

# ABOUT THE MUSIC CITIES NETWORK AND WHY YOUR CITY SHOULD JOIN



SUBJECT TO CHANGE: BERLIN, 01.07.2024

**WE COLLABORATE GLOBALLY TO BUILD BETTER MUSIC ECOSYSTEMS**

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THE MUSIC CITIES NETWORK IS A TRANSNATIONALLY ACTING NON-PROFIT ASSOCIATION BETWEEN THE CITIES OF:



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# WHAT IS THE MUSIC CITIES NETWORK?

## Global Collaboration



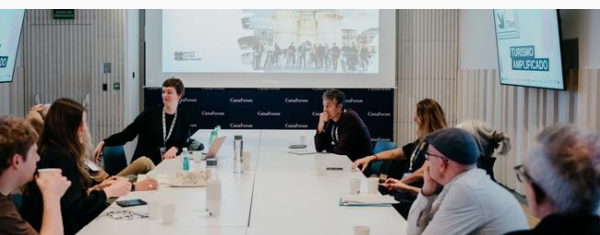
The Music Cities Network is uniting music cities around the globe. As a transnational and non-profit association the network is committed to improving communication collaboration, business, arts & policies for all music city stakeholders.

## Transnational Non-Profit Association



The MCN was initiated by the cities of Aarhus, Hamburg, and Sydney in 2016 & spun off as an independent non-profit association in 2021 after five years under the umbrella and with the support of Hamburg Music. Current members are Aarhus, Aalborg, Bergen, Berlin, Düsseldorf, Hamburg, Gothenburg, Groningen, Manchester, Reykjavik, Valencia & Sydney.

## Holistic Vision



We are a member-based network that actively designs hands-on solutions to holistically bridge the gaps between all music city stakeholders: music policy makers, music entrepreneurs, artists and city marketing strategists.

Our actions are aiming towards our vision to get decision makers and politicians to sustainably acknowledge music as an integrated part of city development.

# WHAT IS A MUSIC CITY?

## BEING A MUSIC CITY IS A CONCEPT

### VIBRANT ECONOMY

A Music City thrives with a dynamic music economy, encompassing a community of any size.

### ARTIST ORIGIN

The core of a Music City begins with the creativity and talent of artists and musicians.

### PROFESSIONAL SUPPORT

It provides a nurturing environment for a wide range of professionals dedicated to assisting artists and music entrepreneurs in their career growth.

### CREATIVE SPACES

The city offers a variety of spaces for education, rehearsal, recording, and performance, essential for artistic development.

### LIVE SCENE

A Music City boasts an active live music scene with an enthusiastic audience, creating a fertile ground for artists to hone their craft.



# WHY MUSIC CITIES NETWORK?

In the light of the ongoing worldwide crises, the existing and emerging challenges of the global music industry have become more vital than ever.



A future-proofed music industry needs to become more diverse, fair, and healthy. As Music Cities Network, we contribute to this mission by strengthening borderless cultural exchange and business opportunities between music cities. Important for this are platforms that empower innovation which we constantly create with our work.

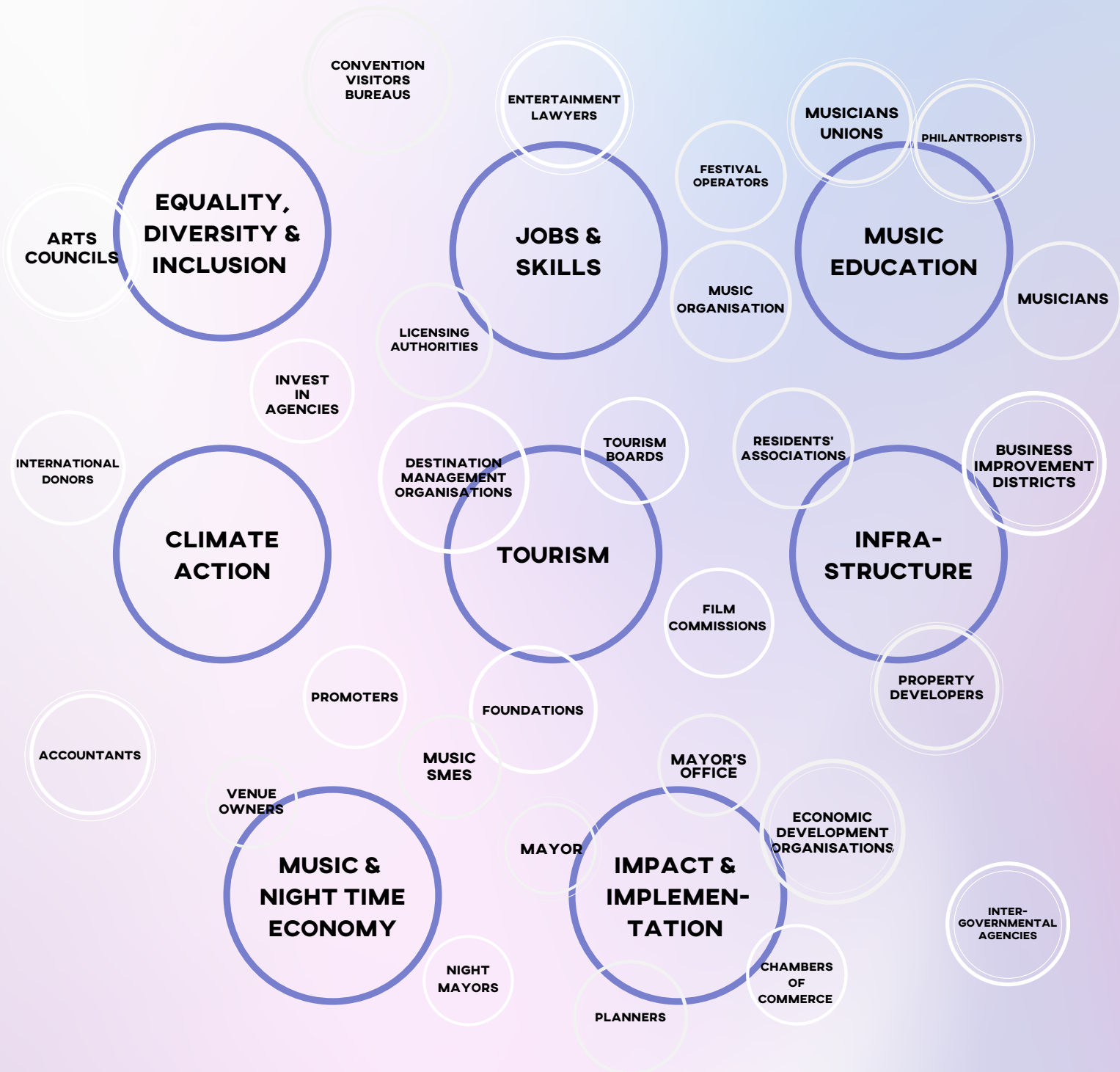
We consider city networks to play an even more important role in the future. That is why we decided to invest into those supportive structures.

Last but not least: A worldwide network of music cities exchanging on a policy level wasn't existing before - so someone had to do it. :)



# MUSIC CITY ECOSYSTEM

Who is responsible for Music Policy in your city?



# FROM CONNECTING TO SHAPING

Our key missions described as below:

## 01

### Connect

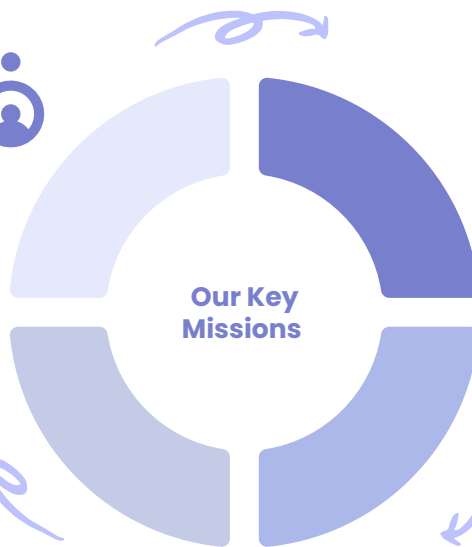
We connect with music cities, policy makers, music business professionals and artists around the globe. We jointly explore and live common transnational values, similarities and differences.



## 02

### Learn

We learn from a diverse and experienced team of music cities experts gathered within the network. We get and give advice and insights on good practices and possibilities for music cities policies.



## 04

### Shape

We actively shape hands-on solutions to bridge the gaps between music scenes, city marketing and music policy makers. Our joint transnational activities are paving the way for Music Cities prioritizing music and culture policy actively.



## 03

### Share

We share and exchange knowledge sustainably on a professional music policy level. We understand ourselves as advocates for a more fair and diverse future in our music cities and within the global music industry.



# MCN STRATEGY

## VISION STATEMENT

**We collaborate globally to build better music ecosystems.**

### MCN VALUES

**Collective Intelligence**

**Holistic Approach**

**Continuous Improvement**

**Innovation**

**Diversity**

**Meaning of them all:** All 5 values are incorporated in all our activities. We strive for global intelligence that's planted in local communities empowering an intimate understanding of our cities. With our work we want to inspire cities to change and elevate their approach towards friendly and sustainable music policies.

### FOCUS AREAS

#### Knowledge Exchange & Transfer

##### General Goal

MCN facilitates sustainable knowledge exchange sharing, transferring and extracting the special music policy expertise of all member cities

#### Capacity Building & Project Development

##### General Goal

MCN develops and strengthens the skills, instincts, abilities, processes and resources that music city representatives need to survive, adapt, and thrive in a fast-changing world.

#### Joint Advocacy & Communication

##### General Goal

The knowledge shared amongst the MCN members is unique, we want to use these voices to become a thought leadership commentary for Music Policy in our communities and worldwide.

#### Network Development

##### General Goal

Our aim is to continuously improve the work of our reflective learning organisation.



# KEY PROJECTS



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## 01 EMPE

- Music Policy Maker Think Tank to further best practices in music policy in cities
- Goal: Advocacy for Music Policy manifested in Handbook
- For further details, visit our [website](#)



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## 02 LEC

- Co-Creation Camps in 4 Member Cities for emerging Hip Hop Artists
- Goal: borderless exchange, cultural innovation as manifested in manual
- For further details, visit our [website](#)



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## 03 EMBTF

- Creative Leadership Masterclass for 12 Music Business Professionals
- Goal: Give participants time to create sustainable change within EUs Music Industry
- For further details, visit our [website](#)

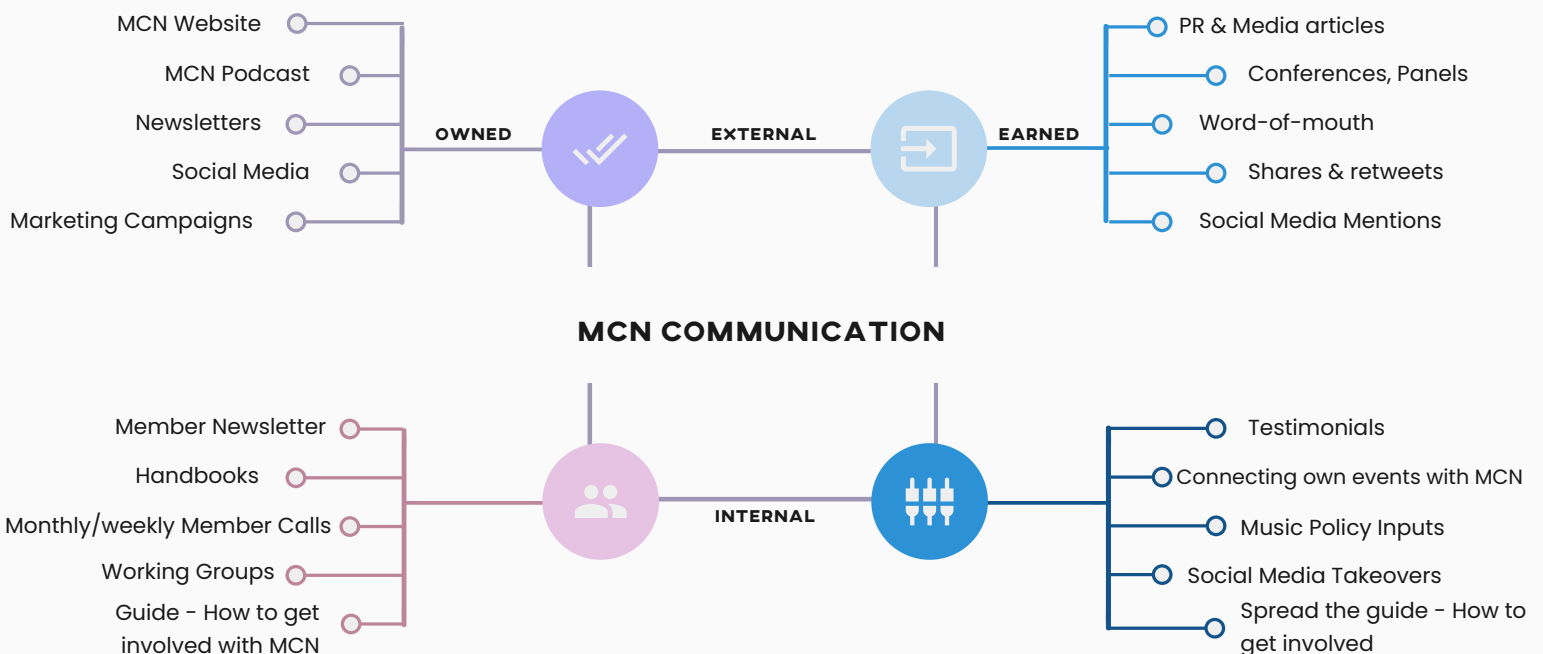
# MEMBERSHIP

€6500 /year



1. AARHUS, DK
2. AALBORG, DK
3. BERLIN, GER
4. BERGEN, NOR
5. DÜSSELDORF, GER
6. GRONINGEN, NL
7. GOTHENBURG, SWE
8. HAMBURG, GER
9. MANCHESTER, UK
10. REYKJAVIK, ISL
11. SYDNEY, AUS
12. VALENCIA, ES

# COMMUNICATION



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# **MEMBER CITIES REPRESENTATIVES**

## **CURRENT FULL MEMBERS**

## AALBORG, DENMARK



**Søren Burholt Kristensen**  
Head of Music Competence Center  
Aalborg at Aalborg Kommune

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## AARHUS, DENMARK





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Board Member Music Cities Network e.V.

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## BERLIN, GERMANY




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Music Board Berlin  
Project Manager Artist Funding

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## DÜSSELDORF, GERMANY



**Daniela Stork**  
Executive Director Booking,  
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## GRONINGEN, THE NETHERLANDS



**Nicole Venema**  
Culture Policy Advisor  
Municipality of Groningen



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## GOTHENBURG, SWEDEN



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## REYKJAVIK, ICELAND



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**Lex Davidson**

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Chair of the Board  
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## VALENCIA, SPAIN



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# HOW TO BECOME A MEMBER

## Who can become a member?

→ Full members of the MCN are legal entities that may be the cities themselves or institutions or legal entities that represent the cities who respectively intend to actively promote the purpose of the association according to our statutes.

A member city can either represent itself through a music policy maker or is represented by an official of a music organization. This could be an artist support, music business support or music export organization, located in the city.

## How do I become a member?

→ If we haven't talked already, please feel free to contact Lena or one of our board members directly. Our application and selection process is slim and based on the aim for good transnational, borderless collaboration.

Once we've received your application, it will be reviewed by the MCN board members. The final decision on whether or not to accept new city members lies with them.

## How does the membership process work?

→ The operational work (for example being part of meetings, working groups, projects and strategic work) can then either be taken on by a policy maker from the city itself or it can be handled by a music organization that is active in the city.

Thus, the impulse can either come from the city directly or through stakeholders of the city who speak in favor about the benefits.

As every music city has their own set up in how culture and music are supported these are individually agreed on.

## How much does it cost?

→ The cost to join the network is 6.500€ net per year for a full member city, which is contributing to the general financing of the Music Cities Network association (such as staff, events, projects, visibility).

If you are interested in joining our network, please contact Lena or one of our board members for more information.

→ If you have any further questions or need additional information, please don't hesitate to contact us.



# MEMBERSHIP MODELS

**We find an individual model for each member city, as the policy and support structure of music in each city varies. Here are some examples:**

## Berlin

→ Membership Fee via: Senat for Economics and Infrastructure

Music Cities Organisation on the ground: MusicBoard Berlin

## Hamburg

→ Membership Fee via: Department of Culture Hamburg, Chamber of Commerce, Hamburg Marketing

Music Cities Organisation on the ground: Hamburg Music Business Association

## Sydney

→ Membership Fee via: City of Sydney

Music Cities Organisation on the ground: City of Sydney, Cultural Policy and Strategy Department

## Aarhus

→ Membership Fee via: Municipality of Aarhus

Music Cities Organisation on the ground: Promus

## Valencia

→ Membership Fee via: Visit Valencia

Music Cities Organisation on the ground: Visit Valencia, Valencia Music Office, University of Valencia

## Groningen

→ Membership Fee via: Gemeente Groningen

Music Cities Organisation on the ground: Gemeente Groningen Cultural Department, Night Major of Groningen

# CASE STUDY: MANCHESTER

Manchester has a rich and illustrious music heritage that has left a lasting mark in the global music scene. The city has the biggest music economy in the UK outside of London and has over 200 venues from large concert halls and arenas to grassroots venues. With a longstanding history of migration, the city is hugely proud of its diversity with over 200 languages spoken and a young, vibrant diverse population and music scene.



As a city with music in its DNA, joining the Music Cities Network enabled Manchester not only to officially profile and brand itself as a Music City but galvanised people and organisations from across Manchester's landscape to work together in partnership to:

- *support the city's successful and vibrant music sector*
- *enhance international relationships*
- *sustain and build a music ecology that is open to all.*

Manchester City Council's ambition is for the city to be a successful Music City which attracts, grows and retains talent, with a music business community reflective of residents of the city, a thriving live music ecology enjoyed by local and visiting music audiences and where the economic, social, cultural and health benefits of music are felt by the people of the city.

The initiative has been led through a partnership between [Brighter Sound](#) and [Manchester City Council](#), with Manchester's City Council cultural team contracting Brighter Sound to act as sector lead for developing the music city initiative.

### **Manchester Music City**

Subsequently Manchester Music City was formed and is currently a not for profit organisation limited by guarantee. Since the formation of Manchester Music City we have been building a music strategy for Manchester based on commissioning research to ascertain the economic impact of music on the city, commissioning a critical review of the economic and regulatory environment for small and medium music venues across Manchester. It has also recently commissioned research into the potential of Manchester Music City becoming a city/region Music Export Office.

### **Financial & Fundraising Support**

In addition, Manchester Music City has provided financial and fundraising support for music projects for example SEEN; partnered and enabled participants from our city to take part in the Music Cities Network initiatives including the Link up Euro Connection, the European Business Leaders Task Force and the European Music Policy Exchange; attended industry events such as the SPOT festival, Reeperbahn, Eurosonic and SXSW to share knowledge and be an international facing identity for the city's music ecology.

### **WOMEX 2024**

Manchester Music City has recently won the bid to host WOMEX in October 2024, the biggest conference of the global music scene, featuring a trade fair, talks films and showcase concerts. Every year WOMEX gathers over 2500 professionals in the music industry from 90 countries. It is one of the biggest networking platforms in the global music scene and showcases talents from all over the world, creating a space for the local and international world music community to connect and collaborate. Alongside hosting WOMEX Manchester Music City is building a sector development programme with an overarching focus on social justice and sustainability.



### **MANCHESTER NOMINATED FOR BEST GLOBAL MUSIC CITY**

Manchester has been nominated for 'Best Global Music City' at the 2023 Music Cities Awards.



### **MANCHESTER MUSIC ECONOMY REPORT**

A new report finds Manchester is the second largest live music economy in the UK.

This will ensure that WOMEX 24 in Manchester creates a tangible lasting legacy for those who make up the music ecology in Manchester, the North and across the UK and Ireland.

# CASE STUDY: BERLIN

## **Economic Impact of Berlin's Growing Nightlife**

Berlin is known in many circles as the "Party Capital of Europe." Its nightlife scene does not disappoint as it is inclusive and diverse. The cultural explosion of Berlin expanded to nightclubs, expanding its clientele to a broader audience. Three years ago, Berlin's nightlife and club scene was on an all-time high. 2018 was viewed as a financial boom in this sector as it brought in \$1.7 billion dollars to the economy (Source: The Local).



However, 2020 was met with unexpected challenges as the pandemic swept the world. Since then, nightclubs have suffered economically due to the lockdowns.

Nevertheless, music clubs have recently been declared as cultural institutions, shaping the identity of city districts as an important part of cultural and economic life. With this new outlook, nightclubs will be able to return to their previous heights better, keeping cities and neighborhoods diverse in culture and entertainment. Cultural institutions are also eligible for additional support and protections, including tax breaks, permits that allow them to operate in broader areas of the city, financial aid to overcome the economic impact of the Covid-19 pandemic, and more.

**Cultural Significance**

Nightclubs are more than dance venues; they are known to be safe spaces for many marginalized communities, including different segments of the queer population. They are an essential contribution to the city’s culture, such as galleries and museums. Without the nightlife culture, the city is not the same.

Generally, Berlin, with all its organizations supporting the club culture, is one of the most progressive worldwide that every city can only learn from.



**TO NAME JUST A FEW OF THE PIONEERING ORGANIZATIONS AND INITIATIVES:**

Clubcommission Berlin



Awareness Akademie



Diversitygerechtes Ausgehen



Sexism Free Night



Die Berliner Antidiskriminierungs-App „AnDi“



MusicBoard Berlin



**Berlin Club Culture Study (2019)**

Berlin has a pioneering role to play due to its position as the home to a diverse and extremely lively club culture landscape that is known the world over. The influence of club culture on other cultural, social and economic areas is unmistakable. Within this context, a comprehensive qualitative and quantitative study of the various dimensions of club culture has been conducted in cooperation with academic partners in order to facilitate a clearer, fuller evaluation of the importance of club culture for Berlin as a location for economic and cultural activity. The aim is that the findings of this study will help to strengthen Berlin as a location for clubs in the long term, which will in turn be beneficial for other sectors, for other areas of art and culture, and for civil society in the city. Find the complete study [here](#).



**BERLIN'S NIGHTLIFE IN REGARDS TO INFRASTRUCTURE**

**ENDLESS NIGHTS**

There is no curfew in Germany, clubs can stay open as long as they want, which makes the nightlife safer

**NIGHT MOBILITY**

Public transport is running throughout the night on weekends, during the week there are night buses

**SAFETY HOTLINES**

There are safety hotlines to call as a person identifying as female to get home safely

**AWARENESS TEAMS**

Most of the clubs in Berlin have awareness structures or teams and/or are in the process of iterating them

**SAFETY CAMPAIGNS**

There are campaigns to sensitize for safe nightlife

# WHAT DO THE MEMBERS SAY?



*“MCN provides a sustainable international platform that enables new ways for music policy makers, music entrepreneurs and artists to learn, exchange and co produce together. It is really exciting to be part of a dynamic network that continues to be a vital force supporting local and transnational music ecosystems. Together we strategise to raise the growth of music in our cities, and build resources for transnational collaborative projects”*

**Debra King**

Former Chair of the Board Music Cities Network  
Former Director Brighter Sound



*“We believe València’s membership of the MCN is essential for the city’s cultural and economic development. It elevates its status as a music destination, fosters collaboration with other cities, and attracts visitors who share a passion for music. Joining MCN presents an exceptional chance to work together, share insights, and inspire innovation that will have a positive impact on València’s music culture, economy and community.”*

**DAVID ARLANDIS IVARS**

Product Manager Culture and Leisure at  
Visit València

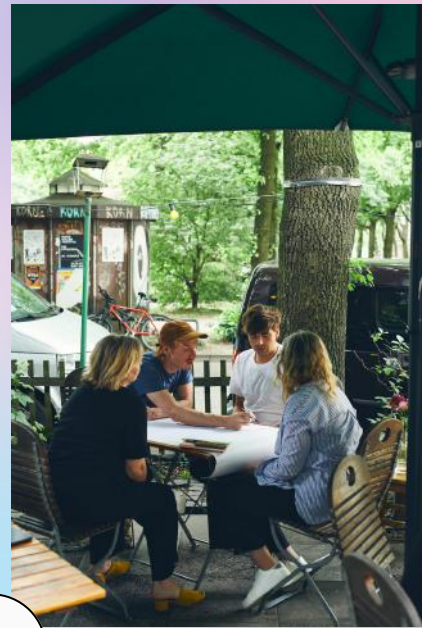


*“What does it take to create sustainable change in these rapidly changing and challenged music cities? I believe that a holistic approach and interlinked mindsets are key to future-proofing music city ecosystems. MCNs core is a hands-on approach and sustainable knowledge exchange to bridge the gaps between music scenes and policy makers. It’s a unique network that is effectively creating change on a high level and I am beyond grateful to be the one connecting the dots for creating a better future together.”*

**Lena Ingwersen**

Managing Director Music Cities Network





MCN Members on the Road





# CONNECT WITH US



**Lena Ingwersen**

(Global, but based in Berlin)

Managing Director  
Music Cities Network e.V.

Cultural Manager,  
Part of Keychange, DJ



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Social media handle

[@musiccitiesnetwork](#)

# MUSIC CITIES NETWORK

WE COLLABORATE GLOBALLY TO BUILD BETTER MUSIC ECOSYSTEMS



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2024

THE MUSIC CITIES NETWORK IS A TRANSNATIONALLY ACTING NON-PROFIT ASSOCIATION BETWEEN THE CITIES OF:



promus®



berlin Berlin



MUSIC•DÜSSELDORF



MANCHESTER CITY COUNCIL

WESTSIDE  
MUSIC SWEDEN

got:leborg&co



VALENCIA