

# Music Program Overview – 2024

ARTS + CULTURE COMMITTEE

Mayor's Office of Cultural Affairs  
*Gracie Chavez, Music + Cultural Tourism Officer*





# MAYOR'S OFFICE OF CULTURAL AFFAIRS

The Mayor's Office of Cultural Affairs (MOCA) fosters an environment in which art and culture flourish for the sharing and benefit of all residents and visitors.

MOCA manages and supports Houston's cultural investments by implementing policies and initiatives that enhance access to creative and cultural experiences across the city and across the diverse creative ecosystem including public art, grants, cultural facilities, and now *music*.

Photo Marco Torres, 2024





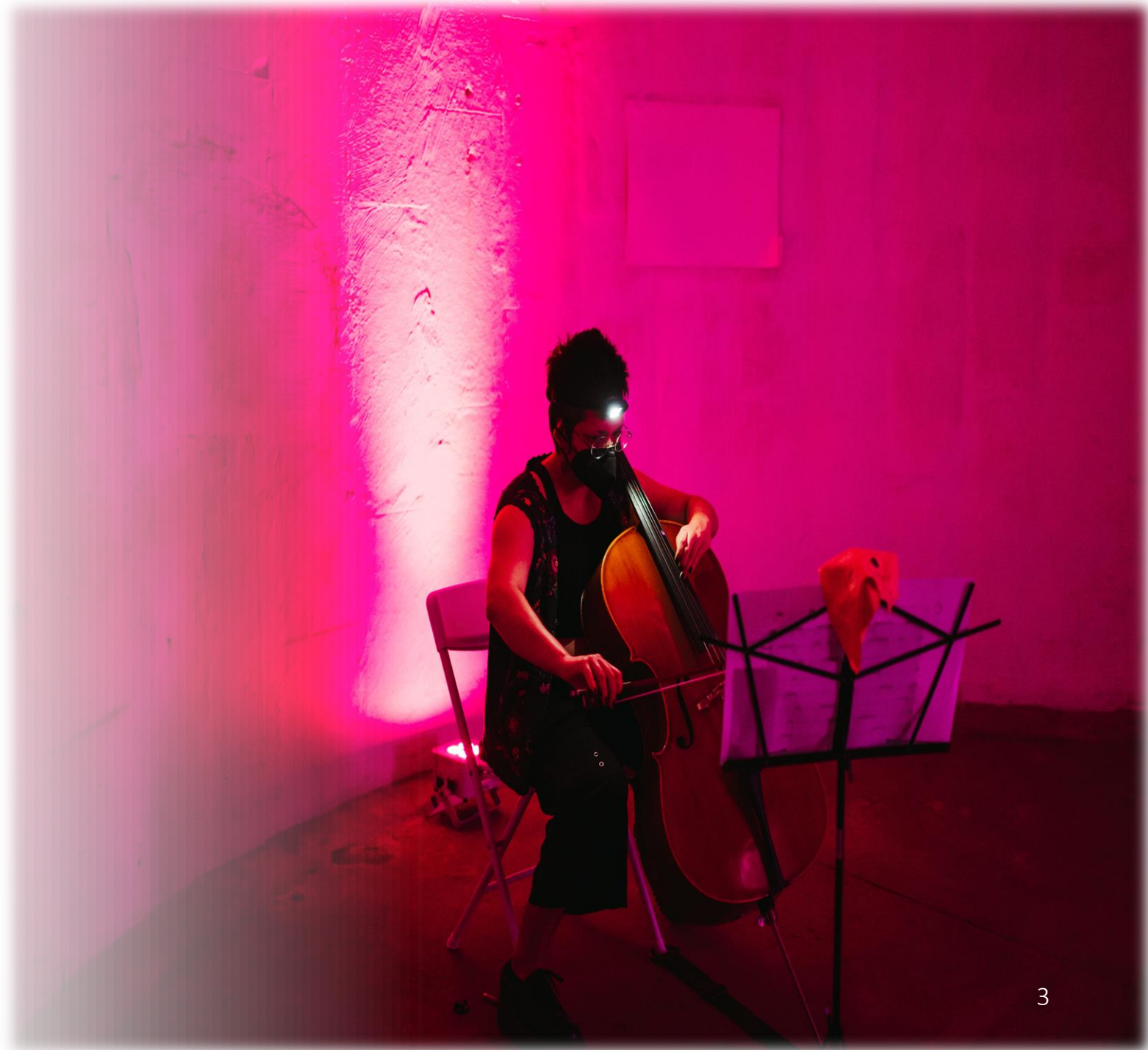
# CONNECTING THE MUSIC COMMUNITY

Undoubtedly, Houston music is one of our City's truly rich cultural assets.

Supporting Houston's music industry is crucial for sustaining not only local musicians and a thriving music scene, but also its economic development.

The administration and our office were committed to enhancing support for music by appointing a dedicated individual to lead this initiative and by proactively seeking input from the music community.

*Photo J.Andrade, 2022*







# GRACIE CHAVEZ

*Music + Cultural Tourism Officer*

MOCA has an experienced and dedicated person in the role of Music + Cultural Tourism Officer.

To achieve the work of advancing Houston's music industry and local tourism, advocate and musician Gracie Chavez joined in 2022.

The seasoned Houston-based artist parlayed her journalism background and musical talents into leading up Bombón, a national music collective and record label, and advocating for women in music.

In her role as Music Officer, she facilitates the annual celebration Make Music Day Houston and designs strategy for municipal support of Houston musicians and its music industry.





# MAKE MUSIC

*Houston*

Since 2021, Houston has joined over 1,000 international cities for a global celebration of live music on the first day of summer, June 21st.

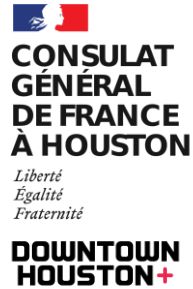
## KEY STATS

- o 5,000+ attendees per year
- o 150+ venues, performers
  - 80+ venues
- o 10+ international consulates
  - 9 performances hosted at Eastern Glades (Memorial Park) by French Consulate
- o 7 Cultural Arts Districts + dozens of neighborhoods participated
- o 11+ City Departments + Municipal Organizations participated

# MAKE MUSIC

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*Houston*



## PARTNERSHIPS

Ongoing with Consulate General of France in Houston, Downtown Houston+ and Houston Professional Musicians' Association.

## HIGHLIGHTS

- City Hall + Market Square Kick-off Ceremonies
- Japanese (taiko) drumming - Rothko Chapel
- Improvisation at SITE Gallery in The Silos - Sawyer Yards
- Sound bath - Discovery Green
- METRO station performances
- Flowerpot music - Mandell Park
- Latin jazz performance – Emmit's Place

[www.makemusicday.com/houston](http://www.makemusicday.com/houston)





# MUSIC FRIENDLY CITY CERTIFICATION

Houston was state certified as a Music Friendly City in 2022 by the [Texas Music Office](#).

As part of becoming a Texas certified music community, Houston:

- ✓ Confirmed a music officer/liaison responsible for the program
- ✓ Launched a local music directory
- ✓ Created a music advisory board



# HOUSTON CITY ORDINANCE

With such significance to who Houston is, this office recognized the need to establish an advisory board to impact and influence the City's work.

In 2022, City Council unanimously approved an ordinance drafted by Music Officer Gracie Chavez to establish the Houston Music Advisory Board.

Appointed by the Mayor, the board represents the diversity, interests and expertise of Houston's Music Community.

*Photo Marco Torres, 2022*





# HOUSTON MUSIC ADVISORY BOARD



## MISSION

To serve as a liaison between the music community and its municipality, create opportunities, and foster the economic development of Houston musicians and music industry.

MOCA and Houston Music Advisory Board (HMAB) hold regular public meetings to discuss key issues in advancing the local music industry and provide recommendations for improvement.

The board reports to the Music Officer, who provides advice and guidance to MOCA and the administration.

[www.houston-music.live](http://www.houston-music.live)

## BOARD MEMBERS

Nine (9) board members and three (3) alternates are appointed by the Mayor and approved by City Council represent the diversity, interests and expertise of Houston. Members are active stakeholders in the music industry.

Alumni include **Dr. Anne Lundy** and former board secretary **Eric Jimenez** (2022-2023).

Chair

# JASON WOODS

*Flash Gordon Parks, Mo'Better Brews*



Vice-Chair

# MARK AUSTIN

*Houston Music Foundation*





Secretary  
**TRACY DEJARNETT**  
*HoustonLive, SongFest*



Treasurer  
**DRIA THORNTON**  
*Singer/Songwriter, Dria LLC*



# ANNA GARZA

*Girls Rock Camp Houston*



# HENRY GUIDRY

*G-Dash of Swisha House*





## ERICKA DE LEON

*Hip Hop Vintage Flea Market*



## JAGI KAITAL

*White Oak Music Hall*



# JASON KANE

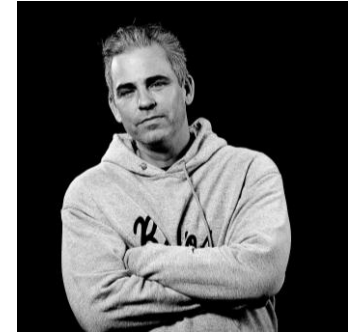
*Houston Livestock Show & Rodeo*



# ALTERNATE BOARD MEMBERS



**MARISSA SAENZ**  
Rukaz Kultura



**MIKE (FROST) MOORE**  
SLFMP



**LUPE OLIVARES JR.**

East End Street Fest, Houston  
International Festival (iFest), Bohemeo's



# LISTENING SESSIONS

Work continued after the certification and ordinance passing.

The music community was invited to join the inaugural music board and MOCA for a Listening Session. Much like a town hall meeting, this is where music community members share feedback and discuss key issues.

Annual Listening Sessions are now scheduled each fall to better understand current concerns in our music ecosystem.

This community feedback also helps MOCA be more responsive and recalibrate resources offered each year.



# MUSIC FOCUS + ACTIVATIONS

Activities are developed by the Music Officer with music board support that shape event programming and workshops to continue the advancement of our Houston music community.

For example, based on community feedback from Fall 2022, three (3) focus topics were designated for 2023:

- Music Education
- Collaboration
- Historical Preservation

*Photo F.Carter Smith, 2023*





# 2023

## MUSIC PRESERVATION

A series of panel discussions was developed by MOCA's Music Officer Gracie Chavez and moderated by Donnie Houston, that would encompass the board's designated topics to address the history and preservation of Houston music culture.

This three-part series incorporated education and collaboration into the preservation thematic with discussions on:

- Preserving Music Landmarks
- Encouraging More Recordings + Documentation
- Inspiring Intergenerational Mentorships Between Musicians

Each live recording is available on [www.houston-music.live](http://www.houston-music.live) and on Donnie Houston's [YouTube](#).

*Photo Marco Torres, 2023*



# 2023 IMPACT

The impact from the Houston music preservation focus included:

- steps to preserve our local musical heritage
- education (and pride) around the history of our rich music culture
- meaningful collaboration between generations of musicians

Photo Boma West, 2023





# 2024 MUSIC FOCUS

This year's focus included:

- Music Business Development
- Grants + Funding
- Collaboration

In response, our community activations have been strengthening partnerships with organizations like Sound Diplomacy, UH Law Center, Texas Accountants & Lawyers Association (TALA), SoundSync Music and Houston Arts Alliance.

Live recordings also available at [www.houston-music.live](http://www.houston-music.live)

HOUSTON MUSIC ADVISORY BOARD | MAYOR'S OFFICE OF CULTURAL AFFAIRS | **Sanman STUDIOS** | haa Houston Arts Alliance

# GRANTS WORKSHOP

AT SANMAN STUDIOS

**9TH** 05.00 PM  
JULY 2024

FREE WITH REGISTRATION

REGISTER ONLINE [ARTS.HAATX.COM/SANMAN](http://ARTS.HAATX.COM/SANMAN)

[HOUSTONARTSALLIANCE.COM/WORKSHOPS](http://HOUSTONARTSALLIANCE.COM/WORKSHOPS)

# 2024 IMPACT

The desired impact for 2024 include:

- making more musicians aware of grant opportunities and the process
- increasing collaboration between local filmmakers and musicians
- harnessing the impact music can have on city economies.

The true measure will come each fall as MOCA and the Board host another Listening Session to hear feedback in real time.

*Photo Joseph Arriaga, 2024*





# 2024 INSPIRED BY HOUSTON

## TEXAS SOUNDS & CITIES

*“...the City of Houston hosted the 2023 Texas Music Office’s annual Texas Sounds & Cities Conference.*

*As the gold standard on how a strong advisory board can make real impact on their community, we brought the Houston Music Advisory Board members together to speak on a panel to showcase how their efforts could inform other cities and communities across the state on...ways to keep their boards active and engaged.”*

— Chip Adams, Director of Texas Music Office

## SUGAR LAND, TEXAS

Sugar Land leaders want to boost live music, support local talent.

*“...building industry, providing resources, having forums that people can come to and have, like a town hall and speak about what the music industry needs...that didn't exist until Houston’s music advisory board was formed.”*

— [Houston Chronicle](#), Aug 2024



Photo Doogie Roux, 2023



# ECONOMIC IMPACT

Houston's music industry is a vital component of our cultural identity and economic fabric.

This is something that the Houston Livestock Show & Rodeo knows all too well.

Over the last five years, the Rodeo has conducted a study to quantify the economic impact and economic activity generated.





# RODEO IMPACT

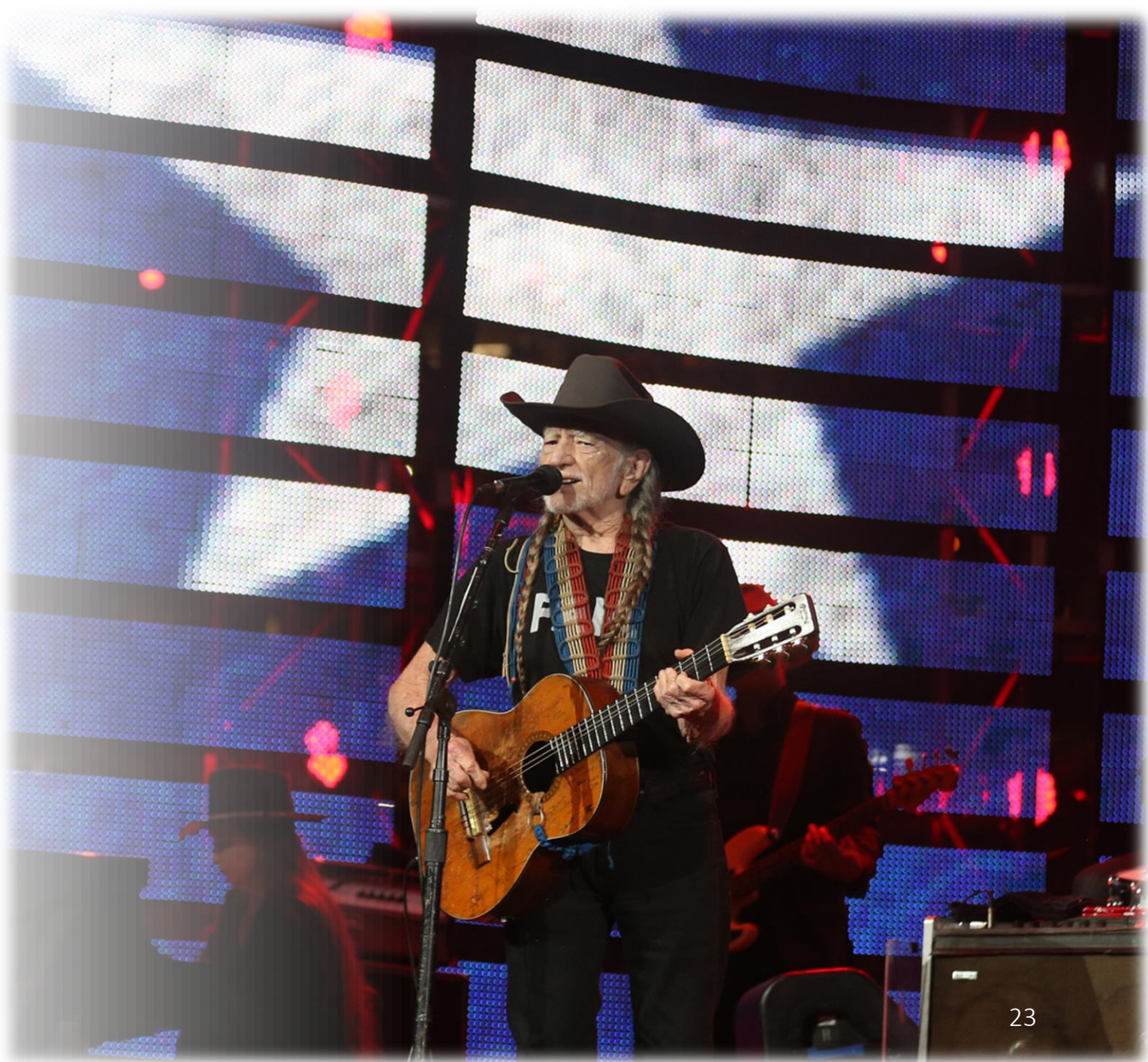
At the Houston Livestock Show & Rodeo all marketing activity is keyed to the music star announcement.

The big question in January is...”who’s coming to the Rodeo?”

## 2024 Economic Impact Study Results

- \$326 million total impact
- \$179 million in direct spending
- 3,536 direct jobs
- 5,694 total jobs supported in Greater Houston

*Photo Courtesy of Houston Livestock Show & Rodeo*





# MUSIC DIRECTORY



You can now find local musicians, music industry professionals and support services much easier.

The Houston Music Directory is designed to market the creative music industries across the Greater Houston area.

Folks can set up a **FREE Musician** or **Music Business** profile. Scan or get started here:

[www.houston-music.live/music-directory](http://www.houston-music.live/music-directory)

Photo Marco Torres, 2023



# MILLER SUMMER MIXTAPE

Landmark performing arts venues like Miller Outdoor Theatre continue to offer paid opportunities for many of our emerging local musicians.

The Music Board and MOCA have partnered with Miller to support *Miller Summer Mixtape* concerts each year that feature these talented artists.

A registration drive will be part of a call for artists and musical lineups will be curated from the Music Directory for showcases.





# Music Program Overview

Mayor's Office of Cultural Affairs

Gracie Chavez, Music Officer

[gracie.chavez@houstontx.gov](mailto:gracie.chavez@houstontx.gov)

[www.houston-music.live](http://www.houston-music.live)



Photo J.Andrade, 2022  
Courtesy of Arts District Houston