

Jazz Musician and Venue Revitalization Proposal

Mission and Summary of Goals and Methods by MAVDA [Musician and Venue Development Alliance]

The Mission

The San Francisco Economic Recovery Task Force made policy recommendations in October 2020 to identify new funding and revenue streams for the arts “to catalyze neighborhood recovery through the Arts.” This proposal offers a program that activates those recommendations for musicians, unique venues and neighborhood outreach, particularly in Cultural Districts.

According to the San Francisco Arts Commission, the City’s creative sector generates \$1.45 billion in annual economic activity. The San Francisco Jazz community can and should play a critical role in generating such economic activity for the artists, venues, and the community at large.

Jazz, designated “as an American national treasure” by a concurrent resolution passed in 1987 by the U.S. Congress (HR-57), is recognized as an indigenous Black American music art form. This music represents a creative cultural synthesis as lived “through the African-American experience.” Our proposal will help to support, preserve, celebrate, and promulgate this priceless contribution to American culture.

Equity necessitates that the City help to revitalize a neighborhood Jazz scene which was dwindling even before the pandemic. Should the City take full advantage of this valuable cultural resource, the thousands of tourists along with city residents who will be coming back will discover renewed neighborhoods filled with art, food, **and** music. The great legacy of Jazz in San Francisco should not be confined to a small center, large arenas, or concert halls. Jazz has its roots in intimate havens where neighbors know one another, and the musicians feel they are among friends. Our proposal is designed to re-create and create those kinds of spaces.

In sum, this proposal is about “coming back better” through the revitalization of neighborhoods like the Bayview and others with subsidies to venues. These subsidies are designed specifically to expand the workforce through guaranteed fair wages and professional working conditions for artist musicians, ultimately resulting in more customers frequenting more participating venues.

The Plan

This 50-week pilot program will identify up to 10 carefully chosen SF venues with priority given to qualifying venues in the Bayview neighborhood. With support from the City, venues will present one or two shows per week featuring local, professional jazz artists. The pilot program could start as soon as funding is available and subsequently (after every 10 weeks upon review) would be expanded to include additional venues from all over the city.

The Method

For assistance with venue selection and a musician directory we recommend that the agency consult with Jazz in the Neighborhood (JITN), a fiscally sponsored non-profit through Intersection for the Arts. JITN has presented over 300 concerts and paid a diversified roster of 500 musicians a guaranteed wage over the past 8 years. www.jazzintheneighborhood.org. In addition JitN has worked with Intersection who has administered payments on their behalf to venues and musicians totaling close to 2,000 checks over the past 8 years. We strongly recommend that the commission consider Intersection for the Arts to administer the program based on their relationship with JitN.

Promotion will be a joint effort between the City and participating venues, with support from Jazz in the Neighborhood.

Equity goals

Support workforce development for artist musicians through venue support

Define and guarantee fair wages for working professional jazz musicians

Provide subsidies to city wide venues, with an emphasis on small businesses in underserved communities, including BIPOC-owned and operated venues, especially in African American culture zones.

Ensure reasonable prices for audience access. (No one turned away for lack of funds)

Guarantee that women, and BIPOC performers are actively recruited, fully employed, represented, and compensated.

Oversee curated lists of musicians created by an artistic advisory board provided by Jazz in the Neighborhood and the Independent Musicians Alliance.

Choose venues through a diligent review process based on the above stated equity mission standards and goals.

Numbers

Program Cost \$900K

City- \$540K (60%) Venues- \$360K (40%)

(based on 2000 gigs @ \$450 per engagement, \$150 per musician)

Outcomes

\$900K to musicians (for 6000 individual gigs over 50 weeks)

\$1.25 million to venues (2000 engagements X 25 Customers X \$25 per customer) \$287,500 to venue staff (23% of gross); \$275,000 to venue suppliers (22% of gross)

\$2 million plus generated as artists, venues, venue staff and suppliers are paid and neighborhoods are revitalized.

Cash Flow

The City \$540,000 - contributes \$270 (60%) of the cost of a \$450 show towards 2000 shows.

The Venues \$360,000 - contribute \$180 (40%) of the cost of a \$450 show towards 2000 shows.

Customers \$1.25 million - If each of 25 customers (per show) spends \$25 for 2000 shows.

Total 2.15 million generated to pay:

Musicians \$900,000 for 2000 shows over 50 weeks

Venues \$562,500 from customers.

Venue Staff \$287,500 from 23% of gross sales.

Suppliers \$275,000 from 22% of gross sales.

Musicians and Venues Development Alliance (MAVDA)

Musicians, venue owners, community advocates and arts organizations formed MAVDA in 2020, when it became clear that the artistic legacy, cultural roots in the African-American experience, and untapped economic power of live jazz performance in small clubs and other venues could help revitalize some of the San Francisco neighborhoods that need the most help.

Members

Simon Rowe (chair): Australian jazz immigrant to the American Midwest, artist, advocate, architect and founding director of the SF Conservatory of Music's trailblazing jazz education program. He leads the Simon Rowe Organ Trio, and is a Glen Park resident.

Mario Guarneri: Professional trumpet player and founder of [Jazz in the Neighborhood](#), a nonprofit dedicated to sustaining the art form. JIN has worked to establish equity for local jazz artists, sponsors emerging artists and helps venues offer neighborhood concerts. Since the group's founding in 2013, JIN has produced more than 350 concerts across the Bay Area, featuring a roster of more than 500 jazz artists.

Carl Hall: A former reporter for the San Francisco Chronicle and head of the Pacific Media Workers Guild TNG-CWA Local 39521, Hall is co-owner and principal music booker at Word. A Cafe, 5114 Third St., which opened October 2018. He is a longtime resident of Bayview.

Kat Anderson: Co-owner of Word. A Café, Kat is an SF Rec & Park Commissioner, President of the City College Foundation, lawyer, and Local Secretary of Pacific Media Workers Guild.

Eric Whittington: Owner of Bird & Beckett, the Glen Park bookstore and jazz performance space. Eric is co-founder of the Independent Musicians Alliance (IMA) along with Mario Guarneri.

Dwayne Charles: Musician, chef and leader of the Dwayne Charles Project. He is a longtime resident and active neighborhood leader in Bayview.

Omar Aran: Omar began his career as a professional jazz drummer in Mexico City, Mexico. He has been playing and teaching in the Bay Area since 2004. Currently he is the founder/director of the Bay Area Jazz Mobile, a 501(c)(3) non-profit organization.

Supporters and Advocates for this proposal include the following business owners, leaders and advocates in Bayview and the Greater Bay Area:

Angela Wellman- (Musician, Activist, Founder/Oakland Public Conservatory of Music), **Barbara Gratta** (Gratta Wines), **April Spears** (African American Arts and Culture District), **Al Williams** (Bayview Merchants Association), **Patricia and Meaghan Mitchell** (Bayview Advocates/Activists), **George Cotsirilos** (Jazz guitarist, Attorney, and former Lecturer at the UC Berkeley School of Law)