



**TEXAS MUSIC
OFFICE**

*Music Friendly
Communities*



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*Build industry infrastructure
and create jobs*

*Connect and network with
industry professionals*



*Support next generation of
Texas musicians*



*Enhance and grow industry
communities statewide*





TEXAS MUSIC OFFICE

For 30 years the Texas Music Office has served the Texas music industry. Its mission to create opportunity and connect businesses continues today. Our core functions are to serve as a clearinghouse for Texas music industry information via the TMO's Texas Music Industry Directory (a business referral network comprised of 15,000-plus Texas music businesses), serve as a liaison between music businesses and government offices and agencies, publicize significant developments within the industry, and to attract essential music industry to foster the economic development of Texas music businesses and musicians.



TEXAS MUSIC ECONOMY

Combined, music business and music education directly account for just under 97,000 permanent jobs, \$4.1 billion in annual earnings, and just over \$9.6 billion in annual economic activity, up from almost 95,000 jobs and about \$8.5 billion in annual activity.

The ripple effects associated with the direct injection related to music business and music education bring the total impact (including the direct effects) to over **209,000 permanent jobs, \$6.5 billion in earnings, and \$23.4 billion in annual economic activity.** The State of Texas also realizes approximately **\$390 million in tax revenue** from these impacts.



MUSIC FRIENDLY COMMUNITIES

“The Texas Music Office believes that it is essential to the well-being of our statewide music industry that we become a more interconnected and organized community. Every city in Texas has its own identity and contribution to our unique industry landscape. We want to work with all of them to help grow their local music industry economies. By establishing a single point of contact within a city organization to service the concerns of the local music industry, cities can more effectively communicate with industry professionals and articulate industry issues that may need to be addressed by city leadership. These strategies will greatly benefit music industry professionals statewide, and will allow each city to better market itself globally. As the TMO works to expand the Music Friendly Communities program, we will also work to connect these points of contact with one another to share best practice concepts. It is our firm belief that by sharing information about industry successes, as well as missteps, we will make Texas a more productive and profitable music industry and a more strategically-placed player in the international music industry landscape.”



CERTIFIED COMMUNITIES

ABILENE – ALPINE – AUSTIN – BASTROP – CONROE – DENTON
FORT WORTH - LINDALE – LUBBOCK – MCKINNEY – NACOGDOCHES
SAN ANGELO – SAN ANTONIO – STEPHENVILLE – WACO – WAXAHACHIE



WHAT DOES IT MEAN TO BECOME A CERTIFIED MUSIC FRIENDLY COMMUNITY?

- Create a real system to listen and react
- Better understand an important industry
- Work with stakeholders to create impact
- Learn from others within a new statewide network



HOW IT WORKS



SINGLE POINT OF CONTACT

- EMPOWER A MUSIC OFFICE OR LIAISON WITHIN A DIVISION OF CITY GOVERNMENT
- HELP THE COMMUNITY DEFINE ITSELF
- NAVIGATE CITY POLICY
- LEAD STRATEGY



ADVISORY BOARD OR COUNCIL

- CAN BE CREATED IN VARIOUS WAYS
- REPRESENTATIVE CROSS-SECTION OF INDUSTRY STAKEHOLDERS
- PROVIDE A MEANINGFUL FORUM



ENGAGEMENT

- PROFESSIONALS ARE BUSY PEOPLE
- CREATE OPPORTUNITIES FOR INTERACTION
- SPREAD THE MESSAGE
- SUPPORT EACH OTHER



CERTIFICATION CHECKLIST



Host a Texas Music Office-sponsored Music Friendly Communities Workshop.



Establish a Music Office/Liaison within a division of city government (city office, economic development corporation, CVB).



Create an advisory board that works in partnership with Music Office, facilitating communication between the community's music industry and the Music Office.



Register the Music Office/Liaison with the TMO's Texas Music Industry Directory.



Sign a mutually agreed upon MOU, creating a working arrangement for the sharing of data, and protocols for keeping the directory information current.



With assistance from the TMO, begin the process of conducting a comprehensive local music industry economic impact study.



BENEFITS OF THE MFC PROGRAM

- VALIDATE AND SHOW SUPPORT FOR AN IMPORTANT LOCAL INDUSTRY
- CREATE A MORE SUPPORTIVE AND CONNECTED COMMUNITY
- CULTURAL DEVELOPMENT AND ARTISTIC GROWTH
- NEW TOURISM STRATEGIES IMPORT / EXPORT
- IMPROVE CITY BRAND BUILDING
- TRUE ECONOMIC IMPACT



RESULTS

- FORT WORTH – GAS CARDS / TRAVEL GRANTS
- DENTON – AFFORDABLE HEALTH INSURANCE
- CONROE – IMPROVED MASS GATHERING PERMIT

Hear
FORT WORTH





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