

MOCA's Music Update 2022

Mayor's Office of Cultural Affairs

Necole S. Irvin, Director

Gracie Chavez, Music + Cultural Tourism Officer



MAYOR'S OFFICE OF
**CULTURAL
AFFAIRS**



Photo F.Carter Smith, 2022

MAKE MUSIC DAY

Make Music Day is an annual international celebration of music happening every summer solstice.

It's open to anyone who wants to make and celebrate music in their community and its countless benefits.



2022 Highlights (Year 2)

- **4,150+** estimated attendance
- **150** venues + performers
- **80+** confirmed performances
- **9 international performances** hosted by the French Consulate
- **7 Cultural Arts Districts** + dozens of neighborhoods participated



GRACIE CHAVEZ

Music + Cultural Tourism Officer

The Mayor's Office of Cultural Affairs now has an experienced and dedicated person in the role of Music + Cultural Tourism Officer.

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

The 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.

The Music + Cultural Tourism Officer facilitates the annual global celebration Make Music Day Houston and maintains relationships with the seven (7) cultural arts districts to advance the City's Arts + Cultural Plan.

The next significant step in this role is to help design strategy for municipal support of Houston musicians and its music industry.

HOUSTON MUSIC ADVISORY BOARD

This administration and office continuously seek community input.

And as MOCA enters a new area of focus, we are committed to enhance a support system for music, a rich, cultural asset for Houston.

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

Photo J.Andrade, 2022





HOUSTON MUSIC ADVISORY BOARD*

MISSION

Houston Music Advisory Board (HMAB) 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.

HMAB will hold regular public meetings to discuss key issues in advancing the local music industry and provide recommendations for improvement.

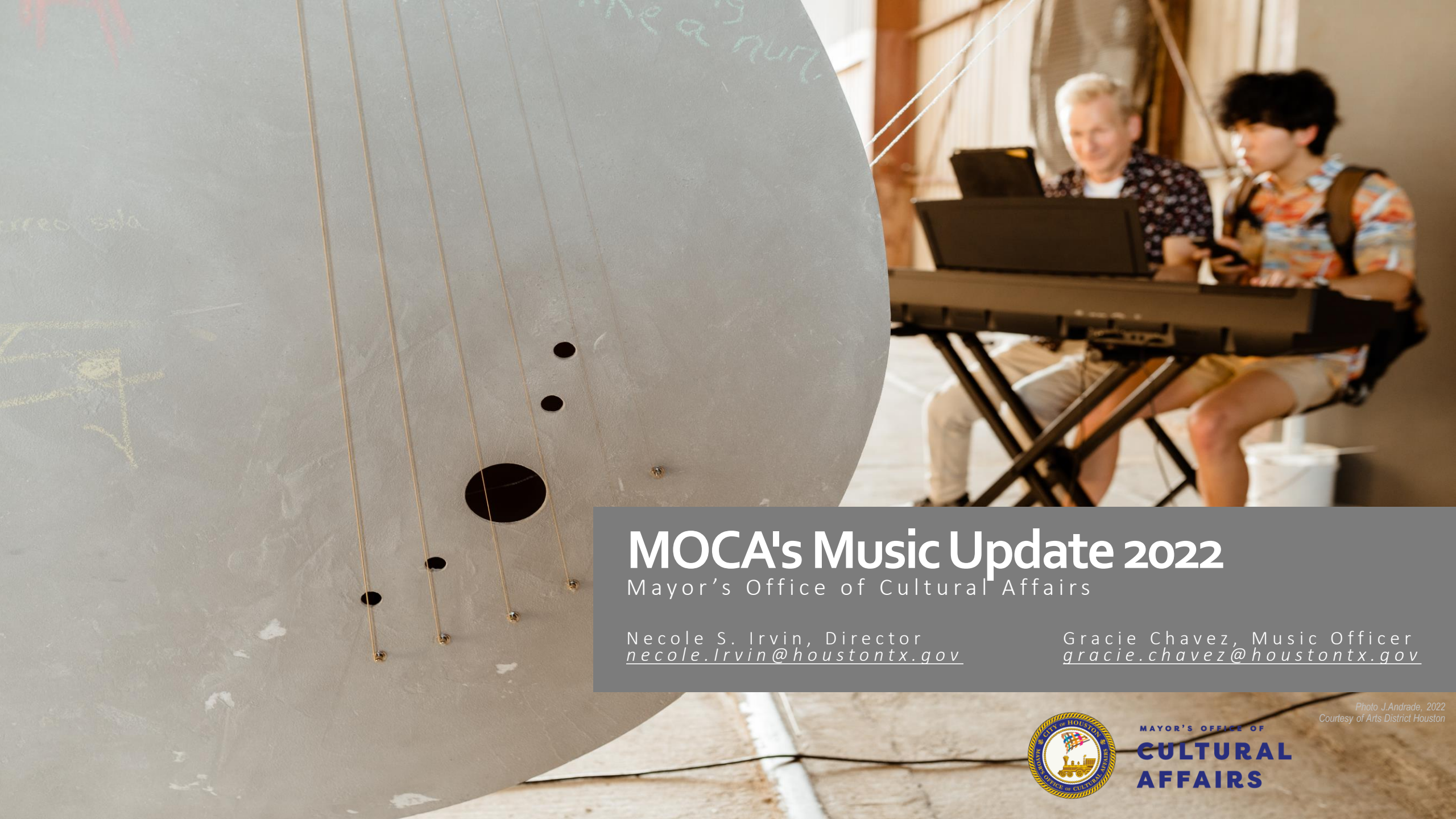
GOALS

- Present top challenges and/or opportunities based on music community feedback
- Develop policy recommendations in support of musicians and music industry
- Encourage registration to the new Houston Music Directory

BOARD MEMBERS

Nine (9) action-oriented members appointed by the Mayor and approved by City Council will represent the diversity, interests and expertise of Houston. Members will be active stakeholders in the music industry.

* Texas Music Office certification Photo F.Carter Smith, 2022



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Photo J. Andrade, 2022
Courtesy of Arts District Houston