

Nashville Music Industry

Impact, Contribution and Cluster Analysis



MUSIC CITY MUSIC COUNCIL

Music and entertainment in Nashville is a true industry cluster; not merely a place with live performance, not merely a place with recognizable performance stars, not merely a place with business attached to media that performs certain roles in advertising, or publicity or videography. Nashville is a center of music business with breadth and depth.

A comprehensive study of Nashville's music industry and its economic contribution to the region yields the following findings:

- Estimated that the music industry helps to create and sustain more than 56,000 jobs within the Nashville area.
- The music industry supports more than \$3.2 billion of labor income annually.
- Nashville's music industry contributes \$5.5 billion to the local economy for a total output of \$9.7 billion within the Nashville MSA.

The relative Standing of Selected Metropolitan Areas and a music industry cluster showcases the high density of activity in Nashville, in which 1.00 equals the U.S. average of presence of music industry.

Metropolitan Statistical Area	Jobs LQ	% Earnings of US	Establishment LQ
Atlanta	1.02	85%	1.02
Austin	1.39	94%	1.38
Charlotte	1.12	99%	1.14
Chicago	0.92	113%	0.93
Los Angeles	1.61	175%	1.61
Memphis	0.99	79%	1.00
Nashville	4.19	156%	4.30
New Orleans	0.93	73%	0.95
New York	1.13	147%	1.13
Seattle	0.96	105%	0.96
US	1.00	100%	1.00

Analysis of the music industry in Nashville further reveals a number of findings highlighting the strengths and opportunities of this important sector.

- Nashville's **density of music industry activity is currently 20 to 30 times as great as that in New York and Los Angeles** and much greater even than for other cities.

- Core Nashville employment in **Nashville's music industry per 1,000 population and per 1,000 total employment exceeds all other U.S. cities** by large margins, and exceeds New York and Los Angeles by 2.5 to 4 times.

- Industry linkages and specialization suggest a true **quartet of music industry centers - New York, Los Angeles, London and Nashville** - with commensurate needs for travel and other linkages to assure Nashville remains highly connected to the world.

- **Film and video operate as sibling industries to Nashville's music sector** and provide a symbiotic relationship that suggests growth and support.

- At 23%, Nashville's entrepreneurial share of workforce exceeds the U.S. and most major metros. **Mobilizing investment opportunities to sustain and grow new business models** are a foundational catalyst for the city's rise as international leader in innovation for the entertainment industry.

- The music industry heritage of Nashville merits formal and informal recognition of Nashville as an international **cultural hearth** for roots, country, folk, gospel, jazz and other musical traditions.

- Leveraging Nashville's music heritage and major media coverage are transformative points in **focusing the city as gateway to American music-oriented tourism.**

- Nashville's role in music education can be further leveraged to become the world's premier music **global music education center.**

- **Nashville's built environment opportunity resides in consideration of a music trade zone** that embraces all aspects of global instruments, equipment, technologies, touring, staging, transportation, licensing and design. A **Nashville entertainment design center** that combines features of various performing and visual arts, technological research and development serves as an advanced platform for entrepreneurial and emerging activity - all interacting with the music industry community.

Study interviews and research findings clearly point to Nashville having the resources to claim and further become a global media city. Already, Nashville's identity is linked to its cultural output in an unparalleled way. Talent density and quality is unmatched in concentration anywhere in the world as acknowledged by performers across genres worldwide. Infrastructure and institutions are in place that anchor the music ecosystem for next steps in the industry. Investors and innovators continue to find ways that Nashville creativity and ingenuity in culture and business are consistently leaders.

This study builds on recognized models and methodology of economic impact and contribution analysis. Assumptions and research design rests on key information and insight from over 80 senior industry leaders from all parts of the music industry. The foundation of Nashville as a global music center has long been established. This and future research serve to point to Nashville's very significant opportunities for a growing and flourishing music industry cluster that undergirds the regional reputation for creativity and business acumen.