

MISSION STATEMENT

Straitjacket Escape Music Inc. exists to develop and support musical artists through educational initiatives aimed at business, monetization and performance skills, curated growth opportunities, and financial support resources.

UNDERSTANDING THE PROBLEM

In years past the music industry has been viewed as a make or break scenario. As an artist you either “made it” rich and famous, or you starved, a slave to your creativity. But although this idea has been idolized and immortalized in Hollywood fiction it is no longer true in today's world of on-line marketing, tools, and training. There are a plethora of ways for artists to make a true living wage from their creative talents. They need only to arm themselves with the necessary education; know what's available and how to use it to put money into their pockets.

When artists are able to create while living comfortably above the poverty line then we ALL benefit. Artists are able to follow their true calling. Their fans receive the beauty and energy that inspires them. And whole communities grow from the financial and creative increase alike.

If all of this is so accessible, why isn't everyone doing it?

There are three reasons.

First, Education.

Most creatives have not been equipped with business acumen. They have been so dedicated to the skills of their art that monetization has fallen to the wayside. Most music schools don't even teach it as part of their curriculum. And if they do teach it, it is from the perspective of the larger industry, not innovation on a small scale.

Secondly, lack of Fiscal Sponsorship.

Once they know how to raise the capital, they have no where to put it.

There are many grants available to artists for multitudes of projects. But most grants need to be awarded to a Non-profit entity. Very few grants are awarded to individuals. There is a great need for a non-profit entity to stand as a clearinghouse, or an escrow for artists. Once they learn to write their grants, they can receive them through their fiscal sponsor who also helps support their progress and insure their success.

And finally, A disconnect between Venues and Nationally touring acts.

Many venues are now partnered with Live Nation as their talent broker. As a result, the venues have very little contact with the acts they are booking. This means they have no ability to negotiate local talent to open for any of the large audiences they bring. Artists have a greater chance of being booked in their hometown Live Nation venues if they actually live in Tennessee, Los Angeles, or New York.

THE SOLUTION

Straitjacket Escape Music Inc. works to equip musicians with the tools they need to grow a strong, thriving, and profitable business. We provide workshops, tutorials, and masterclasses on all aspects of monetizing creative artistry. These topics include but are not limited to: Youtube monetization, royalty collection, merchandising, how to run a teaching studio, establishing your business, branding, booking gigs, fundraising, grant writing, music licensing, touring, investing, funnel marketing, website creation, on-line tools, and more.

Straitjacket Escape Music Inc. was formed as a not for profit 501(c)(3) with the design of being a Fiscal Sponsor. Once artists know how to fundraise and write grants, we stand in the gap so artists have a place to receive them. We support their efforts, provide oversight and bookkeeping in return for a small percentage of the funds. An added dimension is that we can also receive tax-deductible donations on behalf of the artists we sponsor. Individual donors who would not otherwise give to an artist can now give with that important facet in place. The impact of tax deductible donations for artists is a huge benefit allowing them to raise larger amounts of money for larger more ambitious projects. The growth factor in this alone is exponential.

Straitjacket Escape Music Inc. also works as a booker and promoter of shows for the benefit of local talent. Venues that broker with Live Nation are also able to broker with us. We rent the space and book the appropriate acts for the artists we agree to support in a given season. Because we are the broker in connection with the touring act we are in a position to be able to negotiate for our local talent to open on the same stage in front of their larger audience. We are able to provide opportunities for our local artists that they could only receive in a large music hub after years of networking.

THE VISION

Straitjacket Escape Music Inc believes supporting a creative middle class is the most impactful way to support the health of a whole community. Artists will understand their business and work for themselves. Artists will have the knowledge they need to raise funds and write grants. Artists will have the support they need to see these publicly beneficial projects to fruition. And because these incredibly creative people can financially thrive in their hometown, we won't lose them to larger industry hubs or to jobs that leave them no time to create. Our small towns will receive the greatest benefit of all.

Creativity is the lifeblood and backbone of community. When creativity is given the environment it needs to thrive the benefits are incalculable. Creativity supports positive mental health, connection, and belonging. When art is gifted to the world we are inspired by the beauty, and

energized by the message. Music births new ideas, collaboration, and relationships. Music especially, improves quality of life.

Artists win when they can live in a financially stable and supportive environment. But it's the community that wins the most when they can keep their most valuable assets and reap the rewards.