



MUSIC CITIES CONVENTION

by MUSIC CITIES EVENTS

EVENT REPORT HUNTSVILLE, AL, USA

18-20
OCT
2023

HOW MUSIC DRIVES SOCIAL & ECONOMIC GROWTH IN CITIES

Music Cities Convention is the biggest global event exploring the use and importance of music in developing of cities worldwide. After 11 editions in the UK, Germany, USA, Australia, China, South Korea and Canada, Music Cities Events, alongside the Huntsville Music Office and the Huntsville/Madison County Convention & Visitors Bureau, were proud to present the 12th global edition of Music Cities Convention, featuring two days of talks, presentations, live music, sightseeing and networking opportunities.

This event followed the exciting music advocacy path that the host city has taken over the past years, starting with the publication of the Huntsville Music Audit and Strategy, which triggered the creation of the Huntsville Music Office and the deployment of several initiatives, such as the construction of the Orion Amphitheater, Huntsville Music Month and more.

The Convention was held on October 18-20 across several iconic venues in the city and included 39 speakers, and 420+ delegates from 89 cities and 18 countries.

The Huntsville Music Cities Convention was also the host of the second in-person ceremony of the Music Cities Awards, presented by Saxony: State of the Arts. The Awards is a global competition designed to acknowledge and reward the most outstanding applications of music for economic, social, environmental and cultural development in cities and places. On this occasion, over 20 competition participants attended the event, with representatives travelling from several countries, including Canada, Chile, New Zealand, India and Tanzania.



Photograph by Jeff White

HOW MUSIC DRIVES SOCIAL & ECONOMIC GROWTH IN CITIES

The 12th global edition of the Music Cities Convention started with the Music Cities Awards Ceremony, presented by Saxony: State of the Arts. The ceremony also doubled as the opening reception and was held at Mars Music Hall, located at the Von Braun Center, on Wednesday, October 18th. Over 20 Awards participants attended the event, which featured 11 categories recognising various projects that use music to improve their communities.

The ceremony also included live music performances by local icons Microwave Dave & Dave Gallagher and concluded with the announcement of the Best Global Music City Award, won by Sao Paulo, Brazil. The award was accepted by Ms. Aline Torres, Minister of Culture of Sao Paulo. The event was supported by Experience Fayetteville, Levitt Foundation, Music Business Association, and Texas Music Office.

On Thursday, October 19th, we headed to Saturn Ballroom in the Von Braun Center, where we held 10 sessions, and a screening of a documentary whilst exploring topics such as music urbanism, amplifying the voice of youth in music policy, creating a music ecosystem from scratch, how to turn music into workforce development, turning existing buildings into new cultural hubs, and much more. The day kicked off with opening remarks from Mayor Tommy Battle and closed with three simultaneous workshops where delegates could get hands-on experience on the topics of Music Cities. Lunch was served at the Propst Arena and the evening reception took place at the Orion Amphitheater, in which delegates had the chance to experience being on stage and wander through the 60's N.A.S.A. inspired backstage area.



THIS EVENT IS REALLY GOOD FOR ANYONE WHO'S AN ENTREPRENEUR OR AN ORGANISATION THAT IS REALLY TRYING TO LEVEL UP THE CREATIVE ECONOMY AND COMMUNITY AND GET A LOT OF DIFFERENT IDEAS FROM PEOPLE FROM ALL AROUND THE WORLD

Byron Nash, Artist and Community Engagement Manager,
The Pop District/The Warhol Museum



Photograph by Jeff White



Photograph by Jeff White

ALABAMA'S FIRST MUSIC CITY



Photograph by Jeff White

On Friday, October 20th, delegates gathered once more at the Saturn Ballroom for a second day of talks, presentations, workshops and a documentary screening. The closing remarks saw Matt Mandrella, Music Officer of the City of Huntsville handing over the Music Cities Convention to its next host, the city of Riyadh in Saudi Arabia, which was represented by artists Hala Ali and Diya Azzony. Lunch was held at Rhythm on Monroe, located within the premises of the Von Braun Center. In the afternoon, delegates were taken to the U.S. Space & Rocket Center, where they experienced a unique Closing Reception under the Saturn V rocket and saw the performance of DEQN SUE and Grammy Award-winning producer Kelvin Wooten.



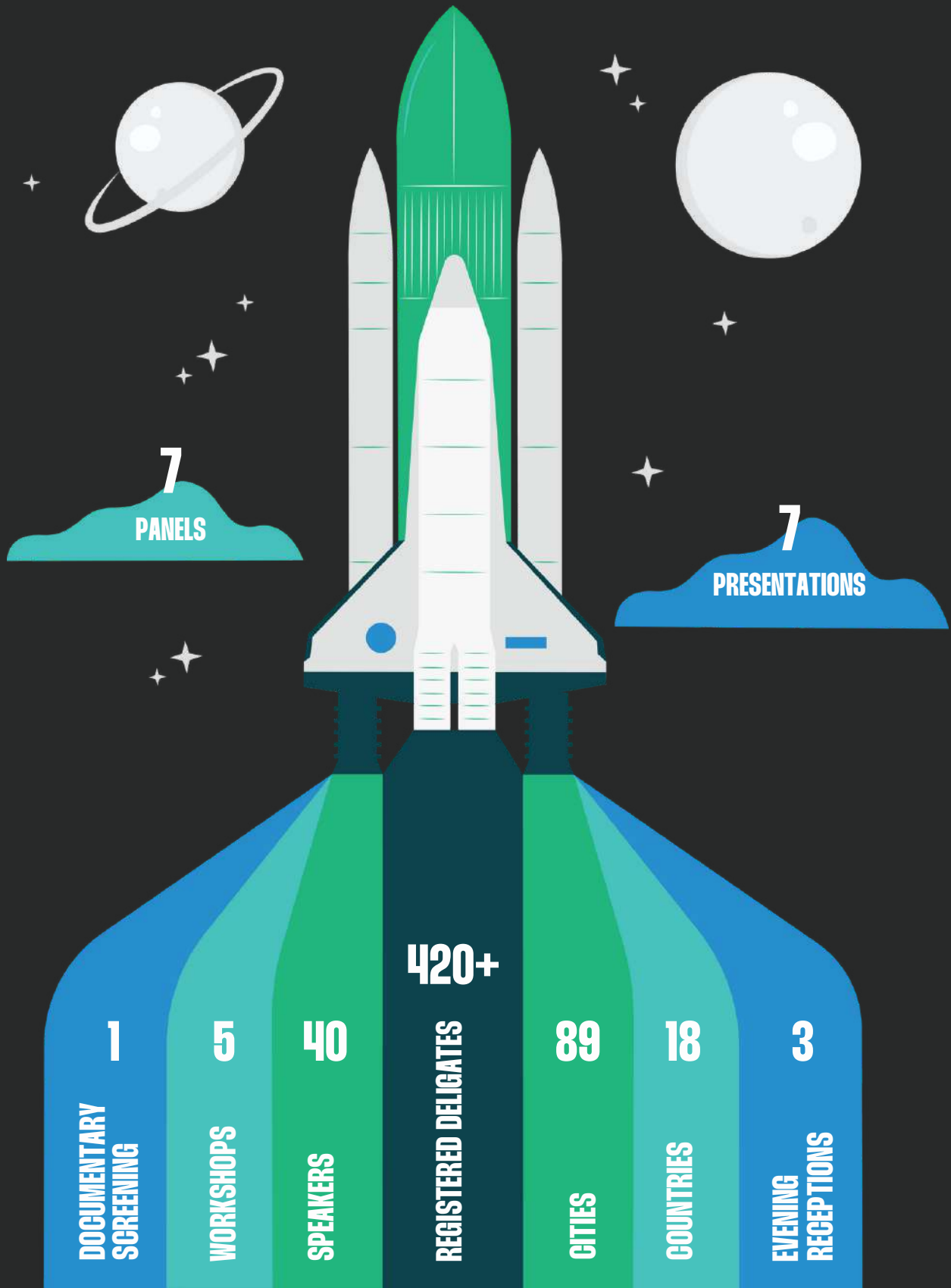
**IT'S THE BEST THING I ALMOST
NEVER WENT TO**

Charles Holloman
Muscle Shoals Church of Sound, Owner

Topics covered at the Huntsville Music Cities Convention include:

- What makes a city a great music city?
- How young people's voices can be amplified in policy development?
- Rethinking the Role of Music & Culture in Urban Development
- Creating a National Music Ecosystem from scratch
- How to turn music into workforce development?
- How adaptive reuse can turn existing buildings into new cultural hubs
- How you take care of musicians' health is how you take care of cities
- Diversity and inclusion strategies in music and arts organisations
- Enabling artists involvement in policy making
- Community engagement strategies for your music or cultural venue
- Supporting music initiatives for local development
- How music can help address the climate emergency in cities
- How policies can be used to build and improve the professional, social, and economic status of artists in cities
- Creative placemaking tools for your community or city

MUSIC CITIES CONVENTION IN DETAIL



THE EVENT IN NUMBERS

HUNTSVILLE MUSIC CITIES CONVENTION WEBSITE PAGES RECEIVED



14,001
PAGE VIEWS

**100% OF SURVEY
RESPONDENTS WOULD
RECOMMEND THE
EVENT TO A COLLEAGUE**



**"COMBINATION OF THE QUALITY OF PRESENTATIONS & THE PEOPLE WHO
ATTENDED. SUCH AUTHENTIC, FRIENDLY, CONFIDENT, NURTURING
ATTENDEES"**

Kathleen Spehar, Executive Director, Tallahassee Arts

SOCIAL MEDIA REACH

255+ POSTS ACROSS OURS &
THIRD PARTY ACCOUNTS

WITH A COMBINED AUDIENCE OF
2.93M PEOPLE

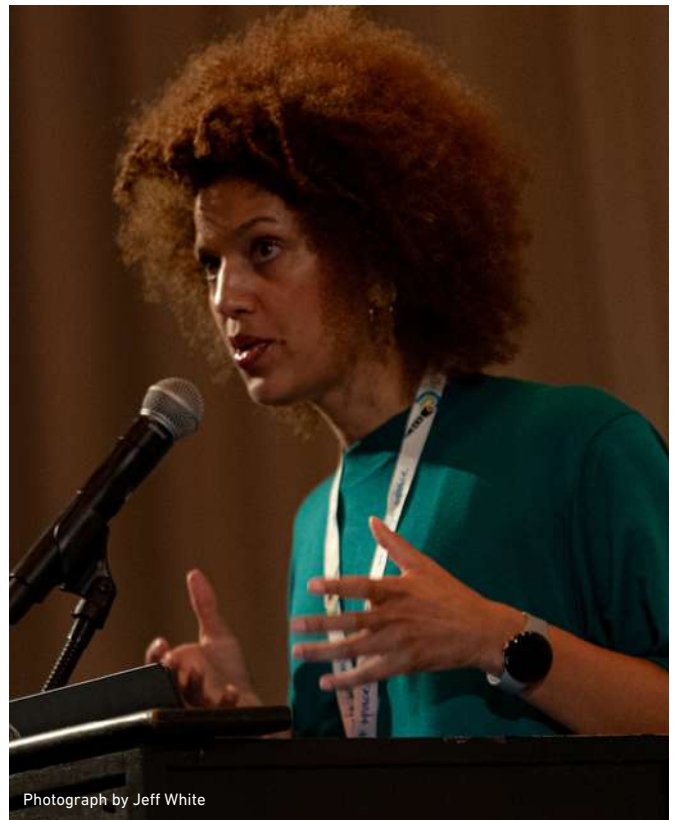


EARNED MEDIA & PRESS MENTIONS

Highlights:

Patch	USA
News Break	USA
WHNT	USA
Alo Alo Bahía	Brazil
Lafayette Travel	USA
Music In Africa	Africa
Heraldo	Spain
Luna Pasajeras	Spain
HVille Blast	USA
Creative BC	Canada
Norske Kulturarrangører	Norway
WJAB 90.9FM	USA
Mix 69.9 HSV	USA
Huntsville Music Scene	USA
256 Today	USA
El Heraldo Austral	Chile
Aragon Musical	Spain
Let's Go Bahia	Brazil
Fast Info Mag	Africa

DIGITAL MEDIA ARTICLES
30
A COMBINED MONTHLY REACH
16.3M+ VISITORS



Photograph by Jeff White



Photograph by Jeff White

OUR SPEAKERS AND PANELLISTS



Andrew Hall, Founder, Hoodoo Mural Festival (TX, USA)

Andrew Henley, Deputy Director, Alabama State Council on the Arts (AL, USA)

Brendon Anthony, Director, Texas Music Office (TX, USA)

Claudiu Sulea, Vice President, GEYC - Group of the European Youth for Change (ROM)

Kenny Anderson, Director, Office of Diversity, Equity and Inclusion of Huntsville (AL, USA)

Codie Gopher, Founder, Slow Motion Soundz (AL, USA)

Dávid Ráday, Co-Founder, Hello Wood (HUN)

David West, Founding Director, Studio Egret West (GBR)

Diya Azzony, Musician / Music Producer (SAU)

Joy Allen, Director, Music and Health Institute, Berklee College of Music (CA, USA)

Garry Neil, Consultant, Neil Craig & Associates (CAN)

Ginger Ewing, Director, Terrain (WA, USA)

Hala Ali, Artist (SAU)

Hasan Hujairi, Music Department Manager, Sharjah Art Foundation (UAE)

Jackie Caro, Director, Terrain (WA, USA)

James McKissic, President, Chattanooga Art + Climate Project by Arts Build (TN, USA)

Jessica Crum, Executive Director, Silverlake Design Studio (AR, USA)

Josh Arcurio, Architect, David M. Schwarz Architects (DC, USA)

Joy Styles, Councilwoman, Nashville, initiator of the Nashville Music and Entertainment Council (TN, USA)

Karen Reece, Chair, City of Madison Music and Equity Task Force (WI, USA)

Kenny Anderson, Director, Office of Diversity, Equity and Inclusion of Huntsville (AL, USA)

Lucia Cape, VP Economic Development, City of Huntsville (AL, USA)

Mala Sharma, President, Georgia Music Partners (GA, USA)

Marquee Harris-Dawson, Councilmember 8th District, Destination Crenshaw, (CA, USA)

Matt Mandrella, Music Officer, City of Huntsville (AL, USA)

Merinda Christensen, Program Manager, The Blocks SLC (UT, USA)

Molly Rawn, CEO, Experience Fayetteville (AR, USA)

Nadia Niakossary, Director of Development, MidCity Real Estate Development (AL, USA)

Norhan Magdy Bayomi, Postdoctoral Associate, MIT's Environmental Solutions Initiative (MA, USA)

Nurit Smith, Executive Director, Music Forward Foundation (CA, USA)

Rick Bradshaw, Producer, 72 Experience Film. (AL, USA)

Rob Franklin, Educator and Activist, Greater Madison Music City Project (WI, USA)

Ryan Murphy, Managing Director, Orion Amphitheatre (AL, USA)

OUR SPEAKERS AND PANELLISTS

Salla Virman, Strategic Lead - Culture & Heritage, West Midlands Combined Authority (GBR)

Sandra Perens, Events Manager, Momentual (EST)

Shane A. Davis, Director of Urban and Economic Development, City of Huntsville (AL, USA)

Shireesh K. Sharma, Consultant, Visit Saxony (USA)

Steve Dagenais, President, Hinter Live (CAN)

Tommy Battle, Mayor, City of Huntsville (AL, USA)

Vishruti Bindal, Education Manager, Momentual (IND)



"I MADE SOME GREAT CONNECTIONS WHICH ARE LOOKING LIKE THEY MIGHT BEAR FRUIT FOR PROJECTS HERE, SO ABSOLUTELY WORTHWHILE VISITING HUNTSVILLE, NOT TO MENTION BLOWN AWAY BY THE CITY ITSELF"

Mark Roach, Director,
Auckland City of Music |
Tāmaki Makaurau Pā Puoro

EVENT PARTNERS

A huge thanks to all the organisations that made the Huntsville Music Cities Convention possible.

Host partners



Music Cities Awards Headline Sponsor

SAXONY. STATE OF THE ARTS.

A graphic element consisting of a horizontal brushstroke with a gradient from black to yellow.

Supporting partners



Coffee Vibes Partners



CONTACT US

Please feel free to contact us regarding any Music Cities Events inquiries.

Sandra Perens

Events Manager of Momentual

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JUST WANTED TO SAY THANKS AND CONGRATULATIONS ON THE CONFERENCE LAST WEEK IN HUNTSVILLE! IT'S FANTASTIC TO BE IN THE SAME ROOM WITH SO MANY PEOPLE WHO SPEAK THE SAME LANGUAGE, AND UNDERSTAND THE POWER MUSIC CAN HAVE ON CITY LIFE. I LEARNED A LOT, AND HAD GREAT CONVERSATIONS

Aaron Friedman, Executive Director
Make Music Day

