



## CIVIC AMENITIES

**Team Leaders:** Joaquin McPeek, Edelman Global Advisors: [jcmcpeek@gmail.com](mailto:jcmcpeek@gmail.com)  
Rod Stinson, Raney Planning & Management: [rods@raneymanagement.com](mailto:rods@raneymanagement.com)

---

## CIVIC AMENITIES

### Business Nexus

As the Sacramento Region emerges from two years of Pandemic-related shutdowns and operational limitations that have slowed city events, residents and businesses alike are looking for ways to re-energize public spaces – and live music venues are at the top of that list. **This year, our team theme is “Live Music is LIFE!”** Join the Civic Amenities team as we explore the myriad ways live music creates and supports a region’s economic vitality, acts as a cultural compass, feeds placemaking, and contributes to a thriving sense of community. We will meet with the top venue owners and live music organizers in D.C. to learn how they are re-emerging from the pandemic, addressing business challenges, and navigating the new live music landscape. We will also explore how the official city of [‘Go-Go’](#) is making its live music scene go, developing and re-purposing facilities to support its vibrant music community.

### Background

#### Growing and Nurturing a Vibrant Music Scene

Meet key industry players who promote, organize, and market live music, including those behind The Anthem and Howard Theatre. Since their opening, The Anthem has hosted a who’s who of live music fame; in 2018 it opened the Marquee Bar overlooking the waterfront at The Wharf, a comprehensive redevelopment of the Southwest Waterfront area. The historic Howard Theatre first opened in 1910 and was added to the National Register of Historic Places in 1974. Billed as the “Theatre of the People,” it was the first major theater built for African Americans in the U.S. The theater was restored to its former glory in 2010 and reopened in 2012. Our hosts in DC will share how they navigate through promotional, security, permitting, and other issues to uncover and nurture new and established musical artists. Representatives from the Downtown D.C. Business Improvement District are expected to join us and give valuable insights that will have direct application to a region ripe with venues to host live music. We will also meet with Donna Westmoreland, COO of I.M.P., the company that owns and operates the 9:30 Club, the Anthem and, Merriweather Post Pavilion, and Chip Ellis, developer, and

*2022 Capitol-to-Capitol*

*For additional information, please contact, Director of Public Policy & Advocacy, Brandon Black at (916) 468-3509 | [bblack@metrochamber.org](mailto:bblack@metrochamber.org) | [www.metrochamber.org](http://www.metrochamber.org)*

# CA — CAP TO CAP — DC

owner of the Howard Theatre.

## Space is the Place

How much space does live music take? Sometimes live music looks like a stadium tour and other times it can be as small as one square of sidewalk. We will explore all the potential options by meeting with those that develop and repurpose facilities for expanded or new uses, to support and build vibrant musical civic amenities. During the tour, developers behind The Wharf will provide a peek into Union Stage, a new 7,500 square foot, 450-capacity music venue and events space along the waterfront. We'll round out our space tour at the District's new Entertainment and Sports Arena, a 4,200-seat multi-purpose concert and events facility, located on the St. Elizabeth's East Campus and home to the Washington Mystics of the WNBA.

## The People Who Keep the Music Playing

The Civic Amenities Team will host an insightful discussion featuring of movers and shakers from D.C. and Sacramento's music and local government communities. You will hear this impressive group of live music promoters, business sponsors, D.C.'s events bureau, and governmental liaisons who are working to bolster financial and venue support for local and touring acts. Featured topics will include the regional force of live music, the facilities that make them fly, and the lasting economic and cultural impact venues have on our community.

*2022 Capitol-to-Capitol*

*For additional information, please contact, Director of Public Policy & Advocacy, Brandon Black at (916) 468-3509 | [bblack@metrochamber.org](mailto:bblack@metrochamber.org) | [www.metrochamber.org](http://www.metrochamber.org)*