

MUSIC POLICY FORUM INTENSIVE

BOISE 2023:
REPORT & ANALYSIS



Table of Contents

- 03** Letter from The MPF Board
- 07** Intensive Summary
- 10** Topics and Themes
- 13** Delegate List
- 15** The Cascadia Music Summit
- 16** Partner Testimony
- 19** Outcomes and Next Steps



Letter From The MPF Board

How did the National Endowment for the Arts, the Corporation for Public Broadcasting, and performing arts centers across the country all emerge in the 1960s?

It was a moment in time. A time when artists, advocates, policymakers, and community leaders recognized the need to sustain classical music, opera, ballet and other “non-commercial” expressions of art. A time when popular culture and mass media threatened to alter the sustainability of art long considered to be in the public interest. Acting in that moment of time, advocates and decision-makers established the core cultural infrastructure that has bridged economic and cultural gaps for more than 60 years.

Now, a quarter century into music’s digital transformation, we are at a similar moment. Cultural and technological change is moving apace, altering the sustainability of music’s commercial marketplace. Every aspect of the core music ecosystem is affected, from independent venues to cultural journalism, from music education to artist compensation. This is our moment in time. Music stakeholders recognize the need to sustain the art, the artists, and the small businesses that are the music industry. Now is our moment to find and build the policy, funding and philanthropic interventions that can bridge this economic gap for our music ecosystems. It is this basic call to action that led to the formation of the Music Policy Forum in 2017.

Supporting Collaboration and Innovation

The Music Policy Forum was formed as a convening and connecting nonprofit seeking to support stronger, more resilient and more equitable music ecosystems through collaborative problem solving and innovation. Since then, we have hosted a wide range of in-person and virtual events. Our ongoing commitment is to make information and strategic connections as widely available and accessible as possible for artists and music stakeholders, regardless of where you live. We intentionally make events affordable and available on-demand.

Letter From The MPF Board

In 2018, we hosted the first MPF Intensive. The concept behind the Intensive is simple: let's convene like-minded people from across industry, non-profit sector, and government around stronger, more resilient, and equitable music ecosystems. The MPF Intensive fosters networks through a closed door, invitation-only, off-the-record session where delegates work through specific prompts. Seated in assigned tables of eight for each prompt, delegates have a chance over the course of the day to meet and share ideas with a diversity of colleagues - old friends and new connections. Everyone has equal opportunities to share their experience, concerns, successes and challenges. At the end of the day, delegates walk out better informed, newly energized, and with new and stronger relationships in the music ecosystem.

From Washington, D.C. to Boise, Idaho

Music Policy Forum's anchor event was always in Washington, DC. But then, by 2019 there was this buzz about the music boom in the Mountain West.

"Have you heard what's happening in Boise?"

The talk didn't die down, and it felt like the old days when your in-the-know friends were whispering about a band about to break big. Word was getting out. The Treefort Music Festival was bringing exciting artists in, cost-of-living was more affordable than better known music towns, quality of life was through the roof, and Boise's music scene was on the make. And then, in early 2020, everything stopped.

As Music Policy Forum emerged from the ashes of the COVID-19 pandemic, we recognized the need not to restart the music community, but rather to reimagine the role of music in society. MPF began asking how policies, funding, and business models could be realigned to better reflect the value of music in communities. We wondered if what was happening in Boise might provide some answers.

Letter From The MPF Board

Throughout 2021 and 2022 we kept a close eye on Boise. We sent delegations to Treefort, met with local government officials, and listened to leaders in the music community. We wanted to better understand the relationship between Boise's civic community and its creative community. The more we learned, the more we fell in love.

Maybe it isn't so surprising that, for the first time, we ended up moving our anchor Music Policy Forum Intensive from its traditional home of Washington, DC, in 2023 to Boise. We knew moving to a western time zone would make the Intensive more accessible. We predicted that music stakeholders from across the country would be eager to spend a few days in Boise for themselves. And we thought Boisians would be interested in learning more about the national music landscape and how Boise is perceived outside Idaho. What we didn't fully anticipate was how transformative the event would be for our community.

MPF Goes West

The Music Policy Forum Intensive in Boise on December 7, 2023, exceeded expectations. While the model was developed for 40-60 delegates, we were overwhelmed by demand and welcomed more than 80 participants. The quantity and quality of 2023 delegates is a testament to the active engagement of our co-presenters: the City of Boise, Boise State University, Music Idaho, and the Campfire Music Foundation. Each partner brought tremendous ideas, networks, credibility and sweat equity to the project.

In 2023, the MPF Intensive focused on regional music infrastructure, specifically the Cascadia Music Corridor. For years before the pandemic, music, government and philanthropic stakeholders throughout Washington, Oregon, Alaska and Idaho have explored how collaborative infrastructure could better serve musicians, audiences and music businesses throughout the region.

Letter From The MPF Board

MPF continued this regional theme the following day with its public-facing conference. December 8th's Cascadia Music Summit expanded on the work of the Intensive, bringing conversations with and presentations from artists, academics, policy-makers, promoters, venue operators and other music stakeholders.

We are pleased to see tangible results coming directly from the events in Boise. We see new collaborations, active commitments to the Cascadia Music Corridor, breakthrough ideas, and requests to bring the MPF Intensive model to additional regions.

We know that the music sector exists at the intersection of unimaginable possibility and existential crisis. The economics of the field are shifting at a breakneck pace. At this moment, more than ever, we need a clear-eyed assessment of the music ecosystem to determine what elements are necessary and how they can be sustained in the commercial marketplace.

As community leaders, we need to determine which pieces of that infrastructure need to be supported through alternative funding models, or, in some cases, just fade away. We also need to accelerate the generational transition of leadership, encouraging those who have a fundamentally different relationship to the creation and distribution of recorded music to be elevated in the business and policy discussions about the future of our sector.

Following on the success in Boise, MPF will again host its Intensive and annual conference in the Pacific Northwest. Watch for details coming soon on Music Policy Forum in King County, Washington, in 2024.

Thank you to all of our partners, sponsors and delegates who make this work possible. We are inspired and humbled by your passion for music and are so excited to continue to move our sector forward.

Best always,

Music Policy Forum Board of Directors

Michael Bracy **Kate Becker** **Hakim Bellamy** **Anna Celenza**

Dani Grant **Ashlye Keaton** **Dena Morris**

Intensive Summary

The nonprofit Music Policy Forum was established in 2017 as a convening and connecting organization. We developed the MPF Intensive in 2018 as a model to emphasize highly curated, small-group discussions around specific topics and themes. The goals are to **share ideas, foster collaboration and strengthen networks.**

At the heart of our model is the **notion of music ecosystems** — the concept that musicians and music businesses operate in the midst of interconnected systems including the public sector, private sector, non-profit organizations, and philanthropy. At all levels — local to national to global - the relationship between these sectors **dictates how music is recorded, distributed, performed, and accessed by audiences.** This year, we went on the road for the first time ever to test out the intensive model within a specific regional music ecosystem outside of Washington D.C., bringing the event to Treefort Music Hall in **Boise, Idaho.**

This year's Intensive looked like:

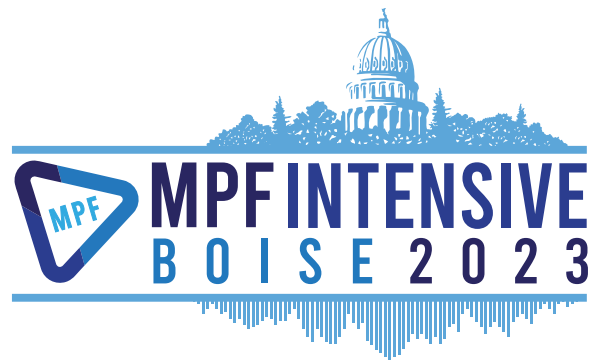
What's the deal with Boise?

What's the deal with Cascadia?

The Role of Youth Engagement

Touring and the Live Music Industry

Public Policy, Government, and Philanthropy



“The Intensive is a unique opportunity focused on tackling intricate challenges at the intersection of economic growth, cultural evolution, innovation, and the dynamics of the music industry among other creative sectors, employing a **visionary, straightforward, and impactful approach.** It attracts top-tier professionals from various domains, fostering unprecedented networking and amazing opportunities. **If we could have one of these in every state, the impact would be unimaginable.**

**- Hans Larson, Founder
Campfire Music Foundation**

Intensive Summary

One of the greatest strengths of Music Policy Forum Intensive is the incredible delegate network of advocates, musicians, elected officials, and other stakeholders who are key to developing sustainable music economies. This year was our largest Intensive date. **The results were:**

84 registered delegates
from 15 states



from Idaho



from Washington



from Oregon



from Alaska



*8+ hours conversing,
ideating, problem-
solving and networking*

Professions Represented:

- Musicians
- Elected officials
- City & municipality leaders
- Venue operators
- Nonprofit leaders
- Higher education
- Radio producers
- Unions & trade organizations
- Creative economy directors



Treefort Music Hall
Boise, Idaho

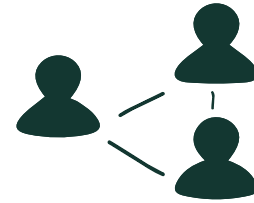


**15 Boise State University
Student Participants**



Intensive Summary

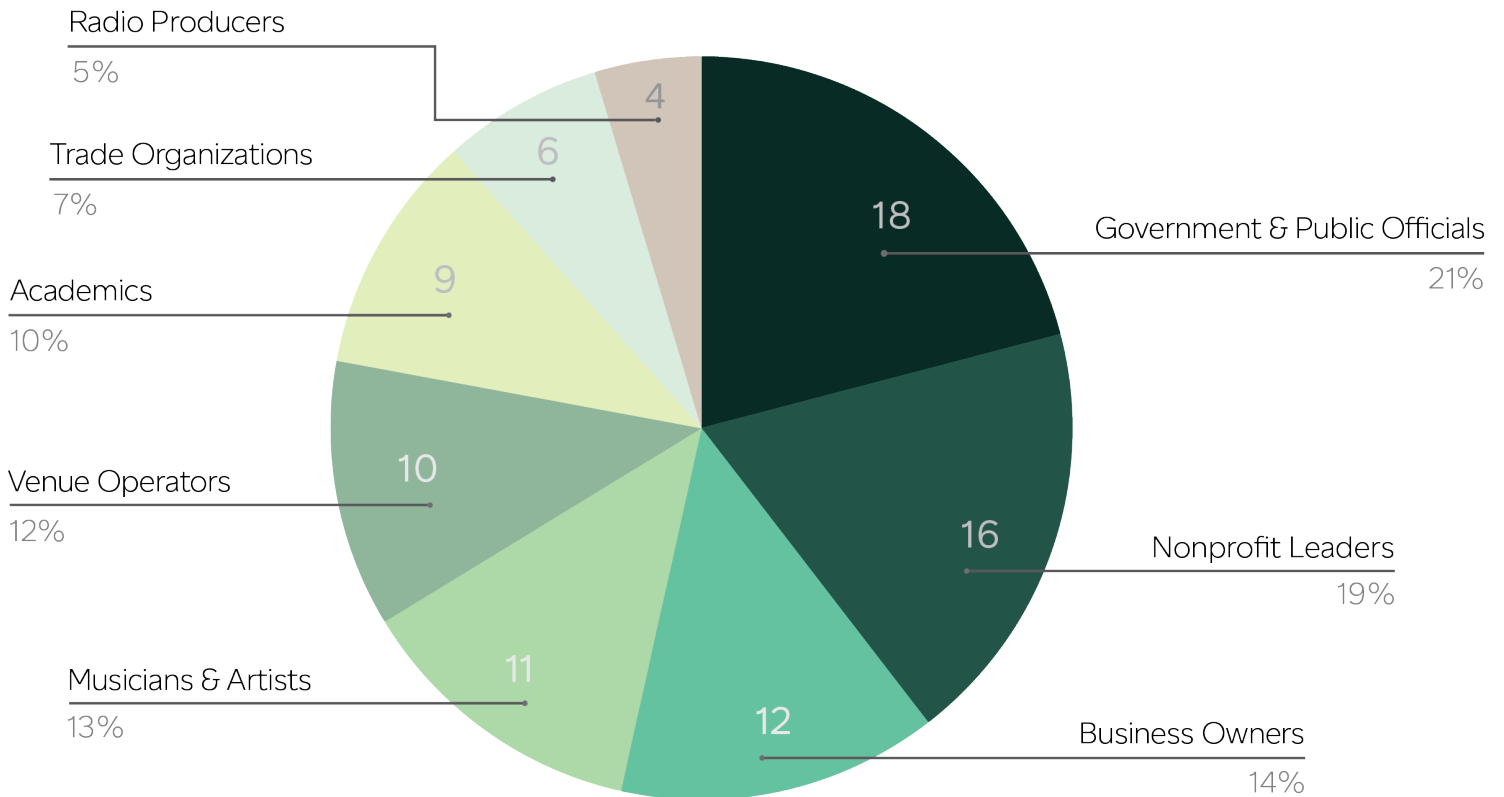
84 delegates



from 18 cities

and 57 organizations

Intensive Delegates by Career Field



Topics and Themes

Each Intensive is organized around a limited number of topics that prompt discussion. Delegates are given rotating assigned seating for each prompt to maximize the number of delegates they engage with throughout the day. The key prompts in the 2023 MPF Intensive were:

Topic 1: What's the deal with Boise?

The City of Boise stands out as a beacon of how strategic investments in the creative industries and civic infrastructure can drive economic growth and foster regional sustainability. Boise has channeled significant resources into developing cultural institutions, public spaces, and support frameworks for creative professionals, and community-focused organizations such as Treefort Music Fest have brought national attention to the city's arts community. What strategies should we learn from Boise's model and apply to other cities? How can Boise continue to grow as a creative hub?

Topic 2: What's the deal with Cascadia?

Cascadia is a region of immense cultural vibrancy, natural beauty, policy innovation and geographic distance. The Cascadia Music Corridor is a vision to build and sustain meaningful collaborative music infrastructure across the region to support musicians, music businesses and audiences. What are the essential dynamics of Cascadia that should be understood as part of today's work? What are the strengths and needs of Cascadia's broader music ecosystem? How can we develop more collaborative and sustainable policy strategies for the region's creative economy?

Topics and Themes

Topic 3: The Importance of Youth Engagement

People under the age of 25 are the true first generation of digital natives. Beyond growing up with social media, they also are the first generation of music fans to grow up with YouTube, global distribution at the click of a button and the history of recorded music available on demand on their phone. They also are a generation overwhelmed with anxiety and insecurity.

As music stakeholders, understanding and engaging with this generation is not an option. Their unique dynamics are transforming the economics of live and recorded music, while policymakers and non-profits too often overlook the importance of youth engagement. We have seen the impact of all ages venues and Creative Youth Development organizations like the Vera Project, Totem Star, and Youth on Record — how can these success stories be replicated and scaled?

Topic 4: Venues, Touring, and The Live Music Industry

Cascadia is well known for legendary festivals and venues. It also is notorious for endless drives and unpredictable weather. For artists, basing a career as a touring artist in the region presents unique challenges and opportunities. Similarly, the region is full of smaller communities that have varying levels of live music infrastructure.

Are there specific opportunities to make the touring life safer and less of a grind? What are the funding opportunities to allow artists to not have to make financial sacrifices to play in smaller communities? How can the public and corporate sectors better support mission-based venues and festivals that are critical resources for musicians, audiences and the broader community? And how do we find solutions that contribute towards a more sustainable live music industry across the country?

Topics and Themes

Topic 5: Public Policy, Government, and Philanthropy

Cascadia is playing a leading role with policymakers eager to understand how their policies and funding initiatives can support music ecosystems, in part because they know that thriving music ecosystems directly aligns with other public policy goals. Philanthropic cross-border music initiatives that foster collaboration between the government, arts organizations, venues, business, and other stakeholders across Cascadia have been the vital ingredient in developing a regional music identity and economy. What are some of the best examples of specific policies within Cascadia that can and should be replicated in other communities? How are different communities managing the ongoing relationship between their public sector and music stakeholders? And more broadly, what should our policy needs moving forward, both for cities and states within the region and nationally/federally?

“

I attended my first MPF Intensive in Boise and had a blast. It was great to meet delegates from the region and share our experiences with respect to youth engagement, live music & touring, and public policy & philanthropy. The biggest takeaways I have are:

1. **We are stronger pushing forward as a region,**
2. **That push needs more organization, support, and capacity building.**
3. **The dialogue and resource-sharing fostered by initiatives like the MPF Intensive is what keeps the push moving forward in the right direction.**

—”
- Daniel Pak, Executive Director
Totem Star



Delegate List

Name	Affiliation	City
Aaron Meyers	D.C. Commission on The Arts and Humanities	Washington, DC
Amie Danielewicz	King County	Seattle, WA
Andrea Cantor	City of Boise	Boise, ID
Ashley Young	Artist	Anchorage, AK
Ashlye Keaton	The Ella Project	New Orleans, LA
Ben London	Sonic Guild Seattle	Seattle, WA
Brian Thacker	Boise State University	Boise, ID
Brian Wampler	Boise State University	Boise, ID
Catherine Merrick	The Record Exchange/Aka Belle	Boise, ID
Cheri Jamison	MusicPortland Music Policy Council	Portland, OR
Christopher Constant	Anchorage Assembly	Anchorage, AK
Craig Jewell	Wild Buffalo House of Music	Bellingham, WA
Daniel Pak	Totem Star	Seattle, WA
Dashel Schueler	KEXP	Seattle, WA
Dave Krick	Bittercreek/Red Feather LLC	Boise, ID
David Schanen	MusicScene	Seattle, WA
Dayo Ayodele	Global Lounge Incorporated	Boise, ID
Deb Maher	WOW Hall Center for the Performing Arts	Eugene, OR
Dena Morris	Music Policy Forum	Seattle, WA
Derek Ganong	Boise State University	Boise, ID
Derek Trost	Music Portland; Music Policy Council	Portland, OR
Dessa	Doomtree	Minneapolis, MN
Don Pitts	Sound Music Cities	Austin, TX
Donna Elle Harrison	Chattanooga Tourism Co.	Chattanooga, TN
Emily Fox	KEXP	Seattle, WA
Eric Alexander	Boise State University	Boise, ID
Eric Gilbert	Treefort/Duck Club	Boise, ID
Eric Walle	Idaho Botanical Garden	Boise, ID
George Martinez	Anchorage Assembly	Anchorage, AK
Greg Bowman	Boise Hive	Boise, ID
Hans Larson	Campfire Music Foundation	Minneapolis, MN
Hunter Noack	Pianist	Portland, OR
James Miles	City of Seattle	Seattle, WA
Jami Duffy	Youth on Record	Denver, CO
Jamie Dunphy	MusicPortland	Portland, OR
Jennifer Hensley	Downtown Boise Association	Boise, ID

Delegate List

Jennifer Stevens	City of Boise	Boise, ID
Jimmy Hallyburton	City of Boise	Boise, ID
Kate Becker	King County	Seattle, WA
Kate Nelson	City of Boise, Office of the Mayor	Boise, ID
Kate O'Brien	MusicPortland	Portland, OR
Katherine Shaughnessy	The Common Well	Boise, ID
Kramer Milan	Boise State University	Boise, ID
Leigh Bezezekoff	Tractor Tavern	Seattle, WA
Lori Noack	In A Landscape	Portland, OR
Lynn Ross	Performing Arts Lodges Vancouver	Vancouver, BC
Marian Call	AKIMI (Alaska Independent Musicians Initiative)	Juneau, AK
Matilda "Tilley" Bubb	City of Boise	Boise, ID
Max Adam	Campfire Music Foundation	New York City, NY
Meara Mclaughlin	MusicPortland	Portland, OR
Michael Bracy	Music Policy Forum	Washington, D.C.
Michael Compton	Artist	Seattle, WA
Michael Seman	Colorado State University	Fort Collins, CO
Mont Chris Hubbard	AFM Local 99	Portland, OR
Nathan Walker	Music Idaho	Boise, ID
Nichole Albertson	Radio Boise (Boise Community Radio Project)	Boise, ID
Nicole Molumby	Boise State Univeristy	Boise, ID
Reese Tanimura	Northwest Folklife	Seattle, WA
Rob Dennler	Sneak Attack Music	Boise, ID
Roger Brown	Boise State University	Boise, ID
Russ Stoddard	Oliver Russell	Boise, ID
Sarah Rathbone	Co-Stellar	Seattle, WA
Scott Plusquelle	City of Seattle	Seattle, WA
Sean Keithly	City of Boise	Boise, ID
Shannon Halberstadt	Washington Office of Economic Development	Seattle, WA
Shannon Welles	The Showbox	Seattle, WA
Skyler Locatelli	KEXP / Freakout	Seattle, WA
Stephen Parker	NIVA (National Independent Venue Association)	Washington, D.C.
Steven Hatcher	Idaho Commission on the Arts	Boise, ID
Sue Latta	Boise State University	Boise, ID
Terry Morgan	Modern Enterprises LLC	Seattle, WA
Tiam Rastegar	Trailhead	Boise, ID

The Cascadia Music Summit

This year's public-facing MPF conference was **The 2023 Cascadia Music Summit** — a one-day music advocacy conference bringing together influential policymakers and music stakeholders around building more sustainable and cohesive music infrastructure across the Cascadia Music Corridor.



The day looked like:

Opening Remarks: Michael Bracy

Opening Remarks: Jimmy Hallyburton

Panel: Introducing the Cascadia Music Corridor

Panel: Artists' Perspectives on Cascadia

Presentation: Hunter & Lori Noack

Panel: Government, Philanthropy, and Business

Presentation: Stephen Parker of NIVA

Presentation: James Miles, City of Seattle

Panel: The Role of Data in Music Policy Strategies

Presentation: Daniel Pak, Totem Star

Panel: Festivals, Venues, & Maximizing Infrastructure

Panel: Artist Keynote: N3ptune, Dessa, & Rusty Steve

Panel: Town Hall: Moving from Concept to Action

REWATCH PANELS FROM THE SUMMIT

www.cascadiamusicsummit.org/archive



“The Cascadia Music Summit highlights our current strengths as well as our **future potential as a cohesive regional music community**. Presentations and conversations at the Summit provided vital examples of programs, policies, and initiatives that can foster music industry collaboration to grow into a region where music truly thrives. One thing is clear - **we're stronger together.**”

- Shannon Halberstadt

Creative Economy Director, Washington State

Partner Testimony

“Coming together with colleagues from across the country for the Music Policy Forum Intensive in Boise was super energizing. To be immersed with thoughtful folks who share best practices and glorious failures, allows us to expand and hone our music ecosystem strategies, and is deeply motivational. What we experienced in Boise was invaluable, and it was a watershed moment in the development of the Cascadia Music Corridor work. We can’t wait until November 2024 when we reconvene in Seattle/King County, WA for the next Music Policy Forum. Join us! “

-Kate Becker, King County Creative Economy Director

“Having attending previous Music Policy Forum events both virtually and in person we were very excited to host this year’s conference in Boise and bring a national lens to local and regional conversations we’ve been having. The opportunity to have local stakeholders experience for themselves the conversations in the intensive accelerated a collective understanding of the issues facing our musicians and music industry that we can continue to expand upon. The context and experience the attending delegation provided was invaluable for our community who may have been previously unaware of what is meant by “music policy” or how music issues are so interwoven with other community concerns. Co-hosting the conference portion provided a fantastic avenue to launch our new initiative as Music Idaho while also cultivating conversations that can become new goals and clarity for the organization. The extended network Music Policy Forum connects both Music Idaho and our Cascadia Music Corridor partners to is also a valuable component as we develop ways to advance our goals.”

- Nathan Walker, Music Idaho & Treefort Music Festival

Partner Testimony

“The Intensive is a one-of-a-kind gathering that addresses complex issues related to economic development, culture, creativity, and the business of music and other aspects of the creative economy in a way that is imaginative, direct, and effective. The people involved are among the best in their fields, and the Intensive allows for the formation of relationships across traditional lines that may well not ever have the opportunity to happen otherwise.”

- Sean Kiethly, Economic Development Director, City of Boise

“As AKIMI works on developing and strengthening the Alaska music ecosystem, we are in need of partnerships and expertise. Most of all, we need time to engage the key individuals already doing the work our organization is modeling. The MPF Intensive format was a gift; it was exactly what we needed -- a chance to have deep yet structured discussion with exactly the people and programs we hoped to engage. At each table, I witnessed ideas sparking and understanding deepening and connections being forged. Our core team and our visiting policymakers and artists all came away from the Intensive brimming with ideas and resources and excited to move our work forward.”

- Marian Call, Alaska Independent Music Initiative

“MusicPortland is a nonprofit trade organization dedicated to enhancing the economic landscape for market-based music in our state, while MusicOregon serves as a 501c3 creative empowerment organization for this populist music culture. The Boise MPF intensive was a revitalizing boost for our dedicated change makers, offering a burst of inspiration and connection in a field where isolation can be common. Hosting the intensive in Boise and spotlighting our Cascadia region was incredibly rewarding, providing my leadership team with a renewed sense of possibility and fostering valuable new connections with like-minded individuals from across the region and beyond. Moving forward, my team in Oregon is invigorated with a renewed sense of purpose, and we are eager to utilize the Fall MPF session as a guiding light to shape our local and regional priorities and tactics.”

- Meara McLaughlin, MusicPortland

Partner Testimony

“The Music Policy Forum and the Cascadia Music Summit amplified the incredible music talent in our region across civic, nonprofit, and for-profit sectors. Boise State University was delighted to partner with MPF, the City of Boise, and our Cascadia partners to highlight the work that so many committed people and organizations are doing to advance the creative industries in our corridor. We were grateful to have the pivotal opportunity to have our students participate in the festival where they felt like they belonged, and where they could see themselves in the industry and its future progression. We can’t wait for the next one.”

- Amanda Ashley
Director of Urban Studies & Community Development
Boise State University

“The 2023 Music Policy Forum and Cascadia Music Summit was an energizing experience. A meeting of creative minds from all over the country, it brought together music advocates, artists, policymakers, and other leading music stakeholders to create a more interconnected and vibrant Pacific Northwest music corridor. I am especially excited that Boise State students were involved in the discussion, planning, and execution of the event. The active participation of students has not only helped to shape their career trajectories but also enriched their hands-on learning experiences. In a vibrant, yet intimate city like Boise, integrating students into events like this is crucial for their artistic and practical education.”

- Emma Kirks
Director of Development
Boise State University College of Arts and Sciences

Outcomes and Next Steps

The 2023 MPF Intensive and Cascadia Music Summit in Boise achieved three interconnected outcomes:

Network Building

The MPF Intensive facilitated opportunities for delegates to reconnect with colleagues and forge new relationships aimed at collaborative problem-solving and the exchange of best practices. Significant participation from delegates outside of Boise ensured that local stakeholders gained from external perspectives, while national delegates benefited from an immersive exploration of Boise’s cultural and creative ecosystems.

Culture Shift

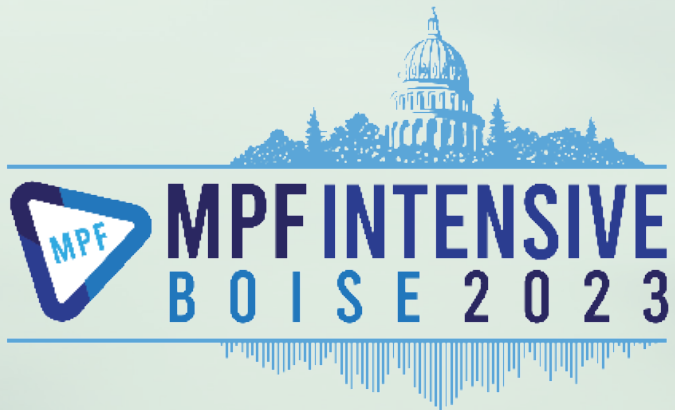
Continuing with MPF’s 2022 theme of “Don’t restart, reimagine,” we encouraged and observed significant thinking about the importance of thriving music ecosystems and their role in the economic and policy landscape. The community displayed a passion and creativity for actively supporting structural reforms. This shift towards innovation and adaptability highlights a growing recognition that the future of music and its cultural impact requires bold, visionary approaches.

Actionable Progress

While “reimagining” is vital for the long-term viability of music ecosystems, the 2023 delegates also acknowledged that incremental progress is achievable through regional initiatives like the Cascadia Music Corridor. We identified short-term opportunities, such as establishing a network of public universities that can act as “lily pads” for touring musicians, offering them platforms to engage with and perform for college communities. Such pragmatic, actionable initiatives can, over time, transform the community.

Looking ahead, the leadership of the Cascadia Music Corridor is accelerating their regional planning in 2024, with insights from the Boise convenings informing and energizing their strategies. **The Music Policy Forum will host our next convening in late 2024 in King County, Washington.**

THANK YOU BOISE!



REWATCH PANELS AND PRESENTATIONS FROM THE SUMMIT

www.cascadiamusicsummit.org/archive

LEARN MORE ABOUT MUSIC POLICY FORUM

www.musicpolicyforum.org/about

JOIN OUR NETWORK OF ADVOCATES

email musicpolicyforum@gmail.com

PRESENTED BY



SEE YOU IN KING COUNTY IN 2024!