

MUSIC



CITIES

FORUM

BY SOUND DIPLOMACY

7-8 SEPTEMBER 2022

HAMILTON, CANADA

THE 4TH GLOBAL EDITION OF MUSIC CITIES FORUM

Music Cities Events, alongside Sonic Unyon, the City of Hamilton, and Supercrawl Productions were proud to present the 4th Global Edition of the Music Cities Forum.

150+ delegates from Canada, the US, Europe and Latin America met at Bridgeworks in Hamilton to explore music's role in city development.

The event started on September 7th with a VIP Roundtable Session, in partnership with Visit Hamilton, which brought together Hamilton-based professionals and stakeholders to discuss the future of the Hamilton's music scene.

This session was followed by the event's Official Opening Reception where delegates got to mingle, as well as enjoy complimentary food, drinks and live music.

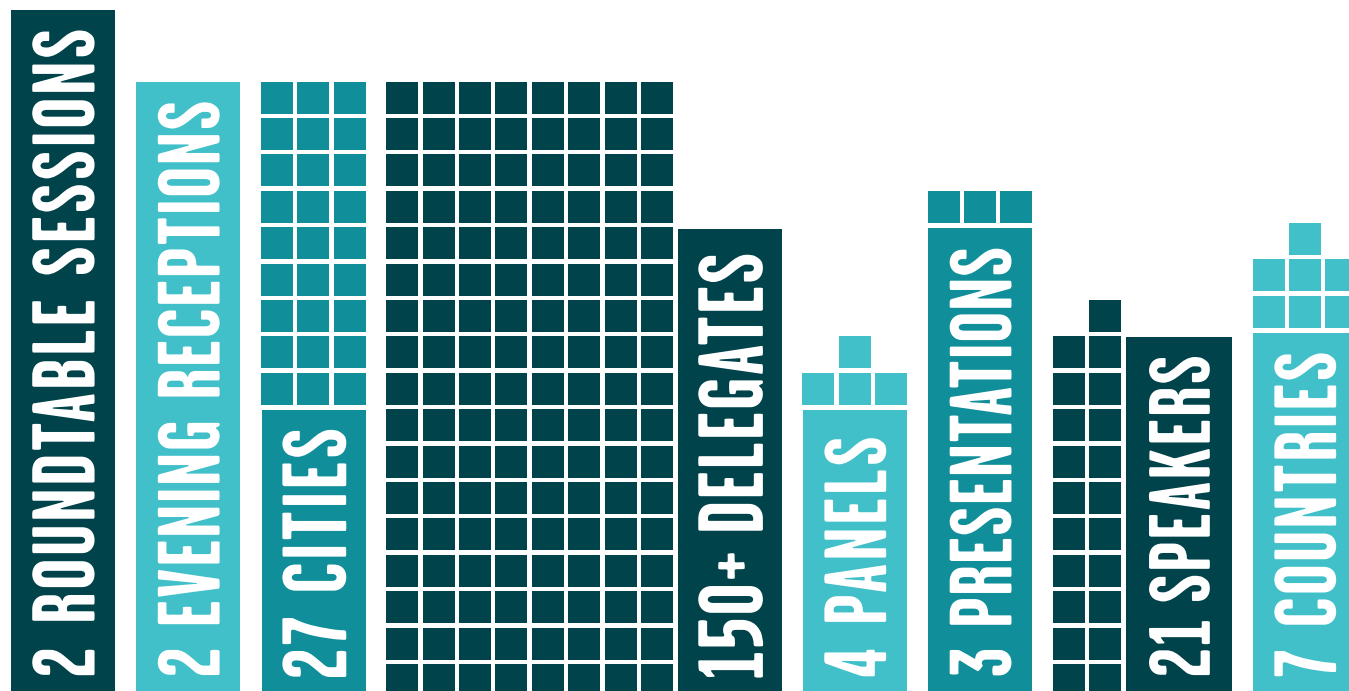
On September 8th, participants met for a full day of panels, presentations and roundtable sessions. Topics included: the role of the local creative sector in attracting young people and

workforce to the city, protecting artists' mental health, ensuring independent venues' long term sustainability, safe spaces & inclusivity, night-time transportation, music festivals and more.

An evening reception at Merit Brewing, in downtown Hamilton, closed the event, although the fun continued during the weekend, as all Music Cities Forum participants were given VIP access to Supercrawl Festival, the largest street festival in Hamilton bringing together the best food, music and art that the area can offer.



AT HAMILTON MUSIC CITIES FORUM WE HAD:



PANELS INCLUDED:

- City Magnetism: Retaining and Attracting Young People and Workforce Through A Vibrant Cultural Sector
- Night Time Transit: Busier Venues and Safer Audiences
- Safe Spaces & Inclusivity in Music
- The Role of Music Events and Festivals on Tourism, City Branding and Local Culture.



PRESENTATIONS INCLUDED:

- How Hamilton Inspired My Work and How I'm Giving Back
- Music & Mental Health: Protecting Our Musicians
- Save Our Stages: Ensuring Independent Venues' Long-Term Sustainability



A map of North America showing the distribution of the American black bear. Black dots are placed across the western United States, Canada, and Mexico to indicate the species' range. The dots are concentrated in the Pacific Northwest, the Sierra Nevada region, and the Rocky Mountains, with a few scattered dots in the southern United States and northern Mexico.

SPEAKERS

Ace Piva, Executive Director,
Over The Bridge

Amber Hamilton, Executive Director,
Memphis Music Initiative

Anders Kastrup Christensen,
Head Of Partnerships, Distortion Festival

Andrew Cash, President and CEO,
Canadian Independent Music Association (CIMA)

Astrid Hepner, CEO & Founder,
Hamilton Music Collective

Claire Barnett, Executive Director,
UN Women UK

Debbie Spence, Business/Sector
Development Consultant,
Creative Industries, City of Hamilton

Fred Eisenberger, Mayor, City of Hamilton

Gregory Peddie, Supervisor,
Corporate Events & Protocol City of Brampton

Jessie Hartke, Owner, Hartke Presents

Jonathan Bunce, Artistic / Executive
Director, Wavelength Music

Kerry Jarvi, Executive Director,
Downtown Hamilton BIA

Keziah Myers, Executive Director, ADVANCE
Canada's Black Music Business Collective

Lisa La Rocca, Director Of Operations
– Sonic Unyon Records

Mark Sasso, Musician, Elliott BROOD

Matthew Petersen, Programs
Manager, Transit Matters

Mike Tanner, Music Sector Development Officer,
City of Toronto

Reese (Marissa) Tanimura,
Managing Director, Northwest Folklife

Siena Beacham, Marketing & Education Manager,
Music Cities Events

Sophia Chue, Secretary,
Entertainment Commission, City of Detroit

Tim Potocic, Director, Supercrawl



SELECTED DELEGATES



Coordinator, Applied Music Program,
Mohawk College (ON, Canada)

Development Director, MTL 24/24 (QC, Canada)

Digital Marketing Manager,
True North Records (ON, Canada)

Director, Community Engagement,
Destination Toronto (ON, Canada)

Director of Conventions and Meetings,
Tourism London (ON, Canada)

Events & Sponsorship Directorm, St. Catharines
Downtown Association (ON, Canada)

Executive Director, Canadian Federation
of Musicians (ON, Canada)

Executive Director, Hamilton
Children's Choir (ON, Canada)

Executive Director, Central Ontario
Music Council (ON, Canada)

Executive Director, Hamilton Philharmonic
Orchestra (ON, Canada)

Executive Director, Les Scènes de Musique
Alternatives du Québec (QC, Canada)

Executive Director, Orchestras Canada/
Orchestres (ON, Canada)

General Manager, MTL 24/24 (QC, Canada)

Music Commissioner, Tourism
Kingston (ON, Canada)

Music Development Coordinator,
City of Mississauga (ON, Canada)

Policy Advisor, City of Mississauga (ON, Canada)

Program Consultant, Ontario Music
Office, Ontario Creates (ON, Canada)

Programming Coordinator, Arts, Culture
& Creative Industry Development Agency,
City of Brampton (ON, Canada)



THE EVENT IN NUMBERS

HAMILTON MUSIC CITIES FORUM WEBSITE ACTIVITY

4,333
PAGE VIEWS

2,536
UNIQUE VISITORS

SOCIAL MEDIA INSIGHTS

50+ POSTS ACROSS SOCIAL
MEDIA PLATFORMS

WITH A COMBINED REACH OF
141K FOLLOWERS



EARNED MEDIA & PRESS MENTIONS

DIGITAL MEDIA ARTICLES
10+

A COMBINED MONTHLY REACH
60.7M VISITORS

Highlights

CBC (Canada)
Groove.co (USA & Europe)
Cima Music (Canada)
Amplify Music (USA)
Tourism Hamilton
(Canada)
ADISQ (Canada)
FYI Music News (Canada)

PARTNERS

Event hosts



CONTACT US

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

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