MUSIC CITIES AWARDS

BY MUSIC CITIES EVENTS

Music Cities Awards 2020

The Inaugural Ceremony for the Global Music Cities Awards

23 SEPTEMBER 2020
FULLY VIRTUAL,
LIVE CEREMONY

Music Cities Events alongside Sound Diplomacy are proud to bring to you the first ever Music Cities Awards.

As part of our fully virtual ceremony we will be hosting a live webinar for each of our nine award categories. All of our official nominees are joining their webinar and we have a mix of award judges and global experts moderating the talks, before announcing the winner at the end of each webinar.

Music Cities Events

Music Cities Events organises world-leading international conferences on the topic of music cities, produces the leading international awards ceremony Music Cities Awards, and runs the Music Cities Community, the first-ever platform for professionals in all industries using music to create more value in towns, cities & places.

In everything Music Cities Events does, it aims to showcase the best uses of music by individuals, organisations and cities all over the world.

UPCOMING GLOBAL EVENTS:

Music Cities Convention
(Hybrid Virtual & In-Person)
Seoul, South Korea
11-12 November 2020

Music Tourism Convention
Cleveland, Mississippi, USA
Sept 29-2 Oct, 2021

For all upcoming Music Cities Community events, head to:
musiccitiesevents.com/community-about



What are the Music Cities Awards?

The Music Cities Awards is a global competition designed to acknowledge and reward the most outstanding applications of music for economic, social and cultural development in cities and places all around the world.

The awards also aim to promote best practice and demonstrate the value of music to the world.

CATEGORY #1

Best Use of Music in Towns & Cities (Under 500k Population)

CATEGORY #2

Best Use of Music in Cities (Over 500k Population)

CATEGORY #3

Best Music Cities Initiative to Directly Support Musicians

CATEGORY #4

Best Use of Music to Drive Tourism

CATEGORY #5

Best Use of Music to Support Sustainability

CATEGORY #6

Best Night Time Economy Initiative

CATEGORY #7

Best Use of Music in Property Development/ Real Estate

CATEGORY #8

Best Global Music Office

CATEGORY #9

Public Service Award for a Leading Music Cities Professional

The Jury

Our 2020 Music Cities Awards jury is composed of a global mix of music cities professionals, from former label presidents to musicians to former secretary's of culture to leading urban studies theorists.

AL BELL, FORMER CHAIRMAN & OWNER OF STAX RECORDS/ FORMER PRESIDENT OF MOTOWN RECORDS GROUP/CHAIRMAN & CEO, AL BELL PRESENTS (USA)



Al Bell is the former Chairman and Owner of Stax Records, where he was responsible for the careers of numerous music icons and the overall direction of American soul music and subsequently served as President of Motown Records Group.

Today, Mr. Bell is the Chairman and CEO of Al Bell Presents, LLC., presenting a unique new paradigm of business innovation within the greater music industry. Mr. Bell has received numerous honours; including the Grammy Trustees Award, as well as being inducted into the Official Rhythm & Blues Music Hall of Fame and the Arkansas Business Hall of Fame, to name just a few.

AUBREY PRESTON, REAL ESTATE ENTREPRENEUR/FOUNDER OF THE AMERICANA MUSIC TRIANGLE/ OWNER, RCA STUDIO A (USA)



Aubrey Preston is a Nashville-area real estate entrepreneur, avid preservationist and lifelong student of music history. He founded the nonprofit Americana Music Triangle preservation project to educate visitors from around the world on the geographic and creative roots of America's most influential cultural export: the nine genres of music born in the culturally rich region between New Orleans, Nashville and Memphis.

Some of Preston's other community projects include preservation and redevelopment of the historic village of Leipers Fork, an effort that helped launch the nonprofit Land Trust for Tennessee; developing the Tennessee Trails and Byways initiative, executed by the Tennessee Department of Tourist Development; preserving and restoring the historic Franklin Theatre in downtown Franklin, Tennessee; establishing the Kids on Stage Foundation; the purchase and preservation of the endangered historic RCA Studio A on Music Row in Nashville, Tennessee, and most recently; the purchase and preservation of the Thomas Hart Benton historic homesite.

BRIAN RITCHIE, BASSIST, VIOLENT FEMMES/MUSIC CURATOR, MONA/ORGANISER, MONA FOMA (AUSTRALIA)



Brian Ritchie's musical career extends across the fields of rock, classical, folk, blues, Japanese traditional music and beyond. He first came to international prominence as bassist/multi-instrumentalist with post-punk trio Violent Femmes. He has also performed and recorded with artists such as Rodriguez, Lou Reed, Australian Chamber Orchestra, electronic music pioneer Pierre Henry and many more. He is a licensed teacher and performer of the shakuhachi, Japanese Zen flute.

Brian moved to Tasmania in 2007 and became the Music Curator at Mona (Museum of Old and New Art). In this capacity he organises MONA FOMA (Museum of Old and New Art Festival of Music and Art). MONA FOMA has won the coveted Helpmann Award for Best Contemporary Music Festival three times and the 2016 Sidney Myer Performing Arts Award.

Brian is an avid mentor of local musicians in Tasmania and has had long-term engagement with Australasian indigenous musicians. He mentors Aboriginal musicians at the annual Bush Bands Bash in NT, directed music for the project "Spirit of Churaki" as part of the Bleach Festival for Commonwealth Games on the Gold Coast and with Big hArt in Roebourne in WA. He is the Chair of the Australian Art Orchestra Board of Directors.

The Jury

CHERRY CHAN, CHAIRPERSON, RENAISSANCE FOUNDATION (HONG KONG SAR CHINA)



Cherry Chan is a longtime avid advocate of creativity and the arts. She is currently Chairperson at Renaissance Foundation, a non-profit organization that discovers and nurtures young independent artists in multiple disciplines across Greater China. Ear Up is Renaissance Foundation's flagship music program, that provides sustainable support to independent musicians, from incubation to reaching international audiences around the world.

Cherry has also been a visionary business builder-connector, strategic marketer and all-round implementer working in various frontier settings in her career, with a solid track record of translating vision into reality: signing a Beijing brand to a Japanese record label in the 90's, building the first supply chain office for a billion dollar fashion brand, and heading the first large scale private revitalization project in Hong Kong. She was also a columnist at the Hong Kong Economic Journal and a radio show host on Commercial Radio in Hong Kong.

DR. LEE, DONG-YEUN, PROFESSOR AT KOREA NATIONAL UNIVERSITY OF ARTS/ ORGANISER, GLOBAL MUSIC CITY SEOUL/CO-ORGANISER OF THE DMZ PEACE TRAIN MUSIC FESTIVAL/DIRECTOR, PLATFORM CHANGDONG61 (SOUTH KOREA)



Lee, Dong-yeun is currently a professor at Korea National University of Arts. He is teaching cultural theory, art policy and cultural planning at the university. He is also working on MP of "Seoul Arena Project and Global Music City Seoul", and is the general director of Platform Changdong61 as well as a co-organizer of the DMZ Peace Train Music Festival. As one of the representative activists of cultural studies in Korea, he has published over twenty books including "The Logic of Cultural Capital" and "The Formation of Alternative Cultures".

EM EKONG, FOUNDER, URBAN INCLUSION COMMUNITY/ PR & COMMUNICATIONS DIRECTOR, UNITED CITIES AND LOCAL GOVERNMENTS OF AFRICA (GHANA/UK)



Em has worked as a business and economic development consultant for over 20 years in London and West Africa: Working with agencies such as UN Women, Oxfam, London Development Agency, European Union, and Soros Economic Development Fund. She has managed pioneering women's economic development programmes, and developed black entrepreneurship programmes. In her years as a business advisor Em has worked with over 5,000 enterprises and third sector organisations in London, Accra, Lagos, and Freetown. Recently, Em joined forces with the ETK Group in the UK and GFA Consulting Ltd in Ghana to launch innovative support programmes for SMEs.

12 years ago, Em set up a social enterprise called Urban Inclusion Community with two other colleagues and in the last 7 years, Urban Inclusion opened offices in Ghana, West Africa.

KIM-MARIE SPENCE, RESEARCHER/ LECTURE, SOUTHAMPTON SOLENT UNIVERSITY & UNIVERSITY OF WEST INDIES (JAMAICA/UK)



Kim-Marie Spence is a postdoctoral researcher at Southampton Solent University (UK) specialising in cultural industries and cultural policy, with a focus on the music industry. She is also an adjunct lecturer in media and communication at University of the West Indies (Jamaica). She has done significant academic and policy work on the Non-West popular culture industries of reggae, Bollywood, K-pop and K-drama. Kim-Marie is a former Rhodes Scholar and Head of Creative Industries in the Jamaican government. She has also worked with UNESCO on the Representative List of Oral and Intangible Heritage. Kim-Marie is co-author of Global Cultural Economy with Routledge Publishers with articles published in Journal of Arts Management, Law & Society and Journal of Popular Music & Society. She is also a contributor to online forums, such as Policy Forum and Pursuit. Among her projects, she is currently writing a chapter on Jamaican music policy for a Bloomsbury volume and also on cosmopolitanism in K-pop. Kim-Marie therefore has been involved in the music industry(ies) from academia, policy and industry.

The Jury

MARÍA CLAUDIA LÓPEZ, FORMER SECRETARY OF CULTURE, LEISURE & SPORT, CITY OF BOGOTA (COLOMBIA)



María Claudia López has devoted her career to arts, culture and heritage. With 24 years of experience she has led public policies, plans and programs in the fields of cultural heritage, cultural infrastructure, reading & libraries, music, historical centers, social security for artists, cultural and creative economy and street art, among others.

Mrs. López holds a Masters degree in Architectural Conservation and a diploma in High Governance and in Culture and Community. María Claudia has previously held the roles of National Director for Cultural Heritage, Deputy Minister of Culture of Colombia and Secretary of Culture, Recreation and Sports for the City of Bogotá.

She has participated as a speaker in several international conferences such as UCLG Culture Summit, Music Cities Convention and World Urban Forum. She has been representative of Colombia in the World Heritage Committee, the Forum of Ministers of Culture of Latin America and the Caribes, among others. Recently, she chaired the 14th session of the Intergovernmental Committee for the Intangible Cultural Heritage of UNESCO in 2019.

RICHARD FLORIDA, PROFESSOR AT UNIVERSITY PROFESSOR AT UNIVERSITY OF TORONTO/ AUTHOR, THE RISE OF THE CREATIVE CLASS/FOUNDER, THE CREATIVE CLASS GROUP



He is a researcher and professor, serving as University Professor at University of Toronto's School of Cities and Rotman School of Management and a Distinguished Fellow at NYU and Florida International University.

He is a writer and journalist, having penned several global best sellers, including the award winning The Rise of the Creative Class and his most recent book, The New Urban Crisis published in April 2017. He serves as senior editor for The Atlantic, where he co-founded and serves as Editor-at-Large for CityLab.

He is an entrepreneur, as founder of the Creative Class Group which works closely with companies and governments worldwide.

SANDRA WALL, TRADE AND INDUSTRY DEVELOPMENT, CREATIVE SECTOR & FOCAL POINT, UNESCO CITY OF MUSIC, MUNICIPALITY OF NORRKOPING (SWEDEN)



Sandra Wall worked for twenty years in the Swedish news media industry as a culture and entertainment editor before becoming an active part of Norrkoping's city development as the project manager of Musikhuvudstaden. When Norrkoping was designated a Unesco City of Music in 2017 Sandra became the focal point for the work in the Global Creative Cities Network for the achievement of Agenda 2030 and the New Urban Agenda.

Sandra is employed by the municipal Trade and Industry Department, where her earlier work in media, culture, social innovation, film, theatre and Agenda 2030 came together.

The Schedule

12.15PM–1.00PM UTC / AWARD #8

Webinar: Why Should Every City Have a Music Office?

Brian Ritchie (moderator), Curator/Musician, Violent Femmes/Mona (Australia)

Jayne White, Music Specialist, Memphis Tourism (USA)

James Lockridge (CATEGORY WINNER), Executive Director, Big Heavy World (USA)

Patrick Donovan, CEO, Music Victoria (Australia)

Our nominees have been recognised for their work in helping to support, develop and promote their music ecosystems and musicians. Their city is one of the lucky ones, as most cities in the world do not have a role designated to supporting their music ecosystems. Before we announce the winner, our nominees will discuss their main tasks, why every city should have a music office and how your city could set one up.

1.00PM–1.45PM UTC / AWARD #5

Webinar: Music & Sustainability: How Does Music Fit into the United Nations' Sustainable Development Goals?

Cherry Chan (moderator), Renaissance Foundation Hong Kong, (Hong Kong SAR China)

John McKenna, Executive Director, Operation Respect (USA)

Sister Susan Frazer (CATEGORY WINNER), Area Administrator, Sisters of Mercy (Jamaica)

Pranitan Pete Phornprapha, Founder, Wonderfruit Festival (Thailand)

Spanning the US, Jamaica and Thailand, our nominees are taking it upon themselves to create greater sustainability when it comes to music training for at risk youth, maintaining music scenes, using music to develop safer cities and developing carbon neutral and waste free events. Join this webinar to learn about music's role in achieving the UNs SDG's before we announce the award's winner.

2.00PM–2.45PM UTC / AWARD #9

Webinar: How Can Individuals Make an Impact in their Music City?

Kim-Marie Spence (moderator), Postdoc Researcher, Solent University (UK)

Kevin McManus, Head of UNESCO City of Music, Culture Liverpool (UK)

Kick Lee, Executive Director, Cincinnati Music Accelerator (USA)

Anita J. Dixon (CATEGORY WINNERS), Principal, Cultural Arts Consultant/UNESCO Creative City-KC (USA)

Jacob Wagner, Associate Professor, UMKC (USA)

Each of our nominees has been integral to the development of their city, from gaining UNESCO City of Music status, to running music accelerators to assist in aiding the growth of local musicians, to developing world-renowned music attractions and creative industry development agencies.

Every city needs individuals who realise the potential of music in their city and who work tirelessly to ensure their city's music ecosystem is as vibrant and effective as possible. Learn from our nominees on how they got to where they are now and how you could do the same in your city.

2.45PM–3.30PM UTC / AWARD #4

Webinar: Music as a Key Tourism Driver

Lucas Knoflach (moderator), Managing Director, German Office, Sound Diplomacy (Germany)

Bubba O'Keefe (CATEGORY WINNER), Executive Director, Coahoma County Tourism Commission (USA)

Jayne White, Music Specialist, Memphis Tourism (USA)

Ivan Petrović, Board President, EXIT Foundation (Serbia)

Using music as a key driver for a city's tourism efforts is a fast growing trend all around the world. More cities are understanding the value that their music heritage and current music scene creates for them in terms of branding and attracting visitors. Join this webinar to find out the award winner, but also to learn from two tourism boards on how they're using music as their key tourism driver and from one of the biggest music festivals in the world on how tourism has been vital for them.

3.30PM–4.15PM UTC / AWARD #7

Webinar: Harnessing Music's Potential in Property Development and Real Estate

Em Ekong (moderator), Founding Director, Urban Inclusion Community (UK/Ghana)

Teresa Knox, Owner and Developer, The Church Studio (USA)

Aneesha Marwah, Project Manager, Artspace Projects Inc (USA)

Márton Horn (CATEGORY WINNER), Head of Project Development, Hungarian House of Music (Hungary)

Our nominees developments range from renovating a historic recording studio to showcase a city's history of rock and roll and provide a modern usable space, to creating perpetually accessible and affordable homes for artists, to creating a national music hub to showcase a country's musical heritage whilst providing a space for performances and learning.

We'll be bringing our nominees together to discuss how and why they're harnessing music's potential through real estate, and why this should be an option considered by all.

The Schedule

4.30PM–5.15PM UTC / AWARD #2

Webinar: How Can Major Cities Use Music to Improve the Lives of their Citizens?

Sandra Wall (moderator),
Unesco City of Music Norrköping, Municipality of Norrköping, Creative Industries Development (Sweden)

Detlef Schwarte, Director Conference, Reeperbahn Festival (Germany)

Fabiana Batistela,
Director, SIM São Paulo (Brazil)

María Claudia Parias Duran (CATEGORY WINNER),
Executive President, Fundación Nacional Batuta (Colombia)

Each of our nominees are playing an integral role within their city or country in helping to provide a healthier, more equitable and more vibrant place to live for their citizens. Join our webinar to find out our winner, but also how our nominees are improving the quality of life for children through music education, creating more equality in the music industry, and connecting music stakeholders from all parts of a city of 12 million+.

5.15PM–6.00PM UTC / AWARD #6

Webinar: Best Night Time Economy Initiative

Jett Glozier (moderator),
UK Lead – Music, Culture & Infrastructure, Sound Diplomacy (UK)

Yoana Tulumbadzhieva (CATEGORY WINNER),
Regeneration Project Manager, London Borough of Waltham Forest (UK)

Bubba O'Keefe,
Executive Director, Coahoma County Tourism Commission (USA)

Mark Harold, Director,
Vilnius Night Alliance (Lithuania)

Our nominees for this award provide a great overview of what is vital in developing your night time economy. From supporting musicians to lobbying for greater support from the government to investing in the NTE to boost a location's attractiveness to visitors and residents. Join us for this panel to find out who wins, but also why it is just as important to invest in a city or town after 6pm as it is before.

6.00PM–6.45PM UTC / AWARD #1

Webinar: Best Use Of Music In Towns And Cities (Under 500k Population) Award in partnership with Visit Macon

Valerie Bradley (moderator),
Vice President of Marketing, Visit Macon (USA)

Maria Rut Reynisdottir, Project Manager, Reykjavik Music City (Iceland)

Stacy Sims (CATEGORY WINNER),
Founder &
Director, The Well (USA)

Kelly Girtz, Mayor of Athens Georgia (USA)

From bringing a city's music ecosystem together to understand how to support them & implementing solutions, to providing mindful music moments for 70,000+ students, to using a city's music heritage to help nurture new talent, our nominees for this award show the diverse applications of music in smaller cities. Join us to learn more about what they're doing and to find out the winner.

6.45PM–7.30PM UTC / AWARD #3

Webinar: How can Cities Directly Support their Musicians?

Kate Durio (moderator),
Senior US Project Lead, Sound Diplomacy (USA)

Lamon Marshall Shapman (CATEGORY WINNER), Musician, Explosión Negra & Beneficiary of the Ruta Medellín Me Cuida (Colombia)

Elizabeth Cawein, Executive Director, Music Export Memphis (USA)

Colin Kendrick, CEO, Black Fret (USA)

Although there are many applications of music within city development, if musicians aren't able to create and perform then those benefits and applications disappear. Musicians are vital to any striving music city, and with this award we wanted to recognise those organisations working to directly support their musicians. Join us to learn how our nominees are protecting musicians from the fallout of COVID-19, providing paid performances during the pandemic, and providing musicians with paid ambassadorial roles for their city.

The Nominees

CATEGORY #1

IN PARTNERSHIP
WITH VISIT MACON

Best Use of Music in Towns & Cities (Under 500k Population)



ATHENS, GEORGIA (USA)

The Athens, Georgia application focused on the independent music community in Athens as a whole, whilst going into detail on some of their unique elements that help combine to create a community focused on the health and wellbeing of its musicians. Their bid highlighted current and recent projects including; 1.) Nuçi's Space which advocates for and helps to alleviate the suffering for musicians living with a brain illness whilst fighting to end the stigma of mental illness, 2.) AthFest Educates, a non-profit committed to sustaining and advancing music and arts education for youth in Athens-Clarke County. 3.) The Wild Rumpus, a popular annual Halloween Event with a focus on music.



REYKJAVIK MUSIC CITY (ICELAND)

Reykjavik Music City is a project initiated by the City of Reykjavik with the aim of creating favourable conditions for musical activities throughout the city. Officially established in late 2017, the project spent the following year mapping the city's music infrastructure before launching a number of initiatives in 2019 that all use music as a vehicle for growth, creation and community-building. Reykjavik is praised for its strong traditions of grassroots initiatives and cross-pollination within the music scene but research revealed a need for organised mentorship, knowledge-sharing and structured support for the sector to grow further. Via the actions described below, Reykjavik Music City established a steady flow of communication between associated actors, facilitated new inputs, and created circumstances for experience exchange and community-building, resulting in rewarding collaborations and innovative approaches to the use of music in the city.

MINDFUL MUSIC MOMENTS

THE WELL (USA)

CATEGORY WINNER

The Well focuses its application on the project Mindful Music Moments, which aims to improve the mental and emotional well being, connectedness, and effectiveness of all citizens through arts integration, mindfulness, music, movement and healing-centered practices.

The project is a daily school-year program that begins each year when students return to school, with the project adapting to COVID-19 by allowing for use either at school, at home or blended. Mindful Music partners with orchestras, operas and other performing arts organizations to create a mindful listening practice every school day. The project is now used in more than 150 PreK-12 schools, camps and social service organizations daily and climbing, touching 70,000+ students in a calming and focusing ritual.

The Nominees

CATEGORY #2

Best Use of Music in Cities (Over 500k Population)

FUNDACIÓN NACIONAL BATUTA (COLOMBIA)

CATEGORY WINNER

The Batuta Foundation's mission is to improve the life quality of Colombian children, adolescents, and young adults through a music education program, focused on collective practice, social inclusion, rights and cultural diversity. Batuta Foundation works towards generating reconciliation and coexistence spaces, and the development of personal abilities. They democratize the access of young people and their communities to a cultural offer, work towards social integration and strengthening musical, cultural, and educational processes all around Colombia.

Batuta has also drastically altered its approach due to COVID-19, having designed 1,780 virtual pedagogical activities, which are shared through tools such as Facebook, email and WhatsApp. Its remote musical training strategy, which was implemented from the second week of June seeks to reach more than 13,000 Colombian homes, through the production of printed and USB teaching material, and the creation and transmission of the radio program "Batuta Al Aire", which will support musical initiation with the participation of the family.



REEPERBAHN FESTIVAL (GERMANY)

Reeperbahn Festival combines a diverse line-up of new, international talents with a programme comprising of a wide range of themes in a progressive music marketplace. The event pivoted to be held virtually this year with more than 1,100 unique events from 16-19 September 2020.

As well as its focus on new music and its integral role in the branding of Hamburg as a music city, the festival also has an incredibly strong social focus, helping to lead in the second phase of the Keychange initiative, which has the mission to create a 50:50 gender balance at festivals and events by 2022. The festival is also taking a leading role in the movement to use music as a tool to achieve the UNs Sustainable Development Goals, hosting a yearly half-day conference on the topic with representatives from the UN and EU Commission.

SIM SÃO PAULO (BRAZIL)

Semana Internacional de Música de São Paulo (São Paulo Music Week) is one of the most important music conventions in Latin America. During five days, the city becomes a meeting point for professionals from all sectors of the music industry, as well as artists and media from both Brazil and abroad.

SIM developed the project "Transforma" in 2016 in order to boost and connect producers and artists from the city suburbs with the music industry, SIM Transforma has established itself as a platform for permanent dialogue between the various corners of the city and the market. In its early years, the actions included talks, workshops, cultural activities, pocket shows and movies during the conference. In 2017, the project began to grow, and in eight days of activities, it visited five suburban districts, which increased further in 2018 & 2019.

SIM believes that music has the power to overcome social and geographic barriers. The continuous exchange experience between the city/marker center and the suburbs demonstrate that music has the potential to turn dreams into plans, thereby changing people's lives.

The Nominees

CATEGORY #3

Best Music Cities Initiative To Directly Support Musicians



BLACK FRET (USA)

Black Fret is a nonprofit with the mission to enable the creation and performance of new music by Austin's exceptional local musicians. Passionate local music fans become members, paying annual dues, nominating the bands they love, gathering to see them perform in live music venues all over the city and voting at the end of each year to allocate cash grants directly to musicians, the funds of which are unlocked by artists through simple milestones (such as creating new songs or recordings or performing for other local nonprofits). To date, Black Fret has paid out over $1.6 million in grants and performance fees directly to Austin musicians.

One focus for Black Fret's application was Austin Love & Lightstream, the only live music event that persisted despite the cancellation of SXSW in March 2020 due to COVID-19. The event was closed to the public and took place on a sterilized outdoor sound stage, Austin bands and personalities were live-streamed six hours a day, from Tuesday, March 17th to Saturday March 21st, 2020, from local venue Scholz Garten. This multi-day event celebrated Austin music in a safe and responsible way, bringing original performances into living rooms all around the globe, providing $24,000 in performance fees, whilst providing visibility for local artists.



MEDELLÍN´S MAYORS OFFICE (COLOMBIA)

CATEGORY WINNER

Medellín's application focuses on its approach to combat the negative consequences of Covid-19. They created a strategy with six key approaches; 1. Support to the artistic and cultural sector (Music), 2. Bringing musical culture closer to citizens, 3. Articulated work with the Mayor's Office through music, 4. Donation for Medellín with the participation of the city's musical ambassadors, 5. Caravans of Hope, and 6. Medellín takes care of me.

This strategy included the initiative Medellín Me Cuida Route, which was a travelling stage designed to economically reactivate the city's artistic and cultural sector. As part of this, the city created three open trucks with each having a presenter, and musical groups performing. The trucks covered 150 kilometres in 80 neighborhoods, and provided musicians with the opportunity to carry on performing and earning money, and citizens the opportunity to experience live music in a time of lockdown.



MUSIC EXPORT MEMPHIS (USA)

Music Export Memphis knew that artists living in Memphis were already touring the country and world sharing the Memphis music story, so they created a paid brand ambassador initiative. After piloting the Ambassador program from July-December of 2018 they managed to secure Brand Memphis as a long-term funding partner. Artists approved for the Ambassador grant receive unrestricted funds based on the amount of dates they're playing, band size and geographic reach. They can submit for funds up to two times per calendar year with no lifetime limit, and they are responsible for a set number of social media posts with required hashtags to meet the stipulations of the grant. This program sits at the center of a Venn diagram that the organisers think about often: mutual benefit for both the artists and city. They know that when their musicians represent Memphis, there is a halo effect in talent attraction and tourism.

The Nominees

CATEGORY #4

Best Use of Music to Drive Tourism



EXIT FESTIVAL (SERBIA)

EXIT 2019 broke several records, welcoming 56,000 visitors on the first day of the festival, gathering 200,000 visitors from more than 90 countries, and generating €16.4 million for the tourism industry of Novi Sad.

For the past twenty years EXIT has been one of the few Serbian brands to have contributed to changing Serbia's negative image and creating a positive picture for the rest of the world. In its 20-year long history, tens of thousands of articles and broadcasts have been published by leading foreign media outlets, and the event has been attended by over a million foreign visitors, while the total estimation for the festival's contribution to the city of Novi Sad and Serbia is more than €180 million.



MEMPHIS TOURISM (USA)

The Memphis Tourism Music Hub Department brought Jam In The Van to Memphis in September of 2019. Over the course of two days, the Los Angeles based solar powered mobile recording studio recorded 15 current Memphis bands and artists. As a result the musicians were featured on Jam In The Van's popular YouTube channel that has 300k subscribers. The subsequent videos produced by Jam In the Van worked to highlight Memphis as a destination, and brought current Memphis musicians to JITV's specific audience of music fans, resulting in over 85k views to a new audience of online music fans.



VISIT CLARKSDALE (USA)

CATEGORY WINNER

It took two decades of grassroots effort for Visit Clarksdale and an ad hoc group of supporters to build upon Clarksdale's blues past and to create a tourism future based on 365 nights of blues and a dozen annual festivals. Via a weekly "Sounds Around Town" marketing platform, they grew the music and spread the word, offering visitors live blues every night in restaurants and juke joints for over 3 years running. These tourism efforts fueled downtown revitalization, with increased tourism, an increase in population and an investment in infrastructure. They've gained 30+ overnight apartments, a 20-room hotel and award-winning hostel, whilst restaurant inventory has increased by 400%.

When the pandemic hit, Clarksdale moved the music online via LiveFromClarksdale.org, managing to maintain the tourism outreach. The virtual version of Live Blues Music 7 Nights A Week is allowing the city to reach existing tourist fans around the globe as well as new untapped markets, whilst promoting their musicians and venues as they weather the current storm.

The Nominees

CATEGORY #5

Best Use of Music to Support Sustainability



OPERATION RESPECT (USA)

Operation Respect is led by Grammy-award winning songwriters and recording engineers who visit cities around the world providing music as a channel to advance such issues as social equity, racial justice, diversity and conflict resolution. One specific initiative, The Parkland Project, was created from the demand to meet Sustainable Development Goals aimed at safer cities by mitigating mass shootings and other forms of violence, particularly from the youth-led perspective. Invited after the mass shooting in Parkland, Florida, Operation Respect launched The Parkland Project, culminating in the recording of songs penned by the youth, the music accompanying a campaign of social justice advocacy and public performances in cities around the world as an amplification of voices and an instrument of positive change.



SISTERS OF MERCY (JAMAICA)

CATEGORY WINNER

Led by The Sisters of Mercy in Jamaica, The Alpha Institute School of Music in Kingston, Jamaica is scheduled to complete renovations of 10,000 square feet in December 2020. Serving at risk youth since 1880, and a primary driver of Jamaican music since the 1890s, the Alpha Institute School of Music is transforming music education, entertainment and youth workforce development with a new, comprehensive music and music technology curriculum and a complimentary school-to-work programme designed to integrate with the local tourism industry. The project is taking significant steps toward achieving a more resilient, responsive and accessible music and entertainment ecosystem in the city, whilst achieving the SDGs of quality education and decent work & economic growth.



WONDERFRUIT FESTIVAL (THAILAND)

Wonderfruit is an annual arts, music and lifestyle festival that takes place at The Fields at Siam Country Club, outside Pattaya in Chonburi Province, Thailand. With an emphasis on participation and inclusion plus sustainability and social responsibility, the event features musical performances, art installations, workshops and talks, plus banquets by renowned chefs.

The event is leading the way in achieving the SDG of climate action. The initiatives implemented range from active encouragement of bringing your own refillable cup, or buying a biodegradable cup from the festival, to all of the structures for the event being built with locally sourced bamboo, to an on-site farm run by Thailand Young Farmers cultivating organic produce for the event. As a result of their hard work the festival has been named Carbon Neutral by Thailand's Greenhouse Organisation.

The Nominees

CATEGORY #6

Best Night Time Economy Initiative



LONDON BOROUGH OF WALTHAM FOREST

CATEGORY WINNER

The Walthamstow Night Time Enterprise Pilot, was funded by the Greater London Authority as part of a wider programme of support for Night Time initiatives in London. A series of evaluated pilot initiatives were delivered to unfold the potential of the High Street to be a hive of social, cultural and economic activity in the evening and at night.

One initiative as part of the pilot saw Walthamstow High Street reclaimed for use through a High Street Adventures event, which encouraged businesses to stay open longer into the evening and pairing them with local creatives and artists to host events. The project saw a 22% increase in footfall, 64% of participating businesses reported seeing new customers, 60% reported being busier than usual, 90% of businesses reported they would participate in similar events again in the future.

VISIT CLARKSDALE

It took two decades of grassroots effort for Visit Clarksdale and an ad hoc group of supporters to build upon Clarksdale's blues past and to create a tourism future based on 365 nights of blues and a dozen annual festivals. Via a weekly "Sounds Around Town" marketing platform, they grew the music and spread the word, offering visitors live blues every night in restaurants and juke joints for over 3 years running. These tourism efforts fueled downtown revitalization, with increased tourism, an increase in population and an investment in infrastructure. They've gained 30+ overnight apartments, a 20-room hotel and award-winning hostel, whilst restaurant inventory has increased by 400%.

When the pandemic hit, Clarksdale moved the music online via LiveFromClarksdale.org, managing to maintain the tourism outreach. The virtual version of Live Blues Music 7 Nights A Week is allowing the city to promote their musicians and venues as they weather the current storm. When the pandemic ends, Clarksdale, Mississippi, is hoping to be able to quickly restart its in-person, Live Blues Music 7 Nights A Week scene – helping to jumpstart local businesses.

VILNIUS NIGHT ALLIANCE

Vilnius Night Alliance is an organisation aimed at protecting the cultural, social and economic value of nightlife in Vilnius, Lithuania. VNA members believe in an open and inclusive Vilnius nightlife scene.

After Covid-19 hit and night-time businesses were left in the dark, Vilnius Night Alliance proposed a rescue plan, known as the "Night Fund", which was delivered to the Mayor's desk. The plan has been developed with the advice of international experts and economists and is supported by the Lithuanian Bar and Café Association, the Lithuanian Music Business Association, The Lithuanian National Creative and Cultural Industries Association and the Lithuanian Interdisciplinary Art Alliance.

The Nominees

CATEGORY #7

Best Use of Music in Property Development/ Real Estate



ARTSPACE PROJECTS

Artspace is a nonprofit organization that uses the tools of real estate development to create affordable places where artists can live and work. Artspace consistently develops these projects in ways that support stable, healthy communities, anchored in existing assets. Because Artspace owns each of the projects it develops, they are able to ensure that the spaces remain affordable and accessible to artists in perpetuity.

One recent project for Artspace is TRINIDAD SPACE TO CREATE, a demonstration project for Space to Create Colorado, the state-led initiative to create affordable creative sector and workforce housing and workspace in rural Colorado communities. The project will transform the entire 200 block of downtown Main Street into a dynamic complex that will combine three historic structures with distinct exteriors, linking the second stories of all three with 13 affordable, live/work apartments for creatives.



THE CHURCH STUDIO

Constructed in 1915, the historic church was turned into a world-renowned recording studio and home office to Shelter Records in 1972 by Rock & Roll Hall of Famer and Grammy Award-winning artist, Leon Russell. So many musicians walked through the doors during the 1970s including Tom Petty, Bob Dylan, Eric Clapton, George Harrison, Bob Seger, Willie Nelson, Bonnie Raitt, Bob Marley, and so many others. Multiple owners after Mr. Russell and years of neglect, the property was purchased and the new owners earned recognition by the National Register of Historic Places and have been working diligently on a historic renovation to bring it back to life as a recording studio, entertainment network, community space, and home to the Church Studio Archive while paying tribute and honoring its rich musical legacy.

The Church Studio is being carefully renovated, and will be a showcase to its heritage as well as a space for today's musicians. The investment has already reduced crime in the area and has inspired economic development and increased tax base to the neighborhood and city.



HOUSE OF HUNGARIAN MUSIC

CATEGORY WINNER

The House of Hungarian Music is one of the key elements of a new government set task to regenerate, redevelop and to significantly enhance the cultural and recreational provision at the City Park in Budapest.

The House of Hungarian Music won't be a conventional museum. It will serve as a performance, training and education centre in addition to exhibition spaces. The House of Hungarian Music is Hungary's latest musical hub designed to be an interactive space for the exploration of the world of music and sounds. The design of this new and inspiring art and cultural space and programme venue in Városliget takes into account the surrounding park. With its state-of-the-art design it communicates with the park itself and the users of the park.

The Nominees

CATEGORY #8

Best Global Music Office



BIG HEAVY WORLD

CATEGORY WINNER

Big Heavy World is an independent, nonprofit volunteer-run music office serving the state of Vermont. Founded in 1996, it has leveraged a technology-heavy D.I.Y. ethic and inclusive philosophy to support musicians and advance the music sector, preserve Vermont's music legacy, and empower young adults in an environment that focuses their passions and intellect.

With a crew that is mostly college and high-school aged, the organization has created an online gateway to Vermont's music industries; constructed a licensed community radio station that plays Vermont-made music 24/7 between local DJs; amassed a cataloged archive of ~5,000 Vermont-made albums; hosted thousands of musicians on-air and in podcasts; curated an award-winning exhibit of local music history; established a 'tiny' museum; issued 15 compilation CDs; worked with state industry marketing and media partners to gain exposure for local artists; brought federal, state and local support to bear on policy and infrastructure improvements for the state's music community; and produced live television, streaming and recorded performances and professional development workshops for musicians, among many other projects.



MEMPHIS TOURISM

Memphis Tourism hired a Music Specialist and launched its new Music Hub initiative in 2019. The Music hub serves to coordinate, communicate, and connect music with the city's existing and prospective visitors. By elevating the awareness of the current Memphis music story, Music Hub is working to increase visitation to the city and shine the light on the momentum of the city's music community.

Some of the Music Hub's initiatives include Jam In The Van which helped showcase Memphis musicians to a base of 85k+ music fans, Get Live! Memphis – A 3 day virtual music festival with Facebook in the early stages of COVID-19, and Deep Water Sound Memphis – a Speakeasy style concert tour in 6 major US cities.

MUSIC VICTORIA

MUSIC VICTORIA

Based in Victoria, Australia, Music Victoria is an independent, not-for-profit organisation and the state peak body for contemporary music. They represent musicians, venues, music businesses and professionals, and music lovers across the contemporary Victorian music community. Music Victoria provides advocacy on behalf of the music sector, actively supports the development of the Victorian music community, and celebrates and promotes Victorian music.

From the start of the Covid lockdown, Music Victoria started meeting weekly with venue owners and bookers and immediately started lobbying local, state and federal government to reduce fixed costs, protect leases and liquor licenses, and provide financial assistance to help the venues survive and re-open safely.

The Nominees

CATEGORY #9

Public Service Award For a Leading Music Cities Professional



ANITA J. DIXON, PRINCIPAL, CULTURAL ARTS CONSULTANT/ UNESCO CREATIVE CITY-KC (USA) & JACOB WAGNER, ASSOCIATE PROFESSOR, UMKC (USA)

CATEGORY WINNERS

Anita Dixon and Dr. Jake Wagner, were nominated due to their efforts spearheading the successful application for Kansas City, Missouri to be recognized as a UNESCO Creative City of Music. Kansas City is the only UNESCO City of Music in the United States of America. Anita and Jake's work has elevated Kansas City's profile onto the international stage, with both its music culture and otherwise.

They created a framework to catalyze the placemaking conversation within the broad arts and culture community, and set a foundation for long-term discussions related to sustainability and equity.



KEVIN MCMANUS, HEAD OF UNESCO CITY OF MUSIC, CULTURE LIVERPOOL (UK)

Kevin McManus is currently Head of UNESCO City of Music for Liverpool and oversees the development of activities and strategies to support, promote and enhance the city's music ecosystem.

He is also the former curator of the British Music Experience in Liverpool, the UK's only national museum of rock and pop music. His work in the museum contributed to creating a world-renowned attraction and to the establishment of Liverpool as one of the top music tourism destinations in the world.

Kevin has been involved in music since he began writing for influential music paper New Musical Express (NME) when he was 18 and wrote a number of books about Liverpool music history and the social and economic context in which it was made. In his subsequent public sector career Kevin developed the pioneering creative industries sector development agency for Liverpool, Merseyside ACME, which he led for almost 20 years. Kevin's achievements during this period included setting up the Baltic Creative CIC and establishing Sound City, the UK's leading independent festival for new music.



KICK LEE, EXECUTIVE DIRECTOR, CINCINNATI MUSIC ACCELERATOR (USA)

Kick Lee is a music producer, Cincinnati native and advocate of the music arts and independent artists. He is the founder of the Cincinnati Music Accelerator, which builds entrepreneurs through the art of music while simultaneously working to put an end to starving artists. Only 32-years-old, Kick has already worked in music for over 17 years and had his musical works licensed and placed in advertisements with brands such as Disney, Toyota, Samsung, Puma and many others.

CMA runs music business programs targeted to the city's musicians. There have been several successful graduating classes, with 35 graduates in total. This program teaches classes in copyright law, content creation, self management, booking, and more, all with the goal of giving these musicians all the skills- and connections- they need to get a leg up in the competitive music industry, and be able to fund themselves with their craft.

MUSIC HISTORY COMES TO LIFE IN MACON, GEORGIA.

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MERCER MUSIC AT CAPRICORN



THE MACON MUSIC STORY

There are few places as deep-steeped in musical heritage as Macon, Georgia. Founded in 1823 on the banks of the Ocmulgee River, the legend of Macon's music scene goes even further, all the way to ancient times that still hum from the burial grounds of the Ocmulgee Mounds National Historical Park.

No other midsize city can boast such back-to-back influence and impact on American popular music as Macon. From the tootle-toot flute melodies from noted native poet Sidney Lanier to "Tutti Fruitti's" groundbreaking *"wop-bop-a-loo-bop"* of native son Little Richard, to the pioneering shape notes of Sacred Harp patriarch Raymond Hamrick to the impassioned strains of "Got-ta, Got-ta" of the King of Soul, Otis Redding, from the yodel Emmett Miller put in country music to the Allman Brothers' uncategorized, improvisational guitar rhythms that gave the world Southern Rock, all roads lead back to Macon.

The former Capricorn Sound Studios has been fully restored as Mercer Music at Capricorn, offering two recording studios, a music incubator for aspiring young musicians and an interpretive area that tells the story of Capricorn and Macon's music heritage through historic artifacts, static exhibits and interactive digital kiosks.

MUSIC CITIES COMMUNITY



We are a community of people in every profession and sector using music to create more value in towns and cities all over the world. We're committed to learning, sharing and networking to ensure that **every city is a music city.**

Watch all of our past & future in-person event videos on demand. We currently have 24, with 4 added each month

Participate in live monthly online webinars, Q&As, mentoring and networking sessions

Share with & learn from like-minded professionals around the world in our member directory & forum

Keep up to date with the latest thinking around Music & Covid-19 & all other current & future Music Cities Topics

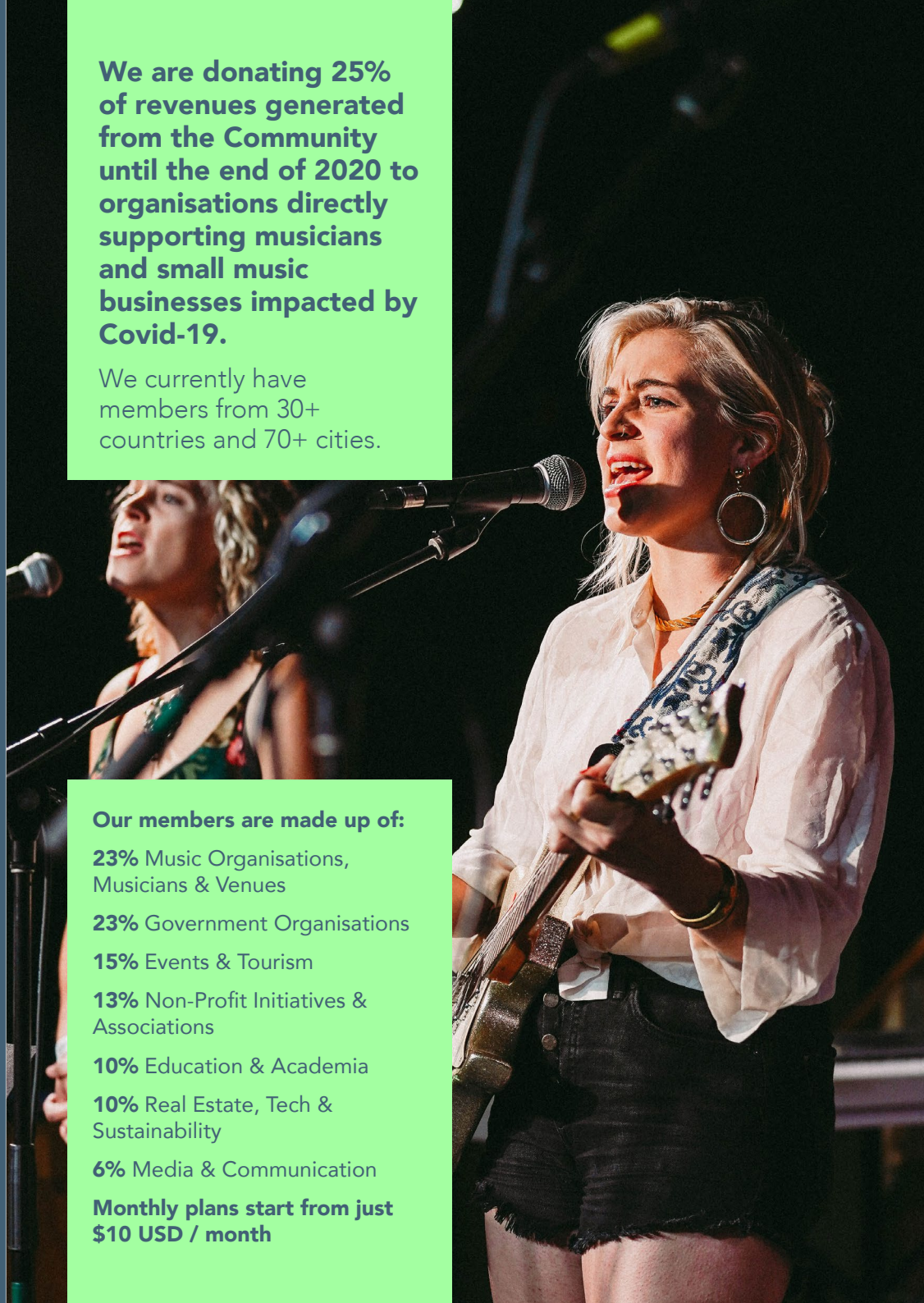
Watch all of our online video recordings on demand. We currently have 10, with a minimum of 6 added each month

Free access to our twice yearly Global MCX's which are 3-day online conferences covering all time zones, with 40+ speakers & 20+ sessions

Find out more & subscribe at **musiccitiesevents.com/community-about**

We are donating 25% of revenues generated from the Community until the end of 2020 to organisations directly supporting musicians and small music businesses impacted by Covid-19.

We currently have members from 30+ countries and 70+ cities.



Our members are made up of:

23% Music Organisations, Musicians & Venues

23% Government Organisations

15% Events & Tourism

13% Non-Profit Initiatives & Associations

10% Education & Academia

10% Real Estate, Tech & Sustainability

6% Media & Communication

Monthly plans start from just $10 USD / month

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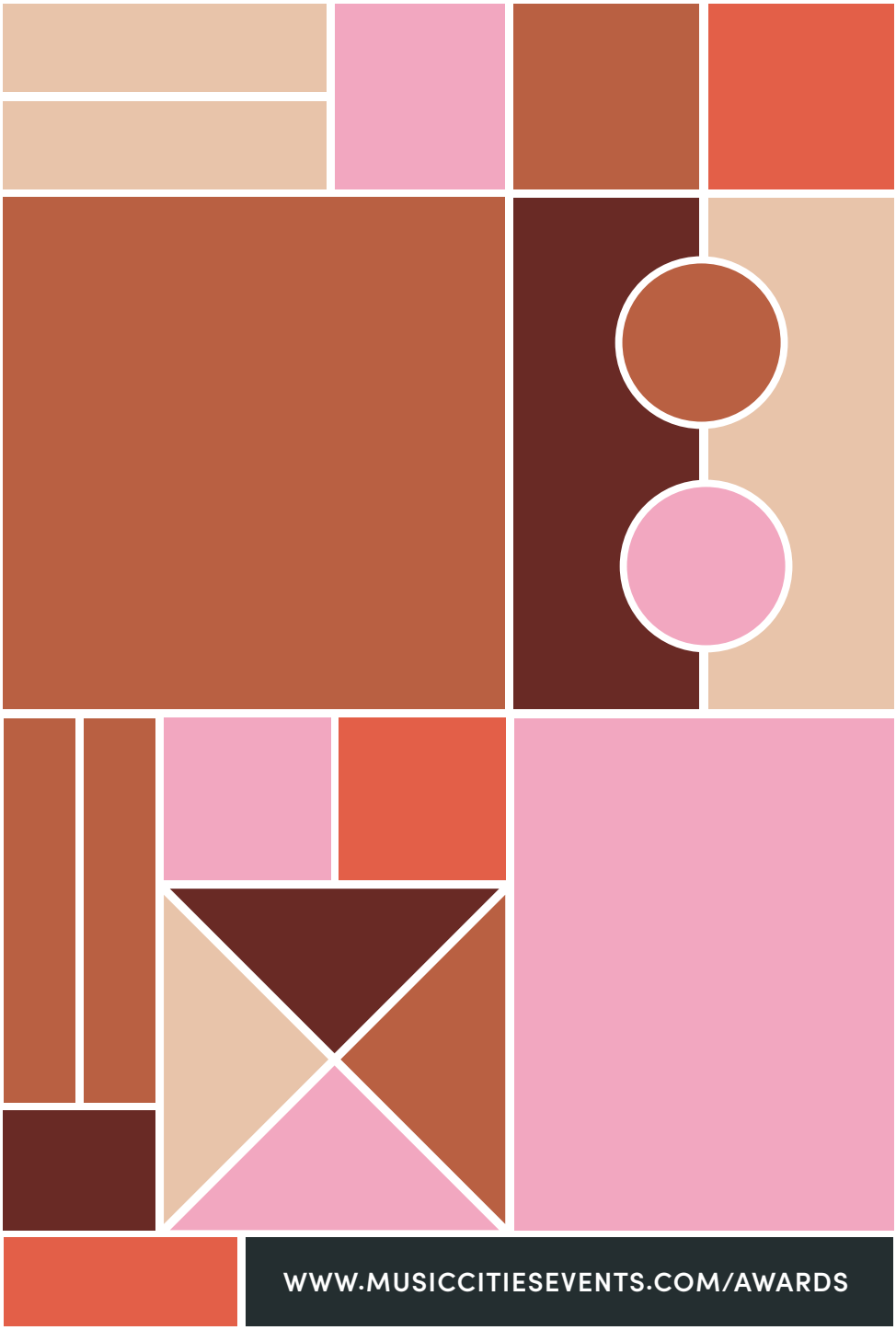
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