



CHICAGO IN TUNE FAQs

Chicago In Tune (August 19 – September 19) is a new citywide festival celebrating Chicago’s diverse and legendary music scene and the 2021 Year of Chicago Music. This month of music will bring iconic neighborhood venues, presenting organizations, and musicians from across the city together to celebrate all music genres and forms — with both free and ticketed events at clubs, concert halls, and beyond.

Chicago In Tune will create a unifying moment for our residents as we invite tourists and visitors back to experience the unparalleled culture of Chicago while we wrestle with issues of race, equity and inclusion and address issues of access and create opportunities for underserved communities in the music landscape.

GENERAL INFO

WHAT IS CHICAGO IN TUNE?

Chicago In Tune is going to be the coolest new festival in town. It is our hope that Chicago In Tune places a spotlight on our City and its vast music legacy as we emerge as a true music capital. Chicago in Tune will be a 32-day music celebration that happens *all over Chicago*. This fest will showcase all music genres with free and ticketed events, programs every single day. And did we mention it is going to be the coolest festival?

WHEN IS CHICAGO IN TUNE?

Festival dates are August 19 – September 19

WHERE WILL THE FESTIVAL TAKE PLACE?

Chicago In Tune is not your typical festival. Events, programs, concerts, and performances will be happening across the City and throughout the neighborhoods. While we do love our suburban friends, this fest will just be taking place within the city limits.

WHAT SORT OF EVENTS ARE PART OF CHICAGO IN TUNE?

Music showcases, concerts, festivals, classes, workshops, master classes, indoor and outdoor performances, public art, professional development programs, and more. Really any and all music activity in the City of Chicago can be part of Chicago in Tune!

CAN A MUSIC CLASS OR PROGRAM BE A PART OF CHICAGO IN TUNE?

Yes absolutely! Chicago is filled with fantastic music schools and music teachers. And we want to help spread the word through our Chicago in Tune marketing platform.

WILL THERE BE ANY FESTIVALS OR CONCERTS IN MILLENNIUM PARK THAT THE CITY IS PRODUCING, THAT WILL BE PART OF CHICAGO IN TUNE?



Yes, DCASE will produce several concerts in Millennium Park during Chicago in Tune. While you won't see our long-running festivals in their full formats, you will see Gospel, Blues, House, Jazz and World Music concerts in the Park.

HOW WILL CHICAGO IN TUNE SUPPORT MUSIC IN EVERY NEIGHBORHOOD?

DCASE will be pushing signature programs out into the neighborhoods during this time, and so should you! Chicago Presents, a newly launched funding program to support cultural presenters delivering safe neighborhood programs this summer, will place priority on programs occurring on the south and west sides. All Chicago Presents programs falling within the festival dates will be marketed as part of the Year of Chicago Music and Chicago In Tune.

MARKETING AND PROMOTIONS

WHAT'S THE PLAN TO MARKET AND PROMOTE THE FESTIVAL AS A WHOLE?

DCASE, Choose Chicago, do312, and the Chicago Reader are all working together to promote all of the concerts and programs that are happening each day.

Our friends at Do312 are putting together an amazing website, just for Chicago In Tune, where music lovers can peruse the comprehensive list of music events taking place across the city.

The Chicago Reader will also be producing a 16-page festival guide insert they will be producing.

DCASE will be pushing out dedicating Chicago In Tune press announcements in July and August.

You can also expect local advertising via DCASE (digital billboards, CTA, O'Hare, radio, paid social — and community media via Chicago Independent Media Alliance), plus major regional/national advertising via Choose Chicago.

When you submit your event, you are in the line-up and will be marketed and promoted as part of the festival through all channels listed above!

HOW DO I SUBMIT MY EVENT?

It could not be easier. Venues, organizations, and artists can submit Chicago In Tune events on this handy portal set up by our friends at do312. www.do312.com/chicagointune.

Presenters may additionally pitch the Chicago Reader for consideration as a "highlight" in the 16-page August 19 festival guide insert by emailing chicagointune@chicagoreader.com (*optional*)

I HAVE NO IDEA WHAT I AM BOOKING FOR THE FALL YET, DO YOU HAVE DEADLINES TO SUBMIT?



Yes, we are trying to get info sooner rather than later, although you will be able to submit your event or program right up to when Chicago in Tune begins. The website will be updated in real time, so it is never too late to join the fest! Here are the three major deadlines:

- 1st marketing deadline: June 18
- 2nd marketing deadline: July 16
- 3rd marketing deadline: August 19 and rolling through September 19

PARTICIPATION

I AM ALREADY PRODUCING MY OWN FESTIVAL WITHIN THOSE DATES, CAN I STILL PARTICIPATE IN CHICAGO IN TUNE?

Most definitely! Submit your fest info to the link above and done! You're included! Oh, but also, place our logo on your marketing materials so everyone knows you are a part of Chicago In Tune. Please, and thank you! Here is a link to our handy toolkit: www.chicago.gov/musictoolkit

I ALREADY HAVE MY FALL LINEUP OF SHOWS BOOKED; CAN I STILL PARTICIPATE?

Yes, and kudos to all the overachievers out there who have joined us in getting back to regular life! Just submit your events at the link above and we'll get you listed! Also, don't forget to slap our logo on your marketing materials! www.chicago.gov/musictoolkit

IF ALL OF THE CITY'S EXISTING VENUES AND FESTIVALS ALL PARTICIPATE IN CHICAGO IN TUNE, WON'T THE PUBLIC BE TOTALLY OVERWHELMED WITH TOO MANY SHOWS TO CHOOSE FROM?

According to Dr. Fauci, there's no such thing as too much music. As long as you are vaccinated.

I WON'T BE ABLE TO PARTICIPATE THIS YEAR, BUT WILL CHICAGO IN TUNE HAPPEN AGAIN IN 2022?

It is our hope that this festival goes on, and on, and on, and on, and on. Of course, it's a little early to talk about 2022 dates, but most definitely we want Chicago in Tune to live on forever.

HOW DO I GET MY BAND INVOLVED IN THE FESTIVAL?

Reach out to local venues and festival's talent buyers. We are really encouraging clubs to book local, so hopefully lots of opportunities will be popping up.

I'M A SOLO MUSICIAN, HOW CAN I BE A PART OF THE FESTIVAL?

Same as above. Keep working the local talent buyers!



HOW CAN WE MAKE SURE THAT THE ENTIRE CITY OF CHICAGO GETS INVOLVED IN THIS NEW FESTIVAL?

You are reading this FAQ sheet, so now you are an ambassador for Chicago In Tune! Help us spread the word about the festival by sharing out info on your own social channels with our toolkit which can be downloaded at www.chicago.gov/musictoolkit.

ONCE THE EVENT IS OVER, HOW WILL WE KNOW THAT IT WAS SUCCESSFUL?

We will know that the fest rocked if we bring together the whole city to celebrate what we have always known all along – that Chicago is one of the greatest musical capitals of the world! But also, success will show up in so many ways. It will be successful if a music lover checks out a new venue that they have never been to. It will be successful if it provides a boost to our city's tourism. It will be successful if a 5-year-old sees a show in their neighborhood and now wants to take guitar lessons. And most of all, if we bring the community together to celebrate our artists, each other, and coming out of this horrible pandemic, that will be success.

BAND ROSTER

I JUST HEARD ABOUT THE BAND ROSTER AND I'D LOVE TO BE LISTED ON IT, HOW DO I DO THAT?

The Band Roster is a brand-new program run out of DCASE. While we are not currently accepting applications, we will again. Sign up for the DCASE "Opportunities" newsletter so you can stay in the loop on the Band Roster, and all sorts of other DCASE opportunities.

WAIT, WHAT IS THIS BAND ROSTER YOU SPEAK OF?

The Chicago Band Roster is a design book of over 200 singers, songwriters, DJs, solo artists and ensemble musicians based in Chicago performing a variety of music styles including Blues, House, Hip- Hop, Rock, jazz, Gospel, Classical and more selected by a panel of music industry professionals.

In an effort to help get as many Chicago-based musicians working as possible, the Chicago Band Roster can be used as a resource for residents, producers, venues and organizations looking to present high-quality music programs.

I'M A PROMOTER. HOW DO I GET ACCESS TO THE LIST OF BANDS TO REVIEW?

Visit Chicago.gov/music to view the downloadable pdf.