



**SOUND
DIPLOMACY**

DEVELOPING A SUSTAINABLE MUSIC INDUSTRY

Leveraging music in your city as a
powerful economic driver

ABOUT US

SOUND DIPLOMACY

Sound Diplomacy is trusted worldwide to create and deliver strategies that increase the value of music & NTE ecosystems

Our economic, cultural and planning analysis for cities, governments, developers and large organizations maps and assesses music & NTE in a particular place.

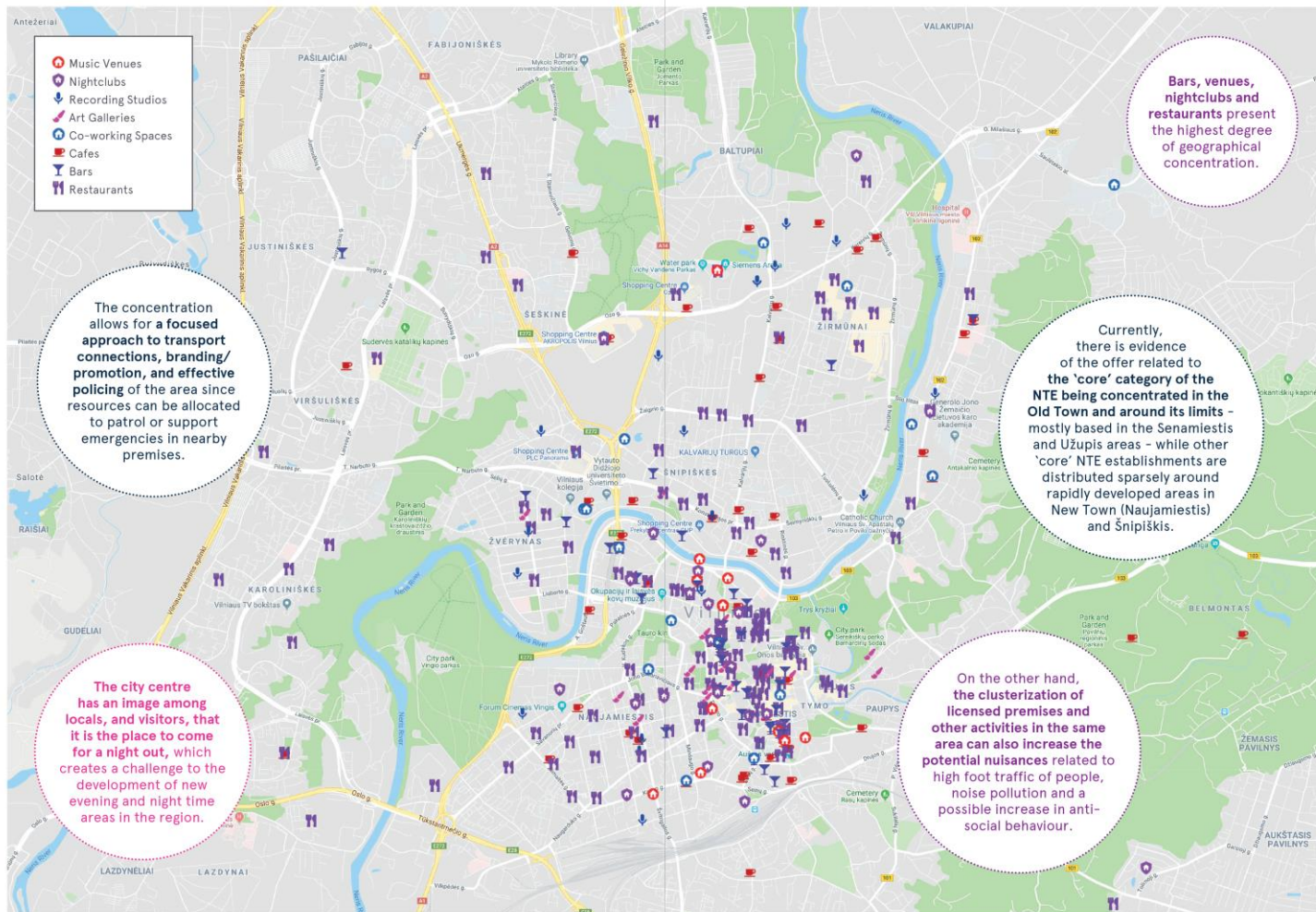


ABOUT US

WHAT WE DO

- We provide **insight, data and research** that increases the value of music & NTE across the built environment
- We work across all **music & cultural infrastructure**
- We **map and inventory** all music and culture within & around a scheme
- We **deliver value by using music:** increase footfall, attract diverse clients & tenants, placemaking





-  Music Venues
-  Nightclubs
-  Recording Studios
-  Art Galleries
-  Co-working Spaces
-  Cafes
-  Bars
-  Restaurants

Bars, venues, nightclubs and restaurants present the highest degree of geographical concentration.

The concentration allows for a focused approach to transport connections, branding/promotion, and effective policing of the area since resources can be allocated to patrol or support emergencies in nearby premises.

Currently, there is evidence of the offer related to the 'core' category of the NTE being concentrated in the Old Town and around its limits - mostly based in the Senamiestis and Užupis areas - while other 'core' NTE establishments are distributed sparsely around rapidly developed areas in New Town (Naujamiestis) and Šnipiškis.

The city centre has an image among locals, and visitors, that it is the place to come for a night out, which creates a challenge to the development of new evening and night time areas in the region.

On the other hand, the clusterization of licensed premises and other activities in the same area can also increase the potential nuisances related to high foot traffic of people, noise pollution and a possible increase in anti-social behaviour.

NEW ORLEANS, LOUISIANA

GROWING WEALTH & ATTRACTING BUSINESS IN AMERICA'S MUSIC CITY

- New Orleans is a city **synonymous with music**, with a deep talent pool of music creators and more than 130 festivals each year
- The current music economy in New Orleans **generates about 10,000 jobs**, and an output of **\$700M USD**
- The **New Orleans Music Economy Initiative (NOME)** will create an economic development strategy that provides jobs and wealth to support all aspects of the business of music with a specific focus on intellectual property



INDIANAPOLIS, INDIANA

BUILDING QUALITY OF LIFE AND ATTRACTING TALENT IN THE CROSSROADS OF AMERICA

- Indiana is within **one day's drive** of 80% of the U.S. population
- **Sports town:** Home to Indy 500, invested in sports strategy in late 70s; now hosts major sporting events and is home to HQs of NCAA, USA Track & Field, USA Gymnastics, USA Football + more
- Home to **music non-profit HQs** including Music For All, Percussive Arts Society, American Pianists Assoc., Drum Corps Int'l + more
- Music + economic development = **talent attraction and retention, inclusive growth, quality of life**



THANK YOU FOR LISTENING!

Elizabeth Cawein

Director of Projects and Operations, North America

elizabeth@sounddiplomacy.com

Sherri McConnell

Director of Business Development, North America

sherri@sounddiplomacy.com