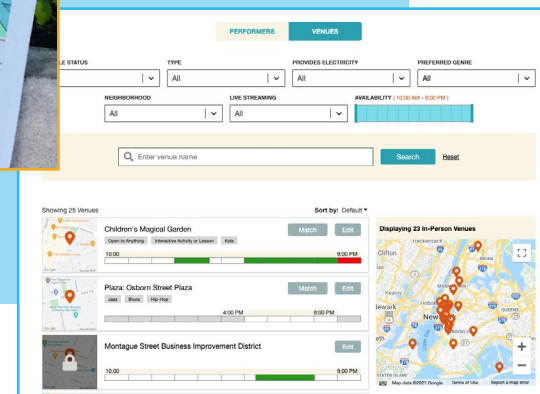
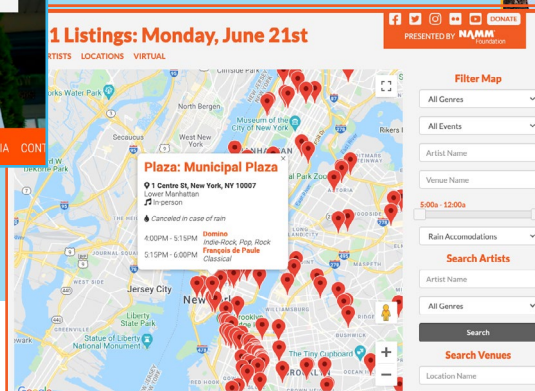
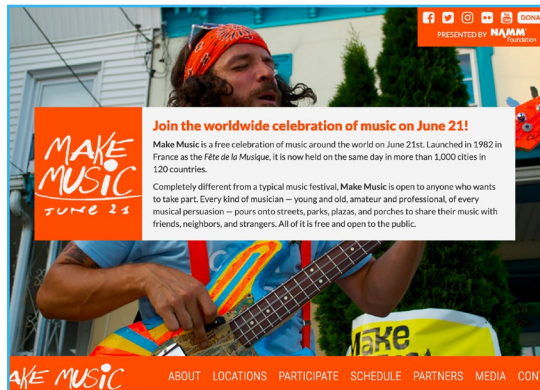
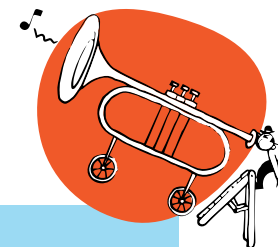
When musicians and locations join Make Music, they go to their local city's website and register using customized matchmaking software, provided by the Alliance to each member city.

Using these tools, any musician can sign up, describe their music, and request performance space; stores, buildings, gardens, and other locations register to host these musicians, providing electricity, equipment, and promotion. Like an internet dating site, musicians and venues search through the listings to find each other and make arrangements for June 21st concerts.

The software then creates an interactive map with searchable listings and dynamically generated digital marketing materials for each city, displayed on each local site.

The Alliance also brokers sponsorship arrangements with national partners – such as Alfred, Elixir Strings, Hohner, MPTF, RBI, and Vic Firth – to provide benefits for each city, and coordinates creative national programs like Mass Appeal and Sousapalooza.

Finally, the Alliance spearheads the overall PR effort for Make Music Day, and leads the charge in expanding Make Music to new markets.



International Expansion

The Make Music Alliance also partners with organizers in other countries to launch new celebrations around the world. Here are three examples.



Make Music China

Led by the China Musical Instruments Association, Make Music China grew to 15,000 events in 200 cities in 2023. Highlights included a grand opening ceremony in Huangqiao with an ensemble of thousands of musicians, a “Lang Lang Music Bus” on Shenzhen’s main bus lines in honor of the famous pianist, and 27 provinces feature performances with hundreds playing the Electronic Wind Instrument.



Make Music Day UK

First launched by the nonprofit organizations Making Music and Music For All, Make Music Day UK has been active across the United Kingdom since 2017. On June 21, 2023, Make Music Day UK coordinated 36,743 performers at 450 events, ranging from large scale singing events for children to a 24 hour Bach-a-thon.



Make Music Lagos (Nigeria)

Music retailer Showgear organizes dozens of events around Lagos for Make Music Day each year, including a music business conference, pop-up worship music, “learn to DJ” classes, play-along drumming events, and a “Shutdown” concert finale with Nigerian superstars. Meanwhile, they have led the expansion of Make Music Day to five other cities around the country.



makemusicday.org
Aaron Friedman
aaron@makemusicday.org
646-283-4154 m

MAKE MUSIC

Why Make Music



Economic Impact

Make Music Day brings economic activity to cities and towns. In 2014, New York's Myrtle Avenue Brooklyn Partnership surveyed local businesses and found an increase in sales of 10% on Make Music Day, due to the increased foot traffic to the Avenue that MMD programming brings.

Aware of this impact, business associations lead many Make Music Day chapters, including the Downtown Middleton Business Association (WI), Downtown Issaquah Association (WA), Monmouth-Independence Chamber of Commerce (OR), and Monona East Side Business Alliance (WI).



Community Impact

For neighbors, Make Music Day is a chance to turn ordinary sidewalks and streets into impromptu stages, dance floors, and social meeting points, and bring their community together.

Those who are performing feel part of a larger musical family, with the freedom to wander around and jam with each other. Because Make Music Day is open to all genres and levels, everyone can experience the joy of performing, even those without the skills or connections to find gigs in regular venues.



Audience Impact

Listeners come out from under their headphones and experience live music up close. Audiences feel no pressure to stay if they don't like a particular band; they can wander around to discover unfamiliar music risk-free. And just hearing about the dozens (or hundreds) of Make Music Day events in their community raises awareness of the local musical scene.



How to Make Music

1. Identify a local champion for the event.

In Chicago it's a nonprofit music presenter; in Milwaukee, it's a local musical instrument retailer; in San Jose, it's the city's Office of Cultural Affairs. In cities like New York, Nashville, and Madison, individual civic leaders have formed new nonprofits to manage Make Music.

2. Raise funds for basic expenses, or round up volunteers.

Budgets for Make Music can be much smaller than for traditional festivals. Since musicians and locations collaborate on their own concerts, you don't need a production team to run around with extension cords and banners – people will do it all themselves. That said, there must be either a budget for coordination and marketing, or significant in-kind and volunteer contributions, especially early on when the concept is still unfamiliar.



3. Make the permits as easy as possible.

This is the key to encourage spontaneous outdoor participation. Every city has a different permitting situation, but we've found a way to make this work everywhere. In no case should individual musicians or venues need to cover permit costs.

4. Promote the holiday.

Public awareness drives this event. Businesses, media partners, music schools, associations, respected local artists, and elected officials can all spread the word. City Halls have held press events; promoted Make Music on city-owned websites and bus shelters; and invited public schools, block associations, community boards, and senior center choirs to sign up.





MAKE MUSIC

JUNE 21

makemusicday.org

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