

Mayor Darrell Steinberg Presents
2023 STATE OF THE CITY - PART 1

MORE LIVE MUSIC

FEATURING

REGULATORY REFORM
ONLINE SYSTEM • TIERED PERMITS
SINGLE POINT OF ENTRY • TIME CERTAIN PROCESSES •
UPDATED CRITERIA OUTLINED IN ORDINANCE •
PRICE CHANGES • STREAMLINED ACTIVATION
PACKAGES • TRANSPARENCY • BAD ACTOR POLICY •
IMPROVED PUBLIC SAFETY • ECONOMIC DEVELOPMENT •
ENTREPRENEURIAL APPROACH • NOT JUST FOR MUSIC •
REDUCED STAFF TIME W/ SPECIAL GUEST ENTERTAINMENT DIVISION

AUGUST, 21 2023 700 K STREET, SACTOWN

THE ISSUE: The Sacramento Music Census reveals systemic issues in our city's regulatory framework that is inhibiting economic growth.



- There are too few gigs for local artists and a severe lack of places to showcase homegrown talent.
- Permitting is confusing, lacks transparency, is too expensive, and has a one size fits all approach.
- The current system is staff intensive and drains resources that could be better invested to support economic growth.



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**"THAT'S NOT VERY ROCK AND ROLL...
WHAT CAN WE DO ABOUT IT?"**



CREATE MORE OPPORTUNITIES FOR LOCAL ARTISTS

Make it easier for smaller and nontraditional venues to get permits for live music.
Create a single point of entry online for applications into our permitting system.
Develop a time certain process that makes all the requirements for an event transparent.



86% of Sacramento artists report four or fewer gig opportunities per month.



REDUCE STAFF TIME AND IMPROVE PUBLIC SAFETY

Adopt a tiered permitting system that is right sized for the type and scope of event.
Bring cost structure in line with other major cities and align with the permit tiers.
Implement a 'bad actor' policy to effectively target harmful practices without burdening those acting responsibly.



2/3 of shows in Sacramento do not take place at a for profit venue and 1/3 are held in private spaces.



PROMOTE A BETTER BUSINESS ENVIRONMENT

Better connect local artists and creatives to the iconic events that bring in tourists and revenue.
Establish a "Pop Up" permit for events that allows creatives to activate vacant spaces easily.
Incentivize the activation of public spaces through public-private partnerships.



80% of surveyed artists in the Music Census said they want to stay in Sacramento.

