

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 June 15th and subsequently (after every 10 weeks upon review) would be expanded to include additional venues from all over the city.

The Method

We assume the appropriate City department will administer this program, and will ensure transparency and compliance to the mission. 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

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

Equity goals

- To Support workforce development for artist musicians through venue support
- To Define and guarantee fair wages for working professional jazz musicians
- To 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.
- To Ensure reasonable prices for audience access. (No one turned away for lack of funds)
- To Guarantee that women, and BIPOC performers are actively recruited, fully employed, represented, and compensated.
- To Oversee curated lists of musicians created by an artistic advisory board provided by Jazz in the Neighborhood and the Independent Musicians Alliance.
- To Choose venues through a diligent review process based on the above stated equity mission standards and goals.

The Numbers

City Contribution - \$540K (60%)

Venue Contribution- \$360K (40%)

Total Program cost-\$900K

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

Outcomes

\$900K to musicians (for 6000 individual gigs over 50 weeks)
(i.e. a breakdown of 9K to 100 artists or 4.5 K to 200 artists etc.)

\$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.

Musicians and Venues Development Alliance (MAVDA)

An alliance of advocates and organizations revitalizing the neighborhoods of San Francisco by bringing musicians and venues together to present high quality events, while maintaining fair workplace standards for artists, venues and their staff.

Members

Mario Guarneri, after a long performance career, decided in 2013 to pay into his passion, founding the non-profit [Jazz in the Neighborhood](#) (JiTN) to sustain the art form, establish equity for local jazz artists, present emerging artists and sponsor neighborhood concerts. Since then JiTN 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, 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.(cont.)

Kat Anderson is co-owner of Word. A Cafe, Bayview's' activist venue for supporting artists, musicians and culinary talents. Kat is an SF Rec & Park Commissioner, President of the City College Foundation, lawyer, and Local Secretary of Pacific Media Workers Guild.

Simon Rowe- Australian jazz immigrant to the American Midwest, veteran of the St. Louis and Indianapolis jazz scenes, artist, advocate, architect and founding director of the SF Music Conservatory's trailblazing jazz education program — is a Glen Park resident.

Eric Whittington has presented twice-weekly concerts by local jazz musicians in his Glen Park bookshop, Bird & Beckett, for two decades, with four decades of experience in local film and music promotion. He is co-founder of the [Independent Musicians Alliance](#) (IMA) with Mario Guarneri.

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), **Dwayne Charles** (Bayview musician/band leader and advocate).

