



The Future of Music and Entertainment

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Objectives

- Create a network among government, business and media interested in the economic, employment and social benefits of a vibrant music and entertainment sector
- Develop a Practical Guide section to be used to enhance music and entertainment
- Identify “best practices” and “worst practices” of cities

Overview

- State and city governments are recognizing the importance of music and entertainment to development and revitalization of neighborhoods and districts.
- Music and entertainment venues are often perceived to be associated with negative impacts on public safety and quality of life, often influenced by cultural and generational stereotyping.
- A growing network of diverse, critical thinkers from government music commissions and agencies is forming to share creative ideas to successfully balance community concerns with enhanced opportunities for music and entertainment.

Why Is It Important?

- Music and entertainment venues are core elements of a city's vibrancy and contribute directly and indirectly to the local economy.
- Entertainment venues provide a mechanism for facilitating sociability among residents
- Entertainment can enhance the quality of life and provide a relief from day-to-day stresses.
- Music and entertainment is being accessed through increasingly diverse channels, with more and more choices for the consumer to plan their own entertainment.
- The opportunity to listen to live music in the physical presence of the entertainers will always hold a special place in the hierarchy of access to music

Practical Guide

- The role local government plays in the development and economic growth of music and entertainment industries
- Strategies to assess the economic, employment and social impact of music and entertainment
- Policies and opportunities to support the independent music sector, including venues, entertainers, promoters and creative talent

Practical Guide (con't)

- How cities hinder a vibrant music and entertainment business sector
- Tactics to preserve authenticity and heritage of music and entertainment in hospitality zones
- Organizing local alliances of hospitality and late night venues
- Role of promoters in the evolution of music and entertainment

Next Steps

- Identify Contacts as Part of a Development Team
- Research and Collect Case Studies and Best Practices
- Submit Columns and News Items to Clearinghouse
- Author Practical Guide Sections
- Development of Practical Guide
- October Webinar – Review Practical Guide Section
- Finalize Practical Guide Section
- Leadership Summit – December 6-9 - Chicago