



## **Make Music Day: Join the Worldwide Celebration of Music!**

On a countywide level, there is a lack of cohesion, collaboration and networking among musicians, along with performance venues. Many work independently, rather than there being a community of musicians in our area. Additionally, there are not many venues in which amateur musicians can perform, nor places where community members can go to listen to music.

The Arts Council of Clatsop County is a member of Make Music Alliance, the organization which puts on a biannual Make Music Day (in June and December). By being a member, we have access to their online matching system that connects venues with musicians for Make Music Day, as well as promotional materials about the event. Independently, we promote the event via social media, local press, and flyers. We spread the word about the opportunity to perform; encourage smaller venues to participate; and invite the community to come out for this free event.

By being involved in Make Music Day, we unite musicians, businesses, performance venues, and the community at large around the celebration and appreciation of music of all styles and genres. On Make Music Day, dozens of musicians perform at various locations across our coastal communities. The venues benefit by getting additional business on the day of the event(s) from people coming to hear the music. Youth in our community can perform, spectate at performances, or try out new instruments at some of the workshops. Musicians benefit by the extra exposure; they're able to increase their fan base and spread awareness for their work. Some haven't played in a while or haven't played much in public, so this is a chance for them to perform. The venues also benefit by receiving exposure and increasing brand awareness. Community members benefit by getting to hear musical performances for free. There is also a social benefit for our community at large. Make Music fosters goodwill, joy, and a sense of community in cities across the county. The numbers prove it's growing and that there is a need being met.

Make Music Day 2022: 15.5 hours of music, 41 musicians, 16 performances, 6 venues

Donors, 2022: Alfred, Panyard Inc, Rhythm Band Instruments LLC

Make Music Day 2023: 25+ hours of music, 56 musicians, 25 performances, 11 venues

Donors, 2023: Hohner, Home Depot, Vic Firth Company

Grantors, 2023: Clatsop County Cultural Coalition, Oregon Community Foundation, Oregon Cultural Trust

National Partners, 2022 and 2023: Make Music Alliance, National Association of Music Merchants Foundation

Make Music Alliance: <https://www.makemusicday.org/about/alliance/>

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