MUSIC CITIES CONVENTION

BY SOUND DIPLOMACY

25-27 OCTOBER 2017

I'LL TAKE YOU THERE: MUSIC, EQUITY AND ACCESS IN CITIES

HALLORAN CENTRE, MEMPHIS, USA

October 25-27, 2017 saw Sound Diplomacy, Music Export Memphis and Memphis Music Initiative host the fifth global edition of Music Cities Convention.

Only the second edition to be held in the US, Music Cities Convention was held in the birthplace of rock 'n' roll and the home of the Blues, Memphis, Tennessee.

This edition focused on 'Music, Equity & Access in Cities' with topics ranging from mass music participation in cities to philanthropy in music's role in cities to music city strategies and smart music cities.



I'LL TAKE YOU THERE: MUSIC, EQUITY AND ACCESS IN CITIES



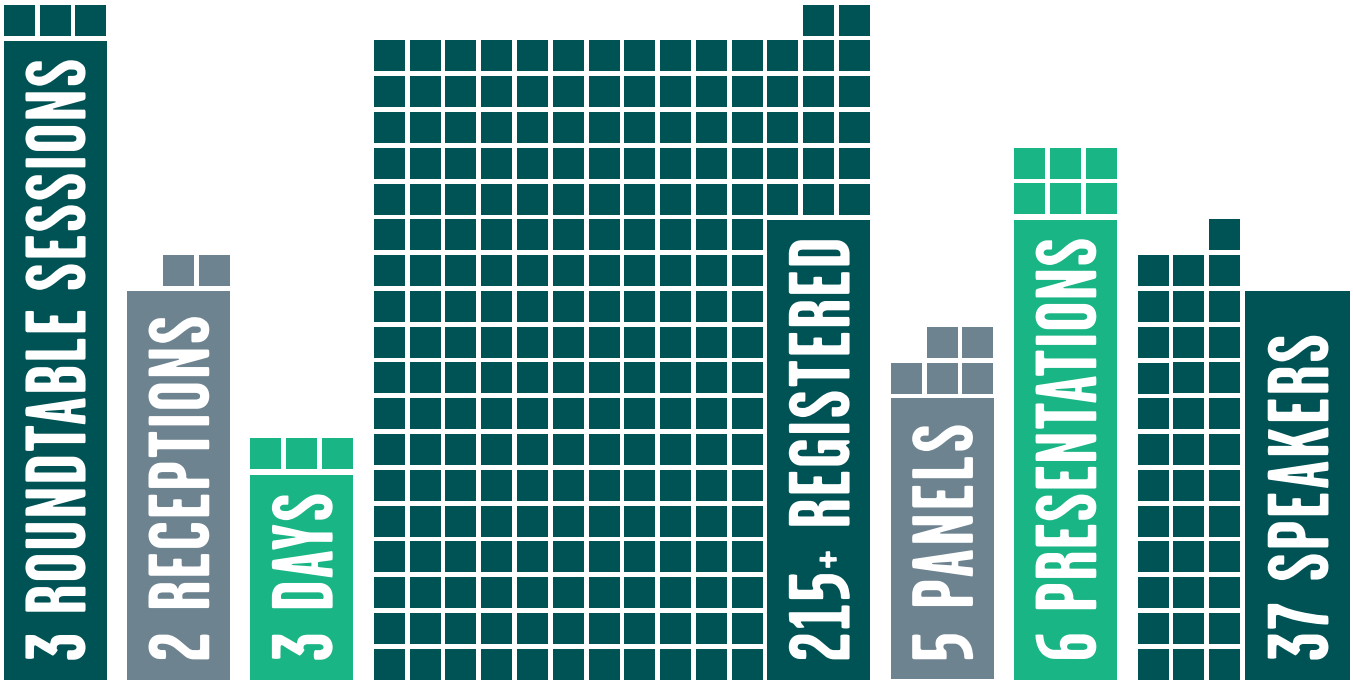
Music Cities Convention Memphis was held on October 25-27, 2017. The event began with a reception on Wednesday 25th October at the Stax Museum of American Soul Music and Memphis Slim Collaboratory. The reception was sponsored by The Recording Academy: Memphis Chapter, with food, drinks and music provided by the world renowned Stax Music Academy graduates.

The main conference was held on Thursday 26th October at the Halloran Centre, with presentations and panels throughout the day. Food and drinks were provided, and the conference ended with a musical procession leading attendees to the post-conference reception at the Blues Hall of Fame Museum, which was sponsored by State of Victoria: City of Melbourne and Lafayette Visitors & Convention Bureau.

Friday 27th October saw the convention end with a limited-place half-day of roundtable sessions. Topics were discussed from 'music ecosystems of the future' to 'music friendly noise regulations'.

> **"THE THING THAT I'VE LOVED IS BEING ABLE TO CONNECT TO SO MANY CITIES WHO ARE DOING THE SAME WORK THAT I'M DOING."**
>
> Tonya Dyson, Marketing & Programs Director, Memphis Slim House Collaboratory & Founder, Neosoulsville

AT MUSIC CITIES CONVENTION, MEMPHIS, WE HAD:



PRESENTATIONS INCLUDED:

- We are not a Music City
- A Non-for-Profit Amphitheatre from the Ground Up: The Case of Denver's Levitt Pavilion
- Telliskivi Creative City
- Chengdu Music City
- Understanding Audiences: The Role of the Consumer in our Music Ecosystems
- Everyone is an Artist: Mass Participation in Cities
- Artists & Development: The LA Case Study.

PANEL TOPICS INCLUDED:

- The Artists Speak: From Memphis and Beyond
- Smart Music Cities: Data Driven to Support Artists
- Systemic Change & Philanthropy in Music's Role in Cities
- Every City Needs a Music Strategy: Artists as Leaders
- Time for the Cities: Let Music 'Take You There'.

ROUNDTABLE SESSIONS INCLUDED:

- Music Ecosystems of the Future: What Has to be Improved to Develop a Forward-Thinking Music Policy City?
- Access to Music for Everyone
- Designing Music-Friendly Noise Regulations and Policies (In partnership with: Don Pitts, CEO, Sound Music Cities).

MUSIC CITIES CONVENTION GENERATED A RETURN OF $3.15 IN DIRECT ECONOMIC VALUE FOR EVERY $1 INVESTED

IT'S REALLY POTENT... THERE'S ONLY 250 PARTICIPANTS BUT THEY'RE INDIVIDUALLY REALLY IMPORTANT.

Jaanus Juus, Founder & CEO,
Telliskivi Creative City

WHEN THE MUSIC CITIES CONVENTION POPPED UP ON MY EMAIL ONE DAY, I WAS LIKE I'VE GOT TO GO.

Elka Gotfryd, Senior Associate,
Project for Public Spaces

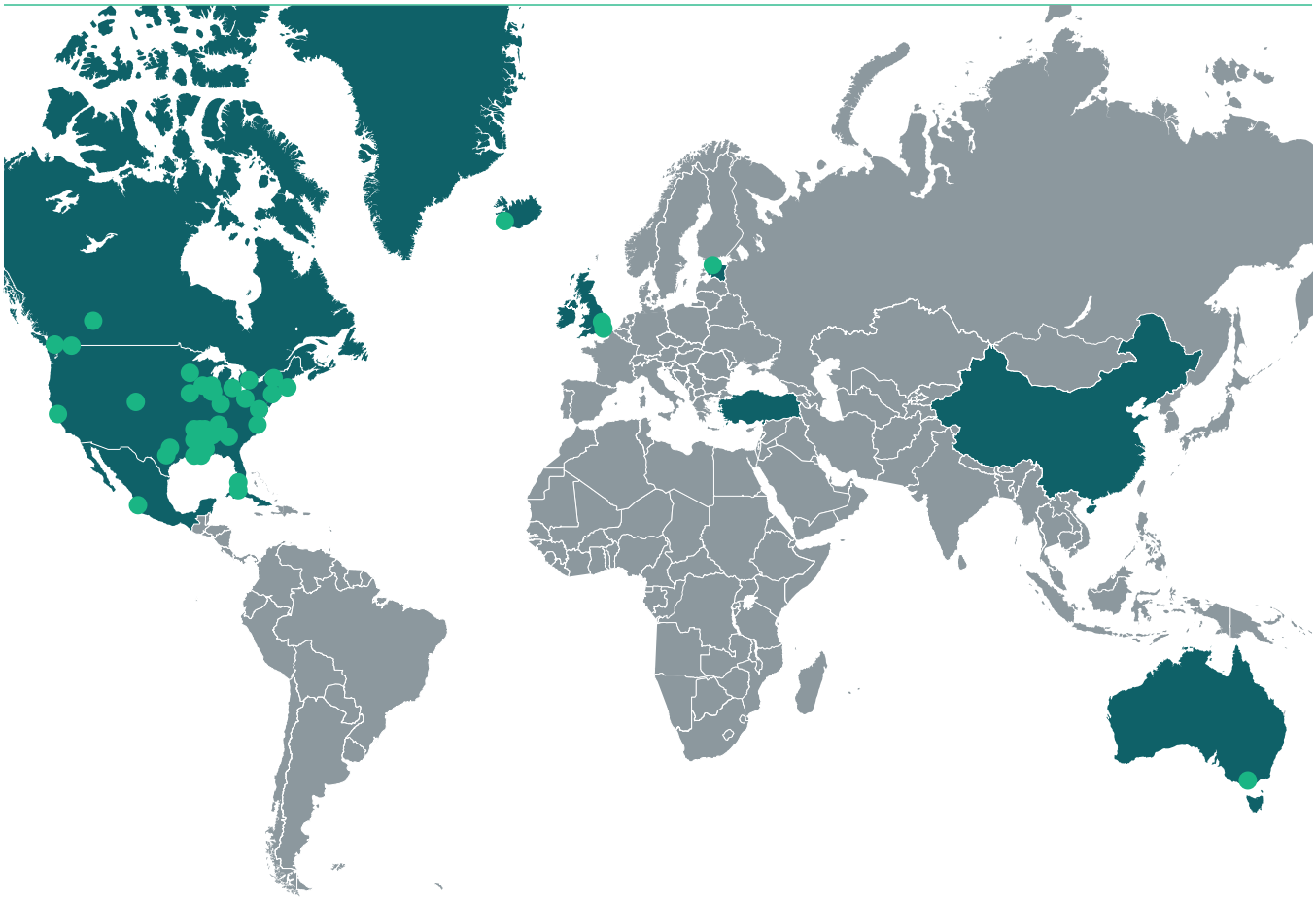
THERE ARE A NUMBER OF THINGS I CAN TAKE AWAY FROM THIS... IT'S A MASSIVE AMOUNT OF WORK... I'VE GOT A LOT OF WORK TO DO.

Glenn Max, Artistic Director,
Village Underground

THE CONFERENCE HAS MET MY ALREADY HIGH EXPECTATIONS.

Aaron Friedman, President,
Make Music Alliance

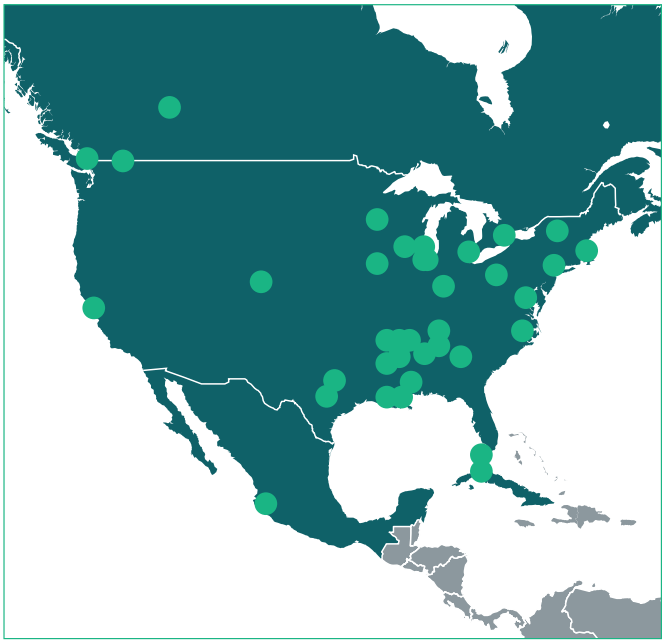
CITIES AND COUNTRIES REPRESENTED



> MEETING PEOPLE FROM ALL THESE OTHER CITIES AND COUNTRIES REALLY GIVES YOU THE SENSE THAT YOU'RE PART OF A LARGER MOVEMENT.

Aaron Friedman, President,
Make Music Alliance

US in focus



SPEAKERS

Justine Avila, Executive Director, Music City Music Council, Nashville Mayor's Office (USA)
Emily Barker, Musician (USA)
Oona Bean-Mitchell, Co-Owner, Royal Studios (USA)
Ben Berthelot, President & CEO, Lafayette Convention and Visitors Commission (USA)
Robert Burack, Fellow, Harvard Ash Center (USA)
Elizabeth Cawein,
Founder, Music Export Memphis (USA)
Patrick Donovan, CEO, Music Victoria & Chairman, Australian Music Industry Network (AU)
Tonya Dyson,
Marketing and Programs Director, Memphis Slim House Collaboratory & Founder, NeoSoulsville (USA)
Jennifer Sien Erickson, Manager of Arts & Culture, Metropolitan Area Planning Council (USA)
Scott Fetters, Director, 2112 (USA)
Dayna Frank,
President & CEO, First Avenue Productions (USA)
Aaron Friedman, President, Make Music Alliance (USA)
Dr. Carleton S. Gholz, Founder & Executive Director, Detroit Sound Conservancy (USA)
Elka Gotfryd,
Senior Associate, Project for Public Spaces (USA)
Deron Hall, Chief Executive & Innovation Officer, Memphis Arts Engine (USA)
Tammy Hurt,
Founding President, Georgia Music Partners (USA)
Darren Isom,
Executive Director, Memphis Music Initiative (USA)
Jaanus Juss,
Founder & CEO, Telliskivi Creative City (EE)
Kevin Kane, President & CEO, Memphis Convention & Visitors Bureau (USA)
Ashlye M. Keaton, Co-Founder & Supervising Attorney, ELLA Project (USA)
Shawn King,
Devotchka & Colorado Music Ambassador (USA)
Svanhildur Konráðsdóttir, Director, Harpa (IS)
Dan Lee,
Managing Director, Gaw Capital Advisors (USA)
Igor Lozada,
Head of Culture, City of Guadalajara (MX)
Betty Marin, Artist, Educator, and Social Justice Worker (USA)
Matt Masters,
Program Leader, Alberta Music Cities (CA)
Lawrence Matthews, Musician (USA)
Glenn Max,
Artistic Director, Village Underground (USA)
Dr. Bryce Merrill, Music Programs Manager, Bohemian Foundation (USA)
Kirsty Rivers, Manager for Contemporary Music, Creative Victoria (AU)
Adrian Tonon,
Co-Founder, The Detroit Music Foundation & Director of Customer Service, Detroit (USA)
Phil Trenary,
President & CEO, Greater Memphis Chamber (USA)
Anasa Troutman, Founder & CEO, Eloveate (USA)
Kim Vu-Dinh, Clinical Faculty, University of Arkansas Bowen School of Law in Little Rock (USA)
Tom Windish, Director, Paradigm Agency (USA)
Chris Zacher, Founder & Executive Director, Levitt Pavilion Denver (USA)
Mr. Xuewen Zhang,
Deputy Director, Chengdu Culture, Radio, Film, Television, Press and Publication Bureau (CN)



PARTNERS

PRESENTING PARTNERS

MEMPHIS MUSIC INITIATIVE
EMPOWERING YOUTH THROUGH MUSIC

MEM
MUSIC EXPORT MEMPHIS
35.1495°N · 90.0490°W

SOUND DIPLOMACY

EVENT RECEPTION PARTNERS

Lafayette
LOUISIANA

MELBOURNE
Victoria
Australia

RECORDING ACADEMY
MEMPHIS CHAPTER

SUPPORTING PARTNERS

Memphis Music HALL of FAME

BIMM
BRITISH & IRISH MODERN MUSIC INSTITUTE

Memphis ROCK n SOUL MUSEUM

The Blues Foundation

DOWNTOWN MEMPHIS COMMISSION

OLD Dominick DISTILLERY

FESTYVENT

EDGE
ALLEY
FOOD COCKTAILS COFFEE RETAIL

Graceland
THE HOME OF ELVIS PRESLEY

MEMPHIS MADE BREWING CO.

AUDIODROPS

Backbeat TOURS

MEMPHIS 2017 DELEGATES

SIMON ALEXANDER
Percussion Professor, Visible Music College

LISA ALLEN Director of Operations, Stax Museum of American Soul Music

KAPPI ALLEN
Director, Visit Clarksdale

ANDREW BAKER Director, DeKalb County Planning & Sustainability Department

BRENDON ANTHONY
Director, Texas Music Office

JUAN ARELLANO
Maintenance Supervisor, Dedicated Services

JOSE AVILA
Managing Member, Garifuna Afro-Latino Entertainment

JUSTINE AVILA
Executive Director, Music City Music Council, Nashville Mayor's Office

EMILY BARKER Musician

TIMOTHY BARKER
Chef & Proprietor, Edge Alley & Edge Coffee Co.

JOHN BASS Director of the Mike Curb Institute for Music, Rhodes College

OONA BEAN-MITCHELL
Co-Owner, Royal Recording Studios

MORGAN BECKFORD
Coordinator, In-School Partnerships, Memphis Music Initiative

BEN BERTHELOT President & CEO, Lafayette Convention and Visitors Commission

DAVID BOYD CEO, The Urban Associates Group

TY BOYLAND

TYLER BRADLEY
Director of Visible Impact, Visible Music College

JENNIFER BRADY
Memphis 3.0, City of Memphis

MATT BROWN Operations, Visible Music College

TAWANNA BROWN
Program Manager, Community Music Grants, Memphis Music Initiative

ROBERT BURACK
Fellow, Harvard Ash Center

MERSADIES BURCH

JOSH BURSI Student, University of Memphis

JAY BYERS CEO, Greater Des Moines Partnership

MATT CANTELON Halloran Centre Technical Director, Orpheum Theatre Group

ANGELICA CAREY
Municipal Planner, Memphis 3.0, City of Memphis

MEGAN CAROLAN
Marketing Coordinator, New Memphis Institute

CRYSTAL CARPENTER
Program Coordinator, Memphis Music Initiative

ELIZABETH CAWEIN
Founder, Music Export Memphis

ADRIANNA CHRISTMAS
Director, Stax Music Academy

JOY CHUANG International Development & Operations Coordinator, Live Nation

CINDY COGBILL
Programming & Marketing Director, Levitt Shell

JOSH COLLE City Councillor, City of Toronto

YE DAN Interpreter, University of Memphis

KIESHA DAVIS
Director, Grantmaking and Capacity Building

BRIAN DAVY
General Manager – Hotel and Student Housing, Music City San Francisco

DANYA DIXON
VP Programming, Canadian Music Week

PATRICK DONOVAN CEO, Music Victoria, Australian Music Industry Network

JOHN DOYLE
Executive Director, Memphis Rock 'n' Soul Museum/ Memphis Music Hall of Fame

LOWELL DUHON
Chief Administrative Officer, Lafayette Consolidated Government

KATE DURIO
Cultural Economy Assistant to the Mayor, Lafayette Consolidated Government

NATHAN DUVALL

TONYA DYSON
Marketing and Programs Director, Memphis Slim House Collaboratory & Founder, NeoSoulsville

MARTIN ELBOURNE
The Great Escape/ Glastonbury Festival/Music Cities Convention

ETHAN ELLESTAD

MELISSA ELLIOTT
Vendor Rep, Old Town Trolley Tours of Nashville

JENNIFER SIEN ERICKSON
Manager of Arts & Culture, Metropolitan Area Planning Council

EMILY EVANS
Independent Contractor, Freedom Cleaning

HANNAH EVON
Communications Specialist, Memphis Brand Initiative

SCOTT FETTERS
Director, 2112

ALYSSA FEUERER
Marketing Director, Radio Milwaukee

DAYNA FRANK
President & CEO, First Avenue Productions

DAVID FRENCH
President and CMO, Memphis Brand Initiative

AARON FRIEDMAN
President, Make Music Alliance

SANDRA GAJIC
Director, Vancouver Civic Theatres

LISA GEDGAUDAS
Create Denver Program Adminstrator, Denver Arts and Venues

DR. CARLETON S. GHOLZ
Founder & Executive Director, Detroit Sound Conservancy

THERESA GIANNETTI
Assistant to Detroit, The Detroit Music Foundation

RAY GILLEY
President, Decide DeKalb Development Authority

CODIE GLOBAL
General Manager, The 7 2 and Slow Motion Soundz

STORM GLOOR Associate Professor, University of Colorado Denver

JULIE GLOVER
Economic Development Program Administrator, City of Denton, Texas

ABBY GOLDSTEIN
General Manager, WYEP 91.3

MICHAEL GORDON
Senior Downtown City Planner, City of Vancouver

ELKA GOTFRYD
Senior Associate, Project for Public Spaces

ALEX GREENE Journalist, The Memphis Flyer

GUEST OF ANDREW BAKER Guest, Director, DeKalb County Planning & Sustainability Department

DUYGU GUN
Founder, Festywise

DERON HALL
Chief Executive & Innovation Officer, Memphis Arts Engine

ANJELICA HALL
CEO, Hardin McLean Agency

AMBER HAMILTON COO, Memphis Music Initiative

SHECHINAH HAMPTON
Student, University of Memphis

JARIN HART
Executive Director, Des Moines Music Coalition

TOM HAWLEY
Head of International Development, Live Nation

BRYAN HAYES
Executive Director, Roots & American Music Society

JASMINE HIRT Marketing & Event Services Assistant, The Cannon Center for the Performing Arts

ELIZABETH HORNOR
Student, University of Memphis

JON HORNYAK
Senior Executive Director, The Recording Academy Memphis Chapter

MILTON HOWERY
PR & Communications Manager, Memphis Convention & Visitors Bureau

MEMPHIS 2017 DELEGATES

JEFF HULETT
Public Relations Director, Memphis Convention & Visitors Bureau

TAMMY HURT
Founding President, Georgia Music Partners

DARREN ISOM
Executive Director, Memphis Music Initiative

SHELBIA JACKSON
Director, DeKalb Entertainment Commission

ERIC JACKSON
Captain, DeKalb Fire Rescue

SHELBIA JACKSON
Director, DeKalb Entertainment Commission

DAVID JACOBS
CEO, Festyvent

PETER JACOBSEN
General Manager, Music City SF

MICHAEL JBARA
CEO, MQA Limited

LUKE JONES
Events & Marketing Manager, Sound Diplomacy

VICTORIA JONES
Executive Director, The CLTV

SHEOYKI JONES
Film and Entertainment, Invest Atlanta

ABBEY JUDD
Strategic Partnerships Coordinator, Levitt Shell

JAANUS JUSS
Founder & CEO, Telliskivi Creative City

KEVIN KANE
President & CEO, Memphis Convention & Visitors Bureau

ASHLYE M. KEATON
Co-Founder & Supervising Attorney, ELLA Project

SHAWN KING
Musician, Devotchka & Colorado Music Ambassador

LAWRENCE H KING
Founder, Make Music Detroit

RACHEL KNOX
Program Officer, Hyde Foundation

JEFF KOLLATH
Executive Director, Stax Museum of American Soul Music

SVANHILDUR KONRÁÐSDÓTTIR
Director, Harpa

MATTHEW KOWAL
Denver Music Strategy | FACTOR Canada Mission, Majestic Collaborations

TROY KOWALCHUK
Student, University of Memphis

JOHNNY KROENZE
Director of Finance and Operations, Memphis Music Initiative

PAUL KWAMI Student, University of Memphis

GREG LAMBOUSY Director, New Orleans Jazz Museum

TAYLOR LANDER
Director of Marketing, Avondale Brewing Co

LIZ LARIN CEO, Digital Opts & Sound Design, Music Art Embassy Detroit

DAN LEE Managing Director, Gaw Capital

KEITH D. LEE
TArts Administrator and Researcher, Nonprofit and Arts Management Consultant

DAVID LEWIS
CEO & Founder, AudienceNet

CHARLES LI
CEO, Crosspointe International Consulting and Executive Director of International Mus

HSING LIU
President, 3 People Travel Service, Nashville, TN, USA

KIM LLOYD
Owner, BMR Productions

JAMES LOCKRIDGE
Executive Director, Big Heavy World

MORIAH LOYA
TDC Director of Operations, The Consortium MMT

IGOR LOZADA Head of Culture, City of Guadalajara

YUKI MAGUIRE
Owner/Creative Director, Three Tree Creations

BETTY MARIN
Artist, Educator, and Social Justice Worker

SUSAN MARSHALL
Recording Artist/Producer

MATT MASTERS
Program Leader, Alberta Music Cities

LAWRENCE MATTHEWS
Musician

GLENN MAX
Artistic Director, Village Underground

RENISHA MAYES
Program Services Coordinator, The Consortium MMT

MATT MCARTHUR
Executive Director, The Record Co.

KIMBERLY MCCARSON
Economic & Business Liaison, City of Austin

COLLEEN MCCARTNEY
Office & Program Coordinator, ArtsMemphis

LAUREN MCCURDY
Director of Marketing, Good People Brewing Co

DUNCAN MCKIE
President, FACTOR

BRYCE MERRILL
Music Programs Manager, Bohemian Foundation

MÓNICA MIRELES TORRES
Project Associate, UNIDO

SAMSON MOBASHAR
Program Officer, Hyde Foundation

JORAM MONDIE
Photographer, Averell Mondie Photography

ELIZABETH MONTGOMERY
Controller, The Blues Foundation

CAITLIN MORRIS
Music Programs Project Coordinator, Bohemian Foundation

DEE DEE MURRAY
Consultant, DeKalb Entertainment Commission

BARBARA NEWMAN
President/CEO, Blues Foundation

KINCHEN "BUBBA" O'KEEFE
Partner, Clarksdale Collective, LLC

ALEX OTTONE Student, University of Memphis

SHAWN PATRICK
Music and Artist Development, RCPCompanies/MidCity Huntsville

RILEY PHIPPS
Music Programs Project Manager, Bohemian Foundation

DON PITTS
President, Sound Music Cities LLC

ANNE PITTS
Executive Director, Levitt Shell

MICHELE PRESTON
Affliate, Americana Music Triangle

AUBREY PRESTON
Founder, Americana Music Triangle

AMAND PUGH
Administrative Assistant, Memphis Music Initiative

JIM RAWLINSON
Economic Development, Develop Indy/City of Indianapolis

JESSICA RICHARD
Brand Coordinator, Memphis Brand Initiative

KIRSTY RIVERS
Manager, Contemporary Music, Creative Victoria

NATHAN ROBINSON
Student, Rhodes College

DAVID ROSEBERRY
Videographer, Davidroseberry.com

SARAH ROSEBERRY
Videographer Davidroseberry.com

LYNN ROSS
Cultural Planner, City of Vancouver

LAUREN ROTH DE WOLF
Manager, Africa Express

ELIZABETH ROUSE
CEO, ArtsMemphis

GUNEL SADIGOVA
Student, Universita Della Svizzera Italiana

VICTOR SAWYER
Fellowship Coach, Memphis Music Initiative

TOM SCHARF
Music Programs Director, Bohemian Foundation

MEMPHIS 2017 DELEGATES

MICHAEL SEMAN PHD
Director of Creative Industries Research, University of Colorado Denver

ERICA SHAMALY
Music & Entertainment Division Manager, City of Austin

SHAIN SHAPIRO
CEO, Sound Diplomacy

JON SHIVERS
Director of Beale Street, Beale Street Management

SUZIE SHOEMAKER
Manager Sport/Group/ Event Sales, Florence Lauderdale CVB

VANESSA SILBERMAN
Senior Director of Communications, Mortimer & Mimi Levitt Foundation

KAREN SILHOL
SVP, RIAA

RACHEL SKAGGS PHD
Candidate, Vanderbilt University

RUFUS SMITH
Program Director, Notes for Notes

AMY SPICER
Admission's Director, Visible Music College

SUZETTE SURKAMER
Executive Director, South Arts

GARRETT SWAN
Student, University of Memphis

BOB TARREN
Chief Marketing Officer, MAD – Murphy Arts District

AMY TERRILL
Executive Vice President, Music Canada

ANDY THOMAS
Associate Director, Levitt Pavilion Denver

KIM THOMAS
Director, Visible Community Music School

BRITTANY THOMAS
Student, University of Memphis

JANET THOMPSON
Coordinator, In-School Leadership and Engagement, Memphis Music Initiative

PHILIP THOMPSON
Director of Marketing, Memphis Brand Initiative

ADRIAN TONON
Co-Founder, The Detroit Music Foundation

PHIL TRENARY
President & CEO, Greater Memphis Chamber

ANASA TROUTMAN
Founder & CEO, Eloveate

JAX TURYNA
Marketing Director, hellowater

LORIN "SATURNA" VINCENT
Singer/Songwriter/Deejay, thinkhead.com

KIM VU-DINH
Clinical Faculty, University of Arkansas Bowen School of Law in Little Rock

GEBRE WADDELL
Chief Executive Officer, Soundways, Inc.

BRIAN WAGNER
Assistant Commissioner Marketing, TN Department of Tourist Development

WEI WANG
Interpreter, University of Memphis

DEBORAH WARNICK
Director of Community Relations, Williamson County Convention & Visitors Bureau

DENG WEI
Head of Publicity, Dept. of Dayi County, Chengdu

MEGAN WEISINGER
Sr. Manager, Business Development, Visit Franklin

REID WICK SR.
Membership & Project Manager, Recording Academy

MIROSLAV WIESNER
Surefire Agency, Founder & General Manager

MORNA WILLENS
SVP, RIAA

BERTRAM WILLIAMS
Artist

DEBBIE WILSON
Executive Director, Muscle Shoals Sound Studio

TOM WINDISH
Director, Paradigm Agency

PAT MITCHELL WORLEY
Founder, FanfareCR

FENTON WRIGHT
Vice President/ Executive Director, The Consortium MMT

DUAN WUXI
Deputy Manager of Marketing and Planning Company, Chengdu Commercial News

BRIAN WYNDER
Student, University of Memphis

ZHANG XUEWEN
Deputy Director, Chengdu Culture, Radio, TV and Press Bureau

CAMERON YATES
Halloran Centre Event Manager, Orpheum Theatre Group

SHARON YAZOWSKI
Executive Director, Mortimer & Mimi Levitt Foundation

BEN YONAS
Music Business Department Head, University of Memphis

FAN YOUBING
Deputy Director of North American Division, Chengdu Foreign Affairs Office

DREW YOUNG
US Consultant, Sound Diplomacy

CHRIS ZACHER
Founder & Executive Director, Levitt Pavilion Denver

TANG ZHONGQUAN
Deputy Director, Music Business Division of CCRTVPB

CHERYL ZIMLICH
Executive Director, Bohemian Foundation

OLIVIER ZUCKER
CFO, Festyvent

CONTACT US

Please feel free to get in touch with us regarding any Music Cities Events inquiries.

General Information
Email: luke@sounddiplomacy.com
Tel: +44 207 613 4271