



**SOUND
DIPLOMACY**

**CITY OF HUNTSVILLE
MUSIC IMPACT ASSESSMENT & STRATEGY
August 2019**

THE CITY OF HUNTSVILLE MUSIC ECOSYSTEM

WHAT WE'VE DONE

- **Literature review & Regulatory assessment**
- **Comparative analysis** with the cities of Austin, TX; Nashville, TN; Durham, NC; Boulder, CO; and Chattanooga, TN
- **Survey analysis**
- **Mapping**
- **Economic impact**
- **and 47 Recommendations**



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WHAT IS ALREADY HAPPENING

- New **music venues** programming artists
- **Music Hall** at the VBC
- New proposed **amphitheater**
- New **partnerships**, including Fame and Muscle Shoals
- Administration has **embraced** the 47 Recommendations
- Revision of the **events permitting** process



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SWOT ANALYSIS - INTERNAL

STRENGTHS

- Vibrant live music scene with good venue and festival offering
- Good support for emerging artists
- Great sense of pride
- Relative proximity to major cities on international touring circuits is incentive for artists to add Huntsville to regional touring circuit
- Young professionals moving in
- Big companies represented in town

WEAKNESSES

- Inadequate live music venues for big, national touring acts
- Scarce music industry education
- Lack of adequate promotional channels
- Local media not as involved as it could be
- Existing image of the city as a science & engineering hub, but not music or culture as a whole.
- Lack of certain professional roles, such as record labels and artist managers
- Lack of genre & artistic diversity in bookings

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SWOT ANALYSIS - EXTERNAL

OPPORTUNITIES

- Growing the international composition of audiences with an integrated music tourism offer
- Tapping into the Shoals area - collaborations between artists, industry & music tourism
- Collaborating with STEM industry
- Creating a vibrant network of artists and using Huntsville as the main hub
- Giving incentives to companies to foster salaried employment in the sector

THREATS

- Proximity to music industry hubs such as Nashville can pull away artists that reach a certain point in their careers

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SURVEY ANALYSIS

Sound Diplomacy developed a 15-minute survey to gather information from Huntsville's music business owners, music industry professionals, and music fans, all of them parts of the local music ecosystem.

A total of **1,024 individual respondents** successfully completed the survey.



1/3 OF FANS
ATTEND LIVE
MUSIC SHOWS IN
HSV AT LEAST
ONCE A MONTH



57% OF MUSIC
INDUSTRY
PROFESSIONALS
ALSO PLAY/CREATE
MUSIC



88% OF MUSIC
BUSINESSES EXPECT
REVENUE INCREASE IN
THE NEXT FINANCIAL
YEAR

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SURVEY ANALYSIS

BEST RATED HSV MUSIC ECOSYSTEM AREAS [all respondents]*



3.8

Safety in music venues



3.2

Quality of local talent



3.1

Sense of music community



3.1

Ticket prices



2.8

Music events curfew



2.8

Quality of music education



2.7

Quality of music venues

"The music scene needs to be viewed as a whole. It is all important, from elementary music education, to dive bars promoting emerging artists, to sacred choral festivals / brass bands in the park, all the way up to world renowned performers"

Survey respondent

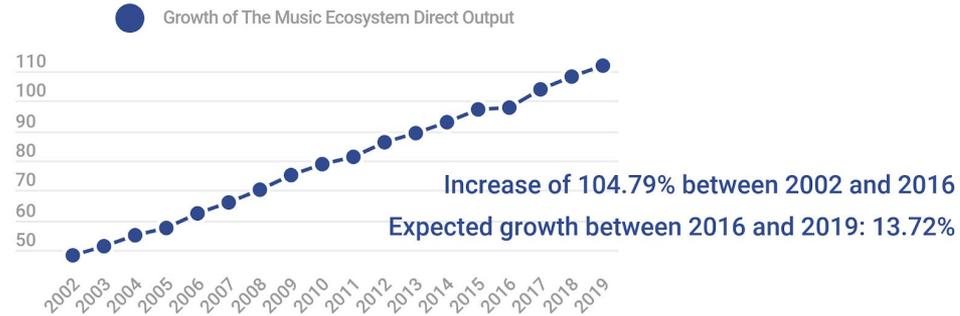
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ECONOMIC IMPACT INFOGRAPHIC



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ECONOMIC IMPACT INFOGRAPHIC



25.7%

ie. **\$25.6 million** of the music ecosystem's direct output is generated by musicians and artists (28.7% of the sectoral direct employment)

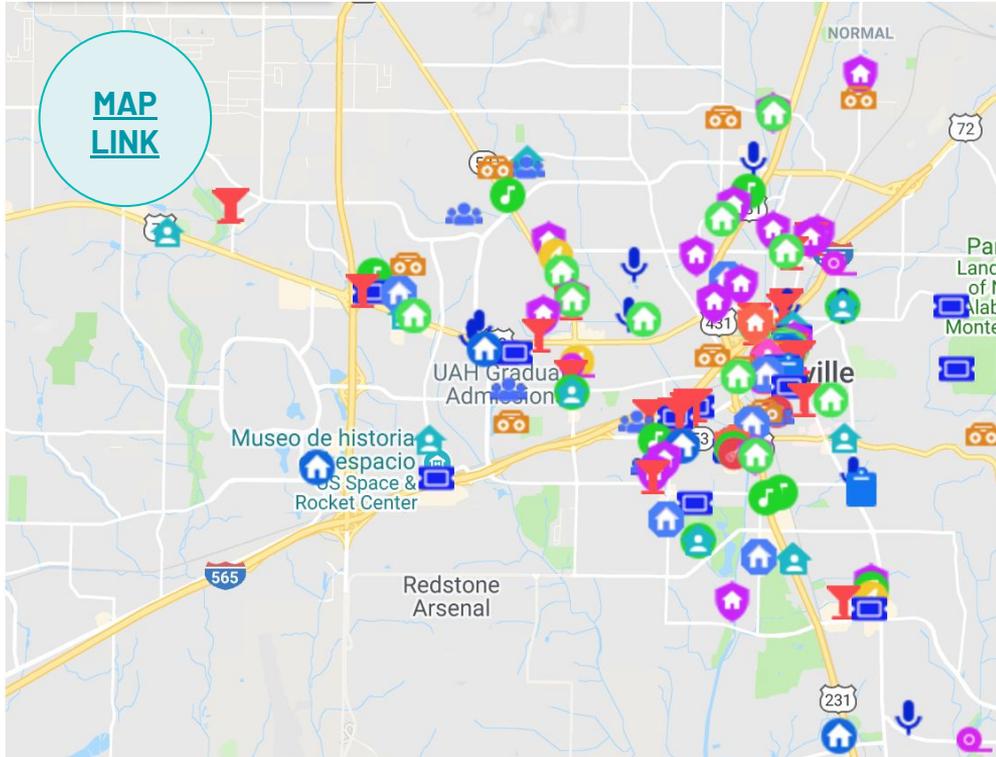


74.2%

ie. **\$73.2 million** of the music ecosystem's direct output created by professional and support activities (71.3% of the direct sectoral employment)

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MAPPING



LIVE MUSIC

- 55 private venues (including night clubs, bars, pubs and restaurants with live music)
- 6 multi-purpose venues
- 4 occasional venues (open-air stages)
- 2 live music focus venues

OTHER MUSIC ASSETS

- 8 concert & event producers
- 2 booking and promoting agencies
- 2 record labels
- 1 music management business
- 11 recording studios
- 14 music record & equipment stores
- 17 music schools
- 11 radio stations
- ...and more

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ACTION PLAN

Establish a Music Board

- Helps establish, promote and maintain the city as a music-friendly city; connects with other cities, and advocates for the sustainability of the local music sector.
- Coordinated by the Music Office (appointed by the Mayor)
- 7-9 members: 70% music professionals and 30% from government and other industries
- Include members from outside the immediate Huntsville area
- Members serve for 24 months
- Work program that is also publicly defensible and covers all aspects concerning the city's music ecosystem

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ACTION PLAN

Establish a Huntsville Music Office

Subsequent recommendations:

1. Hold two Open Forums per year for the music community
2. Introduce an Administration Manager
3. Build and maintain a digital database of the local music ecosystem
4. Set up bi-monthly meetings with other city departments
5. Appoint Music officer(s) within two years, with guidance from the Music Board

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ACTION PLAN

Ensure that policies are music-friendly

1. Streamline permits and licenses required for music activity
2. Set up incentivisation schemes focused on inclusive growth
 - a. Venues/festivals that use local original music
 - b. Venues/festivals that follow the Fair Play Scheme
3. Review the noise regulation

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ACTION PLAN

Zoning

1. Expand Entertainment District Parameters with a Creative District
2. Consider zoning to support music venues out of main entertainment areas
3. Extend night-time transport in key entertainment areas
4. Create a business classification for culture
5. Assess the implementation of 'Agent of Change'

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ACTION PLAN

Education

1. Strengthen the private music education system via City partnerships
2. Utilize Magnet Program resources to expand music education
3. Create more points of contact with local music from an early age
4. Encourage a musical instrument lease system via a local partner

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ACTION PLAN

Marketing and Branding

1. Create a unique Music City brand
2. Restart an old event
3. Create a local events calendar
4. Promote local music amongst visitors, young professionals, locals

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ACTION PLAN

Professional Development

1. Provide Continued Formation for Professionals
2. Create Industry Guides for Music Professionals
3. Develop periodic networking events
4. Use industry grants and internships to promote youth employment

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ACTION PLAN

Creative and Artistic Development

1. Set up a 'Fair Play' certificate for venues
2. Create a Huntsville Music Week
3. Create an annual industry event

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ACTION PLAN

Collaborative Opportunities

1. Coordinate exchanges with regional artists and professionals
2. Collaborate with regional music industries
3. Become a part of the Americana Music Triangle
4. Connect with Muscle Shoals and Chattanooga via “Music River Trail”

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ACTION PLAN

Audience Development

1. Create a Live Music Passport
2. Promote youth-organised concerts in community spaces/churches
3. Encourage corporate entities to promote music internally

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ACTION PLAN

Spaces and Places

1. Establish a dedicated Music Hub
2. Provide a regulatory framework for temporary event space
3. Programme public spaces
4. Plan for the Amphitheatre



Thank you

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