

MUSIC



CITIES

CONVENTION

BY SOUND DIPLOMACY

2-5 NOVEMBER 2022

TULSA, OKLAHOMA, USA

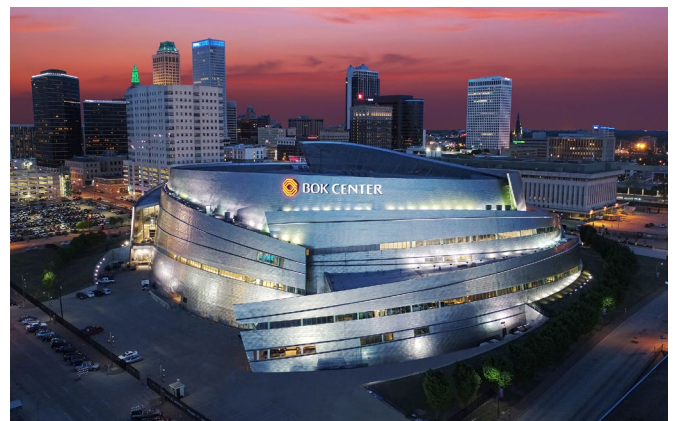
EVENT REPORT

Music Cities Convention is the biggest global event exploring the use and importance of music in the development of cities all around the world.

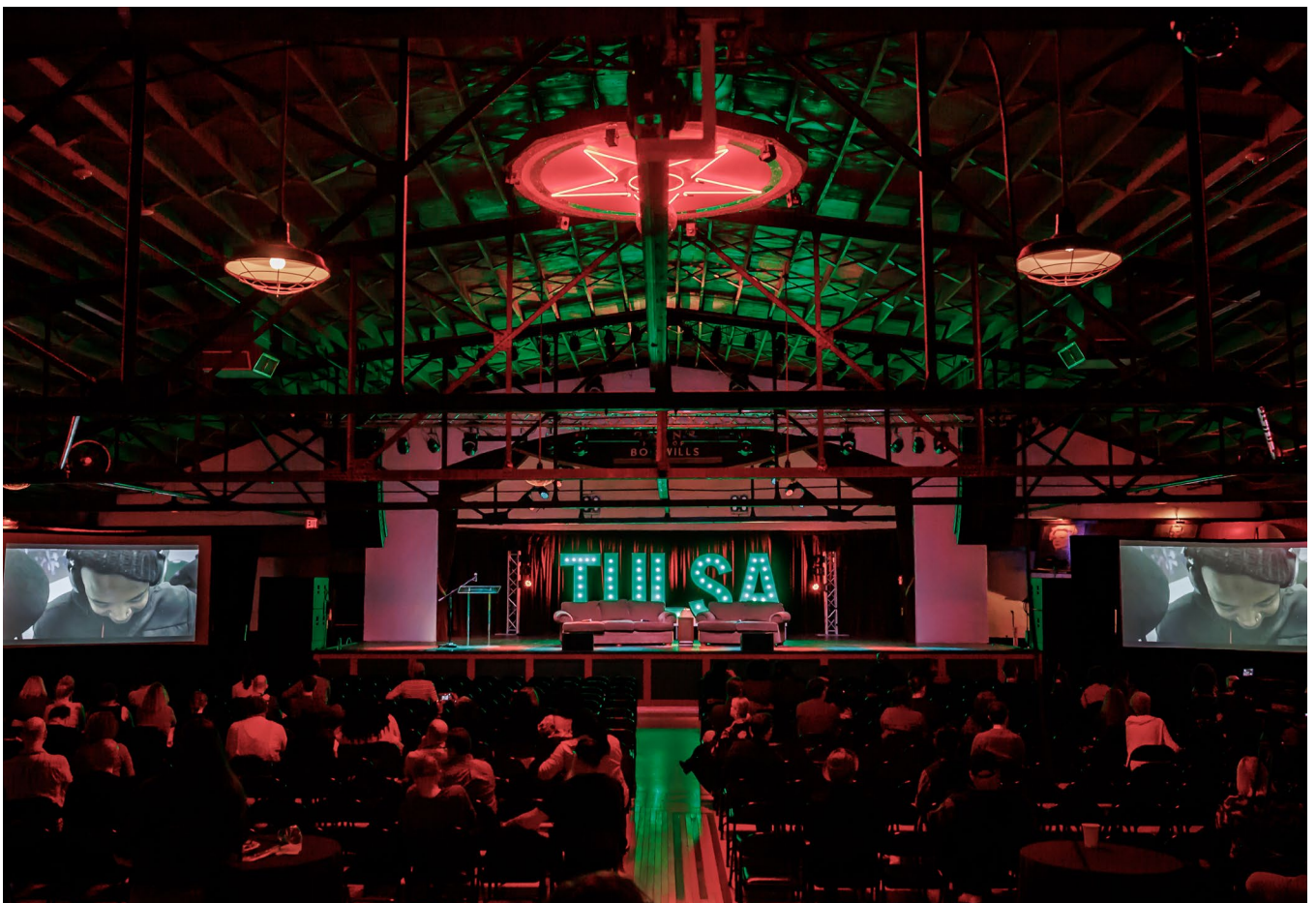
After 10 sold-out editions in the UK, Germany, USA, Australia, China, South Korea and Canada, Music Cities Events, alongside the Tulsa Office of Film, Music, Arts, and Culture, were proud to present the 11th global and biggest edition of Music Cities Convention, featuring four days of talks, presentations, live music, sightseeing and networking opportunities.

Held on November 2-5 across several iconic music places across Tulsa, the event included 80+ speakers and 490+ registered delegates that attended from 92 cities, 27 states in 15 countries and 4 continents.

The Tulsa Music Cities Convention was also the host of the first-ever in person ceremony of the Music Cities Awards, 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.



MUSIC CITIES CONVENTION IN DETAIL:



USING MUSIC TO DEVELOP MORE VIBRANT CITIES

Music Cities Convention returned as an in-person event with its biggest and longest edition. On Nov 2-5, delegates from all around the world gathered in Tulsa, Oklahoma for four days of panel discussions, presentations, workshops, evening events, afterparties and sightseeing opportunities.

The 11th global edition of the Music Cities Convention started with an opening reception at the soon to be inaugurated OKPOP Museum and an afterparty full of live music at The Vanguard.

On Thursday 3rd November, we headed to the Hyatt Regency in Downtown Tulsa, where sessions across five different rooms explored topics such as sustainability, inclusivity, radio, youth engagement, experiential marketing, music rights, unconventional venues, historic properties and much more. The day kicked off with opening remarks from Mayor G.T.



Bynum as well as representatives from Sound Diplomacy and the Tulsa Office of Film, Music, Arts & Culture. Lunch was served at the stunning BOK Center, and the evening was spent between the legendary Cain's Ballroom and the interactive museum of ahha Tulsa, both featuring live music, food and drinks.



WOW! HERE IT IS A WEEK LATER AND I'M STILL UNPACKING THE MUSIC CITIES EVENTS CONFERENCE HELD IN TULSA LAST WEEK. WELL WORTH GOING TO! LEARNED A LOT, GOT SOME CLARITY ON A FEW THINGS, MADE A LOT OF NEW CONTACTS, RAN INTO SOME OLD FRIENDS, MADE NEW ONES. IT WAS GREAT FINDING MY TRIBE AND GETTING A LIL SPLIFF ON TODAY'S MUSIC BUSINESS AND WHAT IT MEANS TO TRULY BE AN ARTIST IN THESE CRAZY TIMES... AND OF COURSE, THERE WERE LOTS OF PARTIES EACH NITE AFTER WE GOT OUR "SCHOOL" DONE.

Matt Mason, Artist, Cosmic Cowboy Music



DISCOVERING THE "TULSA SOUND"



On Friday 4th November, the conference travelled to Cain's Ballroom, one of the most acclaimed live music venues in Tulsa and the United States as a whole, a place known for its role in consolidating the "Tulsa Sound" and for its legendary shows from the likes of the Sex Pistols, Leon Russell, JJ Cale, Jack White and many more. Talks and presentations were complemented by the screening of the "Fire In Little Africa" documentary, part of a larger multimedia project aimed at commemorating the centennial of the 1921 Tulsa Race Massacre and showcase Tulsa's hip-hop culture to the world.

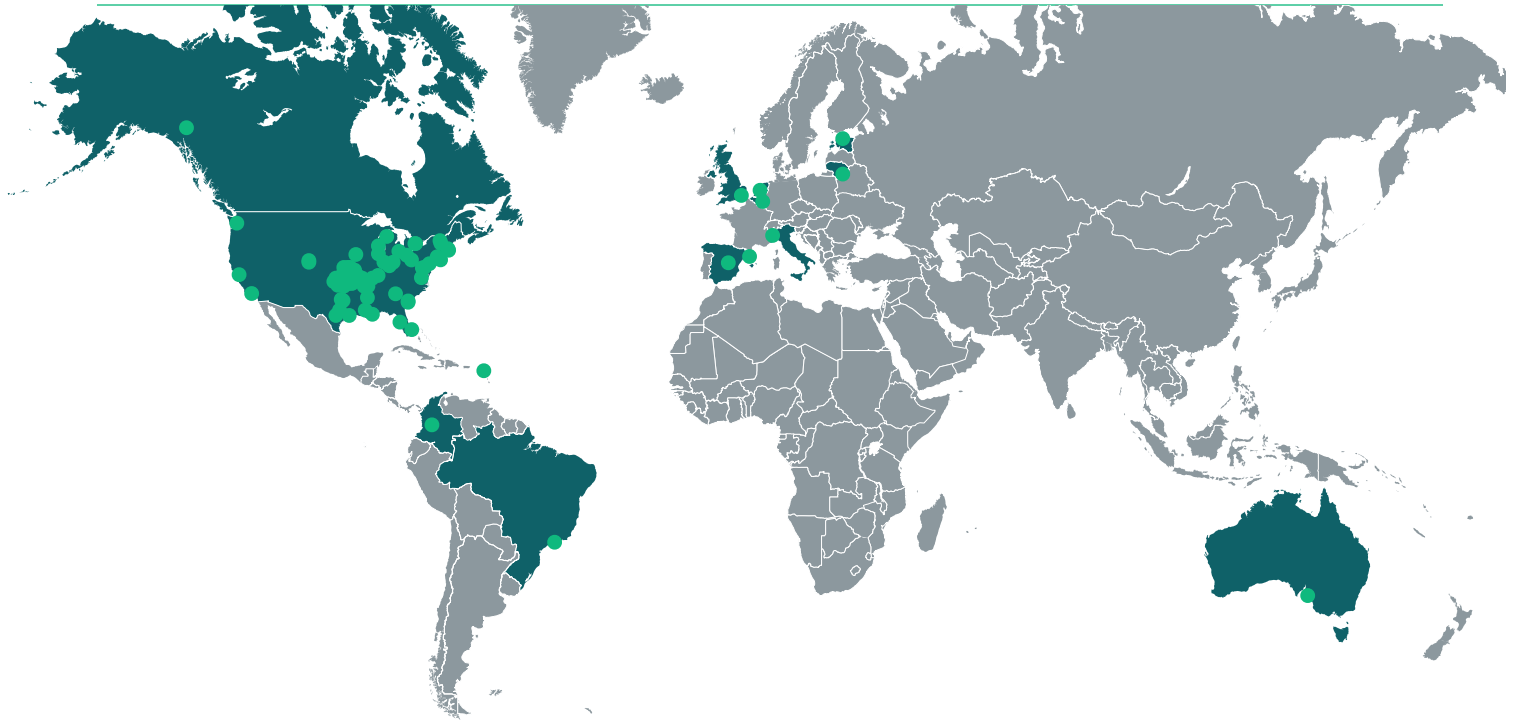
The closing remarks saw Shain Shapiro, Executive Director, Center for Music Ecosystems & Founder & Chairman of Sound Diplomacy, handing over Music Cities Convention to its next host, the city of Huntsville, represented by Matt Mandrella, Music Officer for the city.

After a break, delegates returned to Cain's Ballroom for the Music Cities Awards Ceremony, during which the 2022 winners for the 11 categories were announced.

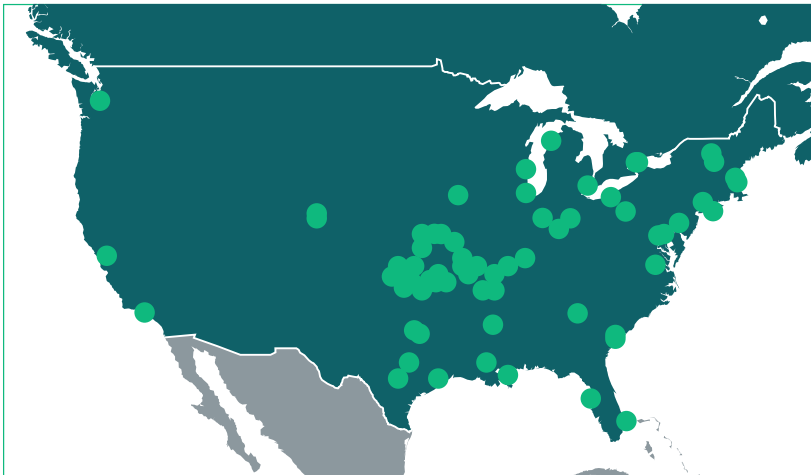
Topics covered at the Tulsa Music Cities Convention include:

- Music's role in a thriving city, creating your own music strategy
- Supporting full-time careers in the music industry
- Using music to improve career development and social conditions for the youth, underrepresented communities and people with disabilities
- How to showcase your music legacy through archives
- Achieving sustainability in the music industry
- Turning your city into a 24-hour city
- The synergies of the music & films industries
- Preserving the Cherokee language through music
- Music technology as a tool for social change
- Creating tourism trails and experiences for music destinations
- The role of music in creative placemaking and the renovation of historic properties
- Using data to craft immersive musical experiences
- Why should cities invest in music rights?
- The role of local radio stations in a city's music ecosystem

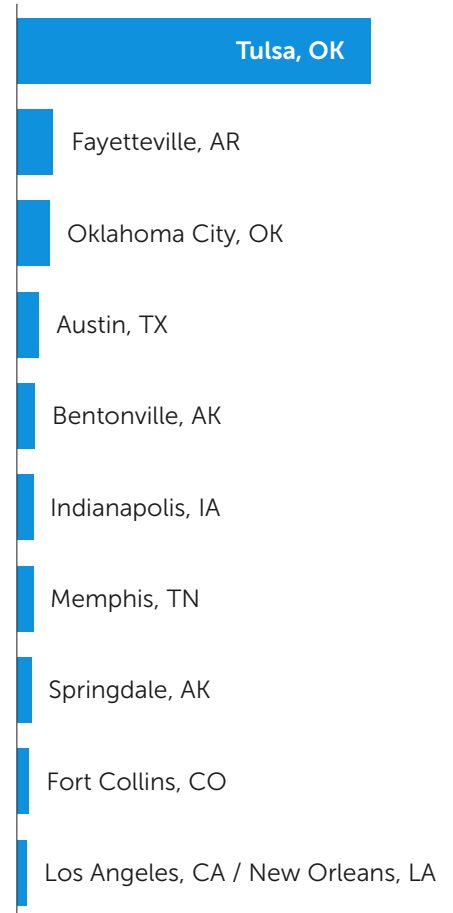
CITIES AND COUNTRIES REPRESENTED



USA & Canada in focus



Top 10 Cities



**I STILL FEEL DRUNK ON CREATIVITY
AND INNOVATION... I HAD SO MANY
AMAZING CONVERSATIONS WITH PEOPLE
FROM ALL OVER OUR PLANET**

Anitra Parish, Founder & CEO, ADO Foundation

OUR SPEAKERS AND PANELLISTS



Angie Gates, Agency Director & Film Commissioner,
Office of Cable Television, Film, Music & Entertainment
/ President & CEO, Events DC (DC, USA)

Anna Bond, VP, Creative & Partnerships,
Downtown Music Holdings (NY, USA)

Anneliese Martinez, Senior Director,
The Pop District (PA, USA)

Blake Ewing, Chief of Staff, City of Tulsa (OK, USA)

Bonnie Richardson-Lake, Permanent
Secretary, Social Development & Education,
Ministry of Social Development & Education,
Government of Anguilla (Anguilla)

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

Bryce Kessler, Program Manager, Mindful
Music Moments (OH, USA)

Briana Grosicki, Consultant, Ethos Preservation (GA, USA)

Cavari Parlor, Artist/Talent Management,
Meta Level Mind and Body (OK, USA)

Chad Rodgers, Owner, Cain's Ballroom (OK, USA)

Cindy Barber, Executive Director, Cleveland
Rocks: Past, Present, Future (OH, USA)

Coralie Doyen, Program & Partnership
Manager, Wallifornia (Belgium)

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

Cristina Pujol, Former Director, Fundación
Primavera Sound (Spain)

Daniel Pak, Executive Director / Co-Founder
/ Artist Mentor, Totem Star (WA, USA)

Dr. View, Executive Producer, FILA (OK, USA)

Elizabeth (Liz) Stookey Sunde, Co-Founder
and Executive Director, Music to Life (USA)

Daniella Pimienta, Director, Mapa
Sound System Brasil (Brazil)

Dean Medina, Amsterdam Music
Project (The Netherlands)

Doc Shaw, Executive Director, Singer, Song
Writer, Film Maker, Education; A Pocket Full Of
Hope, Inc., Historic Big 10 Ballroom, Booker
T. Washington High School (OK, USA)

Dominique Clarke, Director of Member and
Alumni Experience, Tulsa Remote (OK, USA)

Elizabeth Cawein, Founder, Music
Export Memphis (TN, USA)

Emily Scott, Director of Planning & Vitality,
Downtown Tulsa Partnership (OK, USA)

Greis Cifuentes, Former Secretary of
Culture, City of Ibagué (Colombia)

G.T. Bynum, Mayor, City of Tulsa (OK, USA)

Jasper Logan, Hip Hop Artist/ Community
Engagement Manager, KUAF (IL, USA)

Jeanette Stanton, Deputy Director, Oklahoma
Film & Music Office (OK, USA)

Jeff Moore, Director, OKPOP (OK, USA)

Jeffrey Liles, Artistic Director, Kessler Presents (TX, USA)

Jennifer Brazill, Co-Founder/Owner,
Borderland Music + Arts Festival (NY, USA)

OUR SPEAKERS AND PANELLISTS

Jennifer Mullins, Director Travel Promotion Division, Oklahoma Tourism and Recreation Department (OK, USA)

Jennifer Vey, Director, Anne T. and Robert M. Bass Center for Transformative Placemaking, Brookings (MD, USA)

Jeremy Charles, Cherokee Writer, Director and Producer & Founder of FireThief Productions (OK, USA)

Jerica Wortham, Executive Director/ Lead Artist, J'Parlé Artist Group Incorporated (USA)

Jesse Elliott, Chief Strategy & Creative Officer, CACHE (AK, USA)

Joe Hay, General Manager, Adelaide UNESCO City of Music (Australia)

John Wooley, Author, "Twentieth-Century Honky-Tonk: The Amazing Unauthorized Story of Cain's Ballroom First 75 Years" (OK, USA)

Josh Venable, Program Director, KMYZ The Edge Tulsa (OK, USA)

Juanita Hardy, Founder & Managing Principal, Tiger Management Consulting Group (MD, USA)

Julianne Tran, Development Associate, Public Radio Tulsa (OK, USA)

Julie Watson, Co-Executive Director, Live From Cain's (OK, USA)

Kalyn Fay Barnoski, Musician and Songwriter, Interdisciplinary Artist, Educator and Curator, Philbrook Museum of Art (OK, USA)

Keith C. Elder, Executive Director, Tulsa Symphony Orchestra (OK, USA)

Keith 'Sneak' Daniels, Director, FILA (OK, USA)

Kiana 'rookz' Eastmond, CEO, Toronto Musicians' Association (ON, Canada)

Lauran Drummond, Co-Director, Cult Love (OK, USA)

Larry Shaeffer, Former Owner, Cain's Ballroom (OK, USA)

Mariano Otero, VP for the Americas, Fever (NY, USA)

Mark Adam Harold, Chair, Night Economy Association of Lithuania (Lithuania)

Mark Davidson, Director of Archive and Exhibits, Curator of the Bob Dylan Archive (OK, USA)

Mark Frie, Chair, Tulsa Office of Film, Music, Arts & Culture (OK, USA)

Marc LaManque, Co-Founder and CEO, Cadenzo (OK, USA)

Martin Elbourne, Co-Founder of Music Cities Convention, Co-Founder of The Great Escape, Senior Advisor Glastonbury Festival, Co-Founder Womad (UK)

Kelly Tompkins, Owner, Hive Appeal (OK, USA)

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

Meg Charron, Deputy Director and Head of Productions and Outreach, OKPOP Museum (OK, USA)

Meg Gould, Assistant Director, Dallas Film & Creative Industries Office (TX, USA)

Michelle Jahra McKinney, Director and Head Archivist, Detroit Sound Conservancy (MI, USA)

Michael Lombardi, CMO/Head of Booking, Fansub (OK, USA)

Mitchell James Coyle, Hip Hop Educator, Hip Hop for Change (LA, USA)

Molly Jarvis, Senior Vice President, Marketing & Cultural Tourism (OK, USA)

Murs Carter, MC / Mentor, Goundwaves (LA, USA)

Nicole Vasquez, Musician/Artist, Pura Coco (OK, USA)

Sarenina Childress, Choir Director, AngelStreet (TN, USA)

Shain Shapiro, Executive Director, Center for Music Ecosystems & Founder & Chairman, Sound Diplomacy (UK)

Michael Seman, Assistant Professor of Arts Management, Colorado State University (USA)

Portia Sabin, President, Music Business Association (USA)

Reid Wick, Membership & Industry Relations, Recording Academy (USA)

Ryan LaCroix, Director of Content and Audience Development, KOSU Radio (OK)

Sarah Van Zandt, New Director of Education and Programming, the Gathering Place (USA)

Scott Booker, Manager, The Flaming Lips & CEO and Executive Director, Academy of Contemporary Music at the University of Central Oklahoma (USA)

Scott Stulen, CEO/President, Philbrook Museum of Art (USA)

Sean Latham, Director of Oklahoman Center for the Humanities, The University of Tulsa (USA)

Sharon Yazowski, Executive Director, Levitt Foundation (USA)

Shelbia Jackson, Director, DeKalb Entertainment Commission (USA)

Stephen Tackett, Co-Founder, The Audio Planet (USA)

Steph Simon, Artist Lead, Fire in Little Africa & Creator, World Culture Music Festival (USA)

Tavia Osbey, Managing Partner, MidCitizen (USA)

Teresa Knox, President, The Church Studios (USA)

Teresa Moore, Director, A Greener Festival (UK)

EVENT PARTNERS

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

Host organizations



Public Health Sponsor



Supporting partners



Exhibitors



Coffee Vibes Partner



THE EVENT IN NUMBERS

TULSA MUSIC CITIES CONVENTION WEBSITE PAGES RECEIVED



124,649

PAGE VIEWS

75,444

UNIQUE VISITORS



SOCIAL MEDIA INSIGHTS

170+ POSTS ACROSS SOCIAL MEDIA PLATFORMS

WITH A COMBINED AUDIENCE OF 1.2M FOLLOWERS+



EARNED MEDIA & PRESS MENTIONS

Highlights:

Tulsa World	USA
Fox23 News	USA
News Channel 8	USA
Infobae	Latin America
Indaily	Australia
Happening Next	USA
Glam Adelaide	Australia
2 News Oklahoma	USA
Cain's Ballroom	USA
Philbrook Museum	USA
Oklahoma News	USA
102.3 KRMG	USA
Our Auckland	New Zealand
Music Business Association	USA
The Music Network	Australia
Groover.co	USA & Europe
Grateful web	USA
Premiere News	USA
Gazeta Da Semana	Brazil
Tulsa People	USA
Rio Preto News	Brazil
Culture Liverpool	USA
Sala Da Noticia	Brazil
Cool Cleveland	USA
Kush FM	USA

DIGITAL MEDIA ARTICLES
52
A COMBINED MONTHLY REACH
260M VISITORS



CONTACT US

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

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CEO of Music Cities Events

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Tel: +44 207 613 4271



FINALLY DECOMPRESSING AN IMPACTFUL FOUR DAYS IN TULSA AT THE MUSIC CITIES CONVENTION WITH A CRAZY GOOD GROUP FROM INDY. SESSIONS COVERED POLICY, ADVOCACY, TOURISM, ENTREPRENEURSHIP: ALL IN THE NAME OF ECONOMIC DEVELOPMENT WITH MUSIC FRONT AND CENTER. I'M INSPIRED TO BRING WHAT WE'VE LEARNED BACK TO INDY TO FUEL AND SUPPORT OUR ARTS AND CULTURE ECOSYSTEM.

Drew Kincius, Regulatory and Permitting Ombudsman, Develop Indy @ Indy Chamber

