



OUR  
**MUSIC CITY  
STRATEGY**

**PROPOSAL FOR THE MARICOPA ASSOCIATION OF  
GOVERNMENTS**

*PREPARED BY*

**Sound Diplomacy**

# INTRODUCTION



## Music City Strategy

This set of ideas is presented to Maricopa Association of Governments to provide an introduction to Music City Strategies and explain how Sound Diplomacy's services can help to develop the Greater Phoenix region and State of Arizona as a leading Music environment.

**Sound Diplomacy** are the leading global advisors on music cities and market development. As strategists for cities, developers, large private sector organisations and governments, Sound Diplomacy provides cutting edge research and market expertise in placing music and music business strategy in city, urban and development plans.

Sound Diplomacy works in both the public and private sector, simultaneously in **20 countries** for a number of governments (local, regional and national), music conferences, economic development agencies, arts councils, chambers of commerce, universities, export offices, festivals, brands and record labels.



## WHAT IS A MUSIC CITY STRATEGY?

*The term "Music City" (or 'Music Cities') is becoming widely used in cultural communities and has penetrated the political vernacular in many cities around the world.*

Once identified solely with Tennessee's storied capital of songwriting and music business, Nashville, Music City now also describes communities of various sizes that have a vibrant music economy which they actively promote." Since late 2013, when a report commissioned on the future of live music in Adelaide, South Australia questioned the role of music in economic development and cultural placemaking, the term has developed its own trajectory, ending up in events (our Music Cities Convention), promotional campaigns and economic impact assessments. In addition, it has been used in countless speeches, from London to Toronto, Sydney to Bogota, tied at the hip with tourism, regeneration, political campaigns, saving threatened venues and other initiatives.

We are the only global consultancy who have experience in creating and applying music cities strategies. We do this through our '**music cities toolkit**' that create more vibrant, sustainable and prosperous music ecosystem. Our '**music cities toolkit**' assesses, measures and provide clear recommendations and build systems that support musicians and music businesses in order to create economic prosperous music ecosystems.



# WHAT IS A MUSIC CITY?



## Our Music Cities Toolkit

Our music cities toolkit helps cities understand the existing music ecosystem and the strengths, weaknesses, threats and opportunities for the sector. It is a linear process comprised of strategies, implementations and transferable programs that will evolve your city into a global leader for music.

- **Music Census or 'Music Map' Support**
- **Music Industry Taskforce / Commission**
- **Economic Impact Assessment**
- **Formation of Policy Guide**
- **Music Tourism**
- **International Network & Market Research**
- **Audience Analysis**

# MUSIC CITIES TOOLKIT

- Global leading policy
- Music & Creative Asset Mapping
- Music Industry Development & Engagement
- Music Education
- Music Tourism Strategies
- International Partnerships
- Market Research
- Economic Impact & Measurement
- Copyright Infrastructure Development
- Venue Development
- Strategic Planning



# BENEFITS OF A MUSIC CITY

*Music Cities deliver significant economic, employment, cultural and social benefits. Music contributes to the desirability of cities as a place to live, work and visit. The infrastructure needed for music including venues and festivals not only 'nurture talent, create communities and ferment innovation' but contributes to city brand building.*

- Increased Economic Benefit
- Music Tourism
- Job Creation (especially youth employment)
- Night Time Economy Strategy
- International Competitiveness
- Brand Development



# MUSIC CITY CASE STUDIES

The impact that music has on places is proven, for example the music sector contributed £4.1bn overall to the UK's economy in 2015 and in 2015, 767,000 overseas music tourists visited the UK. Music creates jobs beyond the music industry and needs to be considered within the wider context of a city.





# UNESCO CITY OF MUSIC

## KATOWICE, POLAND

From acapella miners songs in the 1950s to blues music in the 1970s, hip-hop in the 1990s and modern electronic music today, Katowice has always been at the forefront of developing new music in Poland. However, Katowice was relatively unknown internationally as a 'Music City'.

Sound Diplomacy, in partnership with Instytucja Kultury Katowice - Miasto Ogrodów developed a **music strategy** for the city which led to the classification of Katowice as a **UNESCO City of Music** and entrance into UNESCO's network.

Becoming the first Polish city to join UNESCO's Creative Cities Network as a **city of music** was the first step of many to professionalise, develop and ultimately better communicate what has been developing in Katowice for many years.





# LONDON MUSIC BOARD AND NIGHT TIME COMMISSION

LONDON, UNITED KINGDOM

London's Grassroots *Music Venues Rescue Plan*, produced by the Mayor's Music Venues identified that London has lost 35% of its grassroots venues since 2007.

Sound Diplomacy has been working with the Mayor of London and the Greater London Authority to help communicate the importance of music in the UK and it's contribution economically, socially and culturally.

Since the publication of the report in October 2015, the GLA has established a **London Music Development Board** which is putting the Music Venues Rescue Plan into practice. Sound Diplomacy has also worked with the GLA the develop a **Night Time Commission** and announce the appointment of a "Night Czar" to protect London's night-life.



## LONDON'S GRASSROOTS MUSIC VENUES

### RESCUE PLAN

A REPORT FOR  
**THE MAYOR**  
**MUSIC INDUSTRY**  
**LOCAL AUTHORITIES**  
**GOVERNMENT**  
**PLANNERS DEVELOPERS**  
**LICENSERS POLICE ECONOMISTS**  
**TOURISM AGENCIES MUSICIANS CULTURE FUNDERS**

## Vital Information

### CONTACT INFORMATION

Sound Diplomacy  
www.sounddiplomacy.com  
info@sounddiplomacy.com

### OFFICE LOCATIONS

London, United Kingdom  
Barcelona, Spain  
Berlin, Germany

### DIRECTORS

Dr Shain Shapiro, Managing Director  
Jordi Puy, Director  
Katja Hermes, Director - Germany

### BOARD OF DIRECTORS

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# ORGANISATION, CREDENTIALS AND BACKGROUND



SOUND  
DIPLOMACY

## About Sound Diplomacy

Sound Diplomacy are the leading global advisors on music cities and market development. As strategists for cities, developers, large private sector organisations and governments, Sound Diplomacy provide cutting edge research and market expertise in placing music and music business strategy in state, city, urban and development plans. We also founded Music Cities Convention, the first ever event to bring together city representative and the music industry.

Sound Diplomacy works in both the public and private sector, simultaneously in 20 countries for a number of governments (local, regional and national), music conferences, economic development agencies, arts councils, chambers of commerce, universities, export offices, festivals, brands and record labels. Sound Diplomacy are leading strategists on music's place within governments, cities, property developers and the built environment.

# Services

## MARKET DEVELOPMENT

We are experts at network development, market research, market introductions, export, artist services and coordination across the creative industries. We also organise and work on leading conferences and trade missions.

## MUSIC TECH

We are leaders in studies, strategies and trade missions between the music and tech industries. We excel at research and strategy, government relations, conference development and networking in music and tech.

## MUSIC CITIES

We are music strategists for cities, regions, governments, large organisations and property developers. We are global leaders in music placemaking, policy, venue and festival strategies, night time economy strategies, music tourism, planning, licensing and economic

# Examples of our work



- We manage both the Mayor of **London's Music Board** and **Night Time Commission**, through the Greater London Authority's Culture Team. The Night Time Commission is advising and managing the appointment of a Night Czar in London. The Music Board is currently mapping all cultural venues in London.
- We created and curate **Music Cities Convention**, the world's first and largest conference dedicated to the value of music and music businesses to cities.
- We are working with the Instytucja Kultury Katowice - Miasto Ogrodów to develop a music strategy for the city of Katowice in Poland and helped with their successful **UNESCO City of Music** bid.
- We have delivered **TEDx** talks on Music Cities and spoken in front of the European Parliament, the Colombian Parliament, Ministry of Culture in Latvia and for various Canadian Government bodies.
- We are writing a music strategy for Saint Lucia in partnership with the **Saint Lucia Trade Export** Promotion Agency.
- We have consulted on Music Cities provisions in New Orleans, Katowice, Denver and Colorado.

## Contact Us

Sound Diplomacy is confident that we have the services and team that can best suit your needs. Our team is recognised in the industry as being the among the most collaborative, cost efficient and is renown for consistently meeting our timelines.

We look forward to conversing with your on further on your projects.

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Dr Shain Shapiro  
***Managing Director***

45-46 Charlotte Road,  
London,  
EC2A 3PD

Phone: [\*\*+44 \(0\) 207 613 4271\*\*](tel:+442076134271)  
Email: [shain@sounddiplomacy.com](mailto:shain@sounddiplomacy.com)

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# CONCLUSION



This set of services is aimed at working with Maricopa Association of Governments to develop, strengthen and internationalise Arizona's amazing artists, music businesses and music scene.

Thank you for reading and we look forward to your response.

Kindest Regards,

**Sound Diplomacy**