

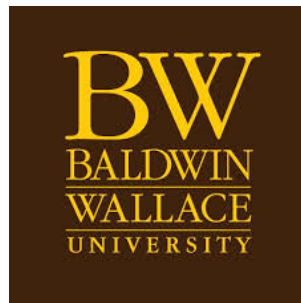
Thursday, October 17 2024 | 3pm | Gamble Auditorium

GREATER CLEVELAND MUSIC CENSUS: KEY FINDINGS

NINTH ANNUAL

**ARTS
INNOVATION
SUMMIT**

Presented by:



GREATHER CLEVELAND MUSIC CENSUS: KEY FINDINGS

NINTH ANNUAL

ARTS INNOVATION SUMMIT

WELCOME

Caitie Lenahan Program Manager, BW LaunchNET

OPENING REMARKS

Jake Sinatra Director of Grantmaking, Strategy & Communications, Cuyahoga Arts & Culture

GREATHER CLEVELAND MUSIC CENSUS OVERVIEW

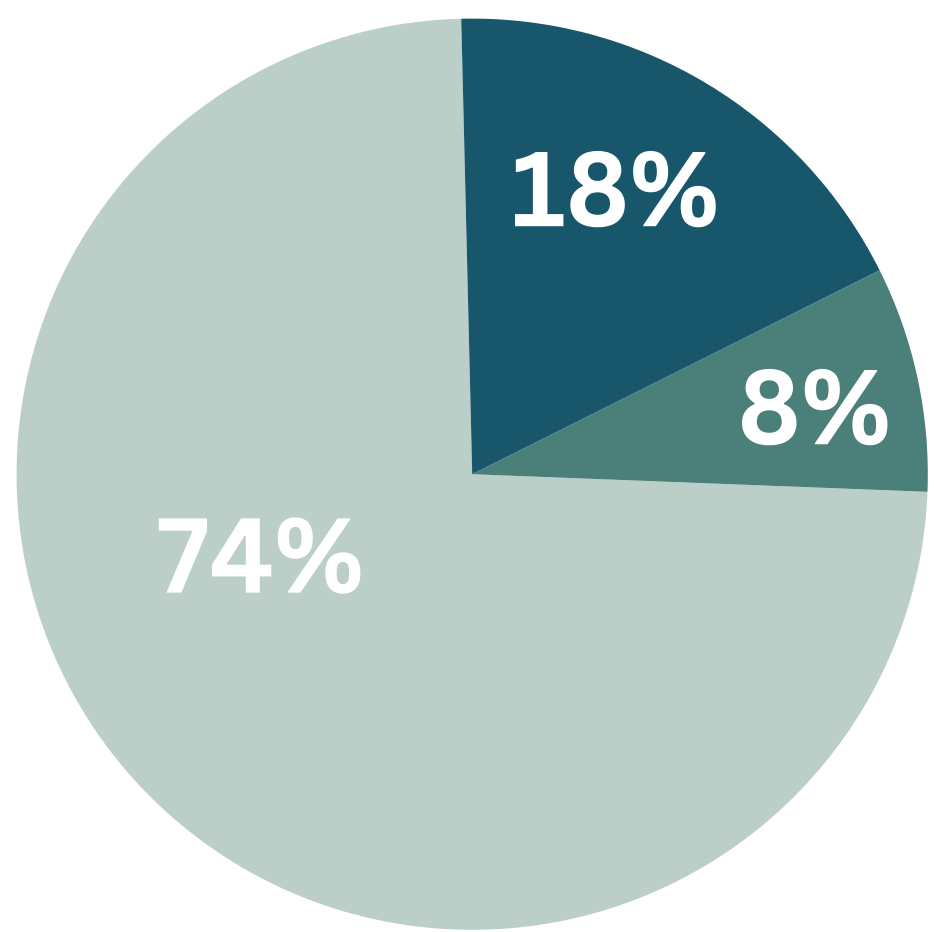
Dr. Sean Murphy Associate Professor of Arts Management & Entrepreneurship, Baldwin Wallace University

Panel Discussion

Cindy Barber
Kathy Blackman
Gabe Pollack
Troy Smith (moderator)
Sean Watterson

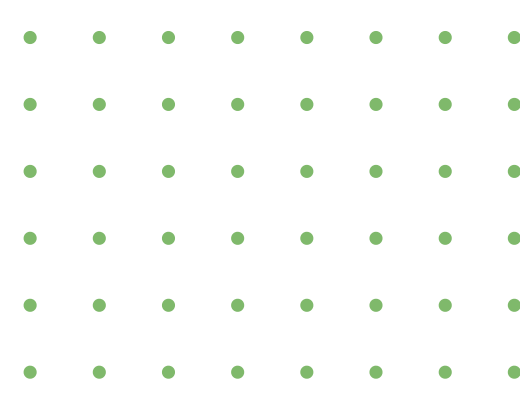
Co-owner, The Beachland Ballroom & Tavern
Owner, The Grog Shop
Director of Performing Arts, The Cleveland Museum of Art
Entertainment Reporter, Axios Cleveland
Co-Owner, The Happy Dog

Key Findings

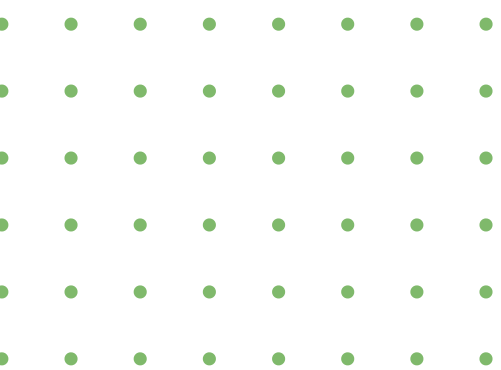
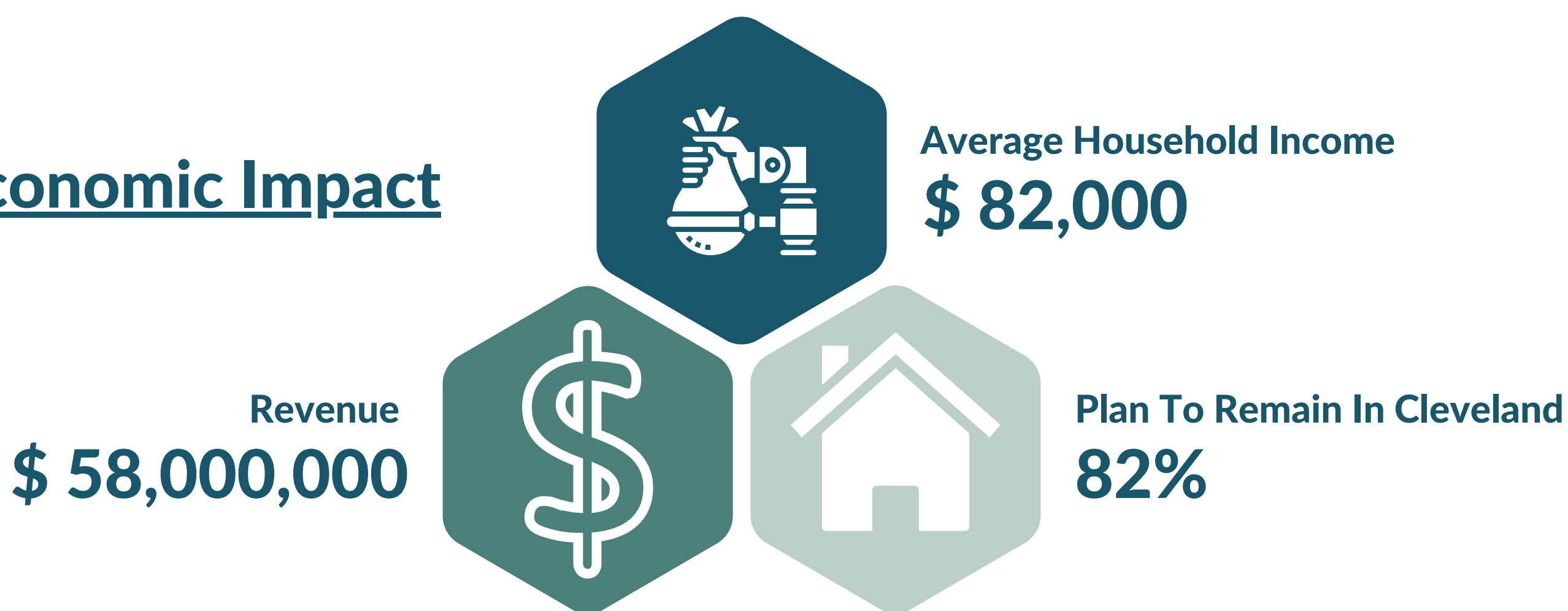


Ecosystem Composition

- Creatives
 - Industry Professionals
 - Venues/Presenters
- *2,768 respondents

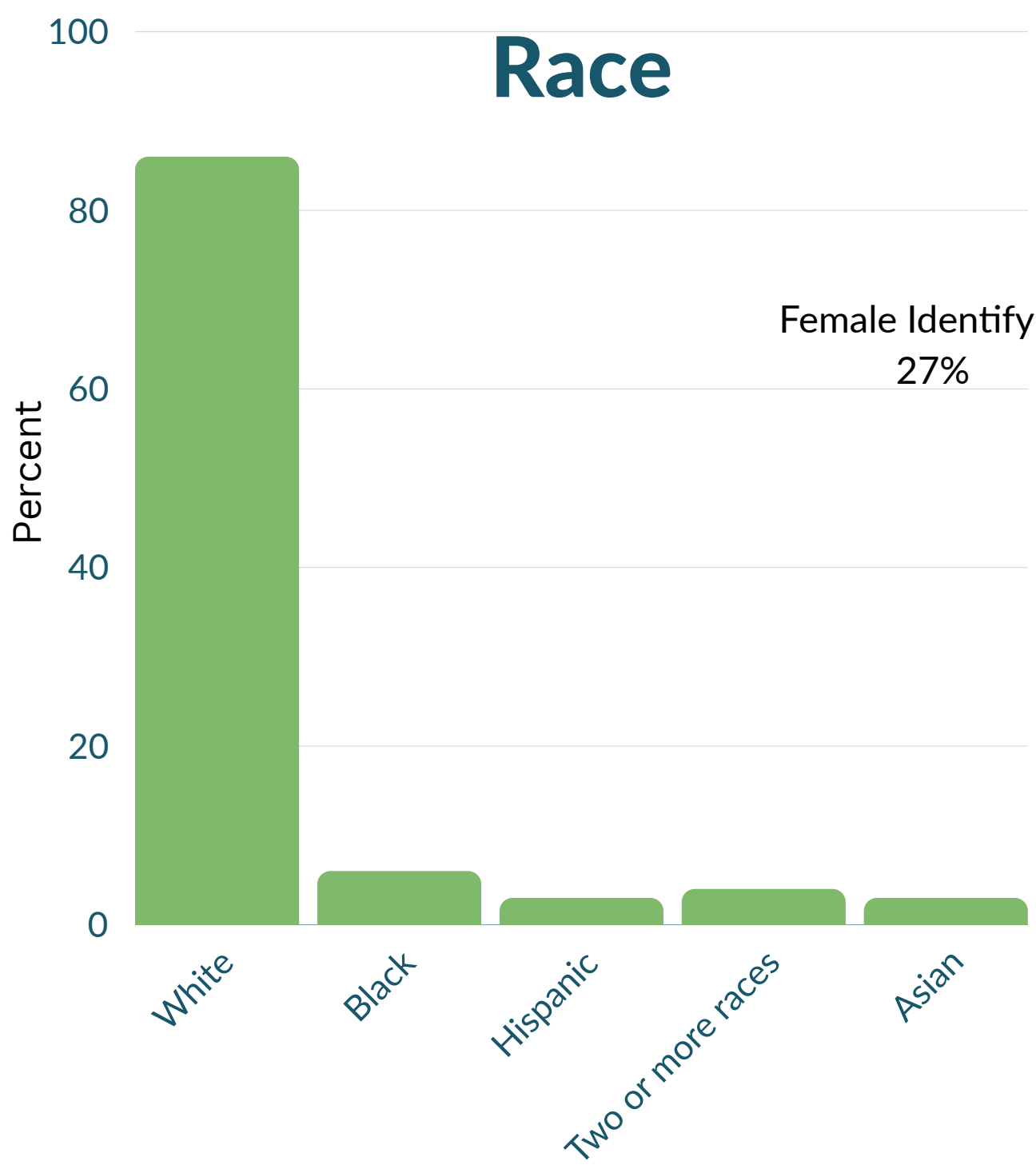


Economic Impact

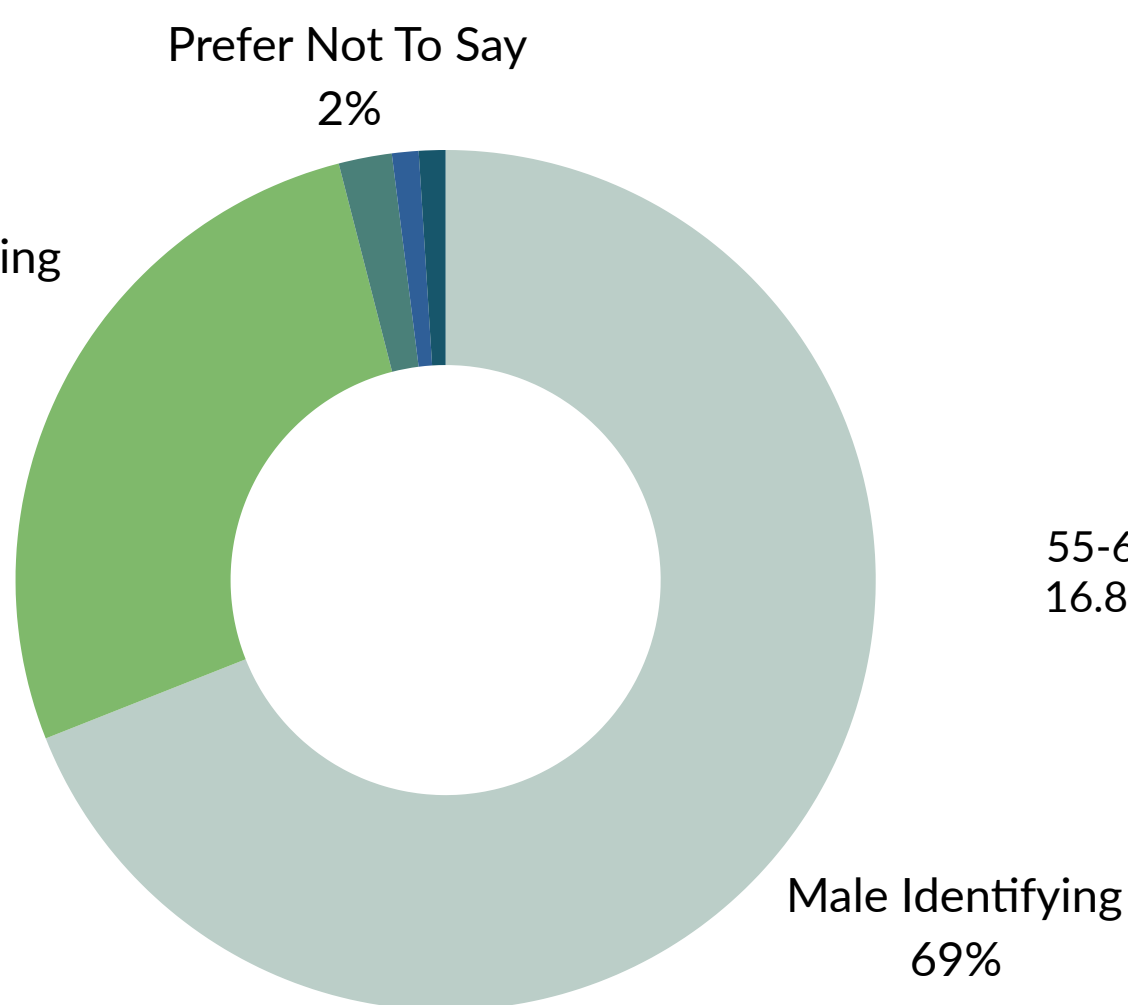


Survey Demographics

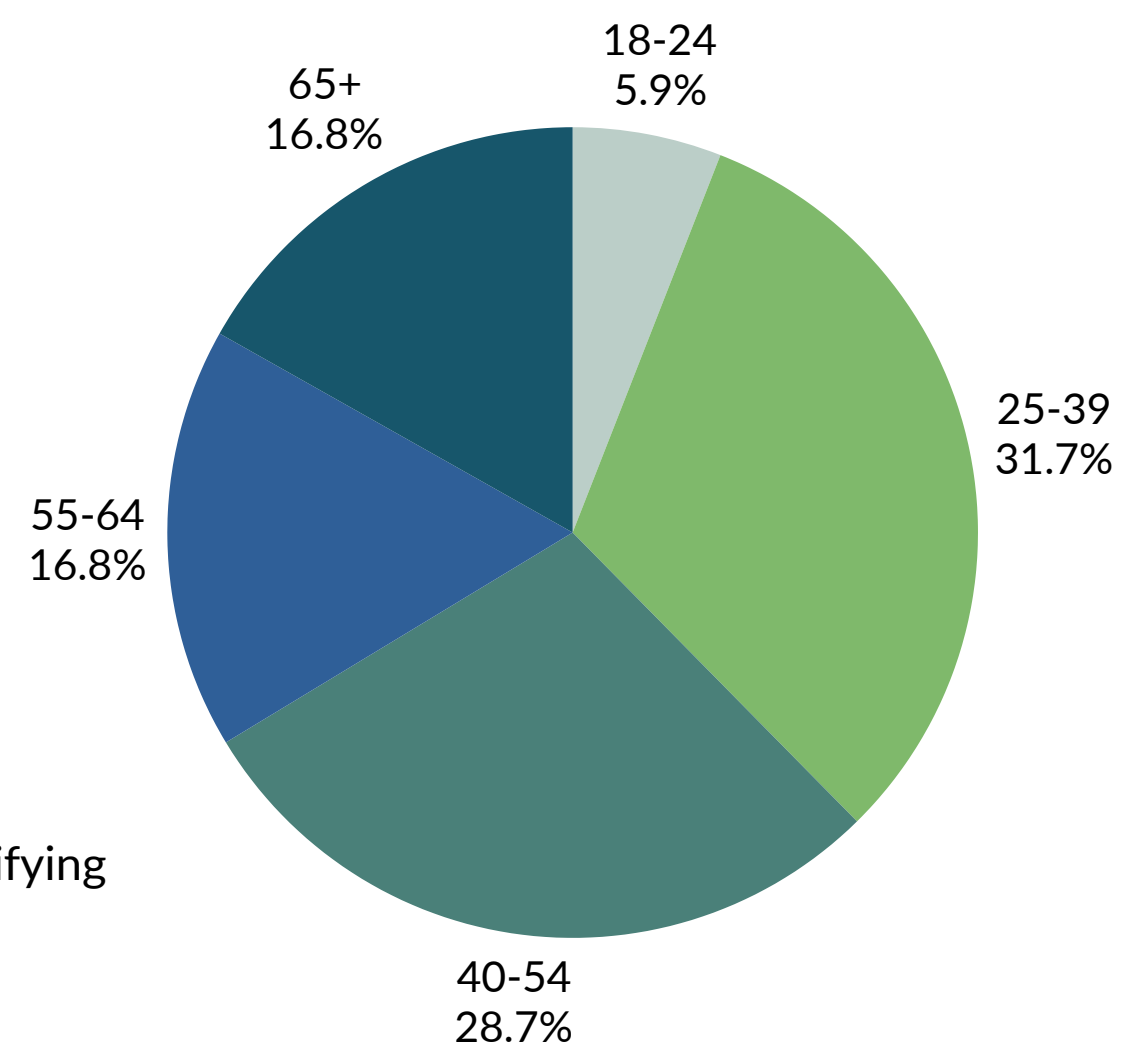
Race



Gender



Age



Profile Trends



Creative Profile

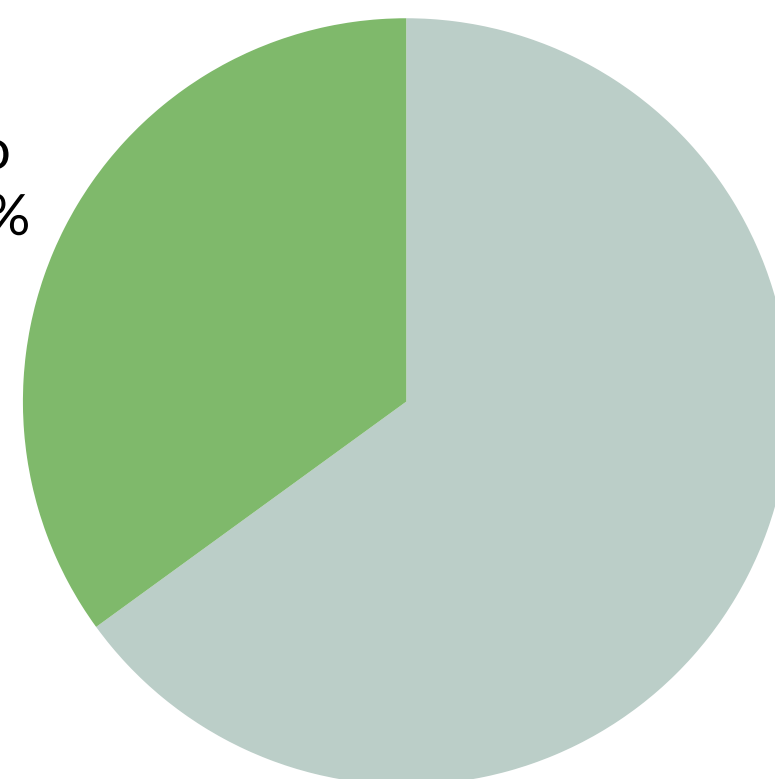
Average Rate Per Local Performance

\$ 308



Work Outside of Music?

No
35%

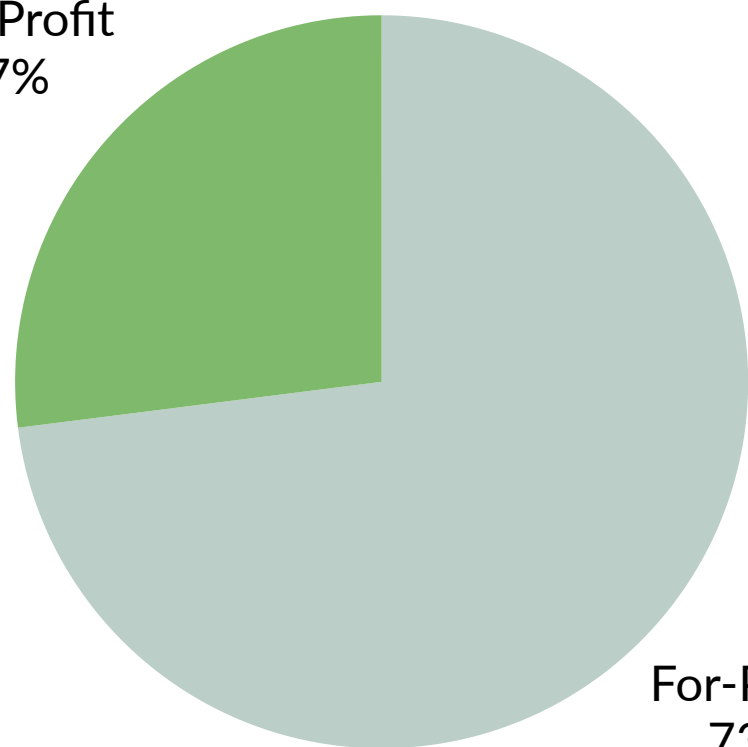


Yes
65%

Venue Profile

Venue Ownership Structure

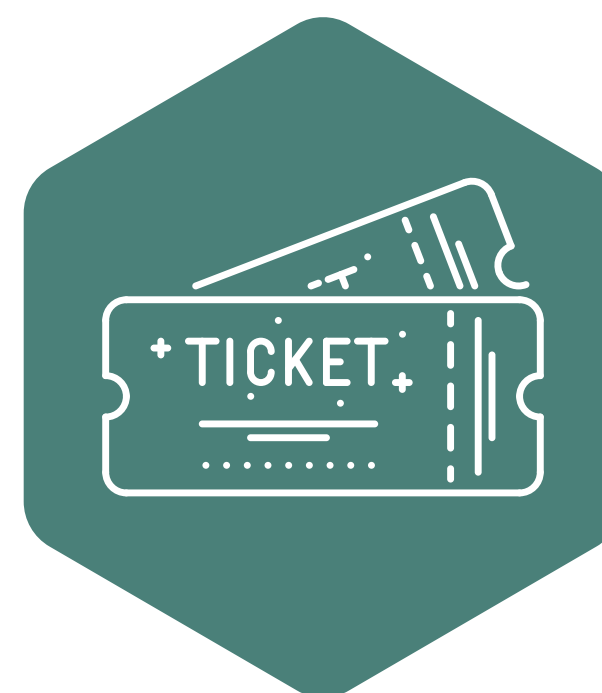
Non-Profit
27%



For-Profit
73%

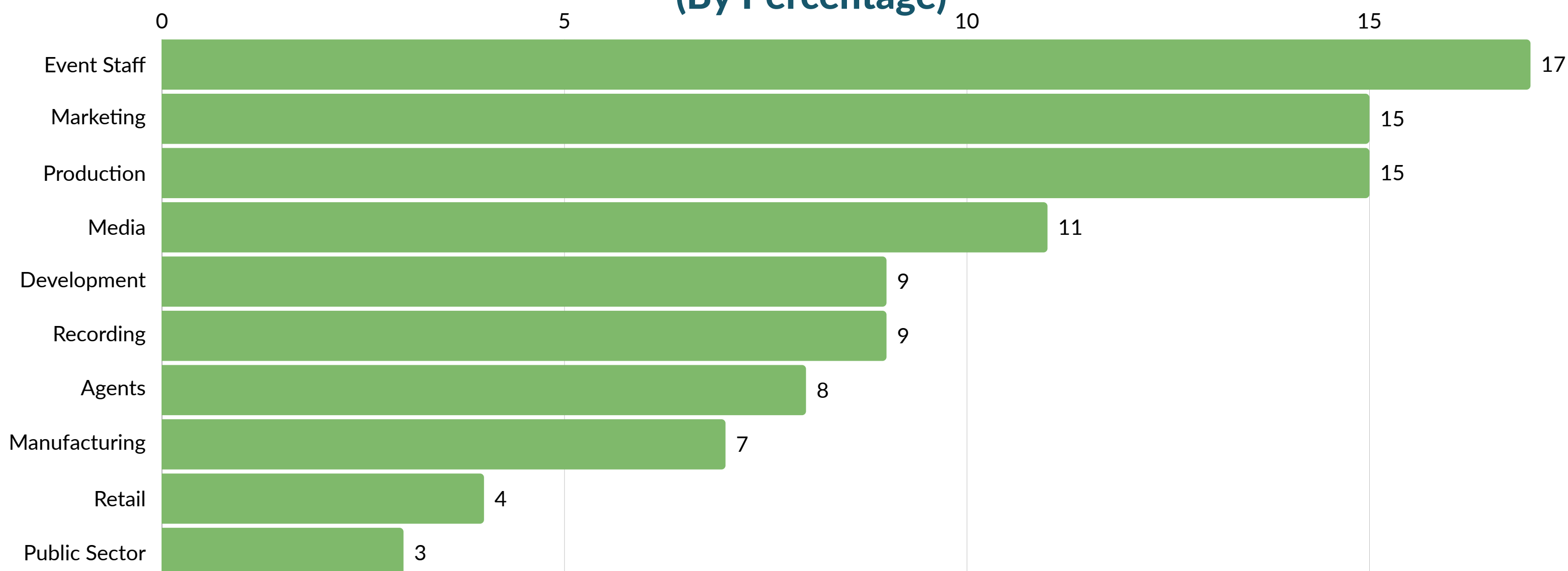
Total Live Events Per Year

14,762



Industry Profile

Areas of Employment (By Percentage)



Advocacy & Next Steps

GREATER CLEVELAND
MUSIC CENSUS



Financial Support

83% have never received financial assistance for their work. Preferred assistance include:

- Tax Breaks
- Micro Grants
- Discounted Services



Music Commission

76% say Cleveland would benefit from a music commission focusing on:

- Programming
- Creative Grants
- Audience Development
- Regulatory Improvements for Live Music



Networking

- 60% want a place to connect with music services
- 50% want a place to connect with other creative industries
- 90% are interested in professional development

BIOS & ORGANIZATION DESCRIPTIONS



Cindy Barber is executive director of the non-profit Cleveland Rocks: Past, Present and Future,

which she founded in 2012, and a co-owner of the Beachland Ballroom and Tavern, the legendary venue she and partner Mark Leddy launched in March of 2000 by converting an old Croatian social hall in Cleveland's North Collinwood neighborhood. The venue helped launch The Black Keys in 2002 and supported the early careers of bands as diverse as Drive-By Truckers, Trampled by Turtles, The National, and Joe Bonamassa. She is now working on building a music economy incubator space next to the Beachland in an old bowling alley building the non-profit purchased which will be called NOMAD (Northeast Ohio Music Arts Development) Music Hub.

Barber began working in the local music industry just out of high school in the early '70s. She did inventory control for MCA, bookkeeping at WEA and was assistant buyer at the ABC branch. After earning college degrees in Media and Communications, she co-founded the *Cleveland Express* newspaper in the late '70s, in addition to managing local bands. In the '80s, Barber became production manager for *Northern Ohio Live* magazine, a job which included editing program guides for Playhouse Square and other arts organizations. Barber started her own publishing consulting business in 1986, and also co-wrote a music column for the *Cleveland Edition* with fellow music journalist Anastasia Pantsios.

She then turned her energy to her own North Collinwood neighborhood, where she co-founded the Beachland Ballroom and Tavern, which became the anchor for the Waterloo Arts and Entertainment District. She has served as

president of the board of her local CDC, Northeast Shores Development Corporation, and was also president of Arts Collinwood, an arts non-profit that won a *Northern Ohio Live* Achievement Award in Economic Development for its work in North Collinwood. Ms. Barber has also served on the City of Cleveland's Fair Housing Board, the Northeast Ohio Coalition for the Homeless, and the former Cleveland Music Group. In 2007, she was honored with a Cleveland Arts Prize for Distinguished Service to the Arts.



Kathy Blackman is owner of *The Grog Shop*, a fixture of both the Coventry business district and the local

independent music scene. Opened in 1992 during a time of revitalization for the neighborhood, The Grog Shop helped define the character of Coventry as it transitioned from its hippie and punk roots to a vibrant hub for alternative culture. Kathy took over the venue and built it into a renowned music space, attracting both local talent and national acts. Her leadership has made The Grog Shop a cornerstone of Cleveland's indie music scene, a venue where legendary acts like Oasis and Bruno Mars, helped pave the way for the rise of live music in the NEO region.

Initially a fledgling bar, The Grog Shop grew organically into a beloved indie music venue, thanks to Kathy's dedication to fostering relationships with concert promoters, artists, and the community. Through her work at The Grog Shop, Kathy has played a key role in sustaining Cleveland's vibrant independent music scene and keeping Coventry's rebellious, artistic spirit alive.



Dr. Sean Murphy is Associate Professor of Arts Management & Entrepreneurship at Baldwin Wallace University. He also serves as the Area Coordinator for the Music Industry program at Baldwin

Wallace, which has been named to Billboard Magazine’s listing of Top Music Business Schools for the past several years.

In 2021, Murphy was named the winner of the American Prize in Arts Education, "the nation's most comprehensive series of contests in the classical arts designed to evaluate, recognize and reward the best performers, composers and arts administrators in the United States."

Working with many leading composers of the wind band idiom, he is the founder of Murphy Music Press publishing, celebrated for its "intentional diversity and inclusivity" by composer and ASCAP board member Alex Shapiro. In 2021, music from the Murphy Music Press catalog was featured at the 59th presidential inauguration for Joe Biden.



Gabe Pollack currently serves as Director of Performing Arts at The Cleveland Museum of Art. In his role, Pollack is responsible for overseeing the internationally recognized performing arts program at the CMA which includes the annual Solstice

Festival, City Stages concert series, and monthly MIX events. Throughout the year, he also programs the museum’s atrium, galleries, auditorium, restaurant, lecture hall, recital hall, and its satellite locations including Transformer

Station and Community Arts Center with concerts from classical to contemporary as well as global music traditions, dance, and film.

Prior to joining CMA, Pollack served as Director of Bop Stop at The Music Settlement, a vibrant jazz club in Cleveland’s Ohio City neighborhood that was voted Best Jazz Club in America by readers of All About Jazz in 2019. In his work at Bop Stop, Gabe presented more than two thousand concerts spotlighting local, national and international artists – including more than 180 Grammy Award winners or nominees. Under Pollack’s leadership, nearly 20 live albums were recorded at Bop Stop. During the pandemic, Pollack launched the terrestrial radio program and podcast “Live at the Bop Stop.” Currently, the show airs on 54 stations worldwide, and it won Best Innovation by a Club, Venue or Festival from the National Independent Venue Association in 2022.

A graduate of Oberlin College and Conservatory of Music, Pollack holds a bachelor of music in jazz entrepreneurship with a concentration in jazz trumpet performance. He also holds a bachelor of arts in environmental studies, focusing on sustainable cities, enterprise and education. Pollack was the recipient of the Jazz Journalist Association’s Jazz Hero Award in 2023.

Troy Smith is an entertainment reporter for Axios Cleveland, which launched its daily



newsletter and website in Northeast Ohio in January 2022. A graduate of St. Bonaventure University, Troy spent the first part of his career in his

native Rochester, N.Y., before moving to Cleveland to become the music critic for Cleveland.com and The Plain Dealer.

Troy's passion for storytelling and deep knowledge of the entertainment landscape allows him to bring a unique perspective to his work. His coverage spans across genres, offering readers an insider's view into both the mainstream and indie scenes. He's particularly known for his coverage of the Cleveland music scene, bringing attention to local talent while also providing sharp analysis of the broader music industry.



As Director of Grantmaking Strategy & Communications, **Jake Sinatra** manages the grant team and all aspects of Cuyahoga Arts & Culture's

communications, where he works across disciplines to lead specific grantmaking and organization-wide projects.

Jake has served as a member of the Downtown Cleveland Alliance City Advocates and a board member of Young Nonprofit Professionals Network Cleveland. Jake has held internships with The Musical Theater Project, Central City Opera Festival and Baldwin Wallace University's Office of University Relations, Conservatory of Music Outreach Department and Bach Festival.

He graduated from Baldwin Wallace University's arts management program with bachelor's degrees in management and marketing and a minor in music.



Sean Watterson is Co-Owner of The Happy Dog, a bar, restaurant and live music venue founded in 2008 and located in Cleveland's Gordon Square Arts District. He

is also a co-founder and Chief Legal Officer for D Tour, a network of independent venues and promoters offering national artists locally owned, unique venue experiences across multiple markets. He co-founded the Cleveland Independent Venue Association (CIVA) in 2011 (formerly the Cleveland Music Club Coalition), successfully advocating for changes to the City of Cleveland's admissions tax legislation to reduce or eliminate the tax on live music at small to mid-sized venues. He also led the effort through the CIVA to secure over \$3 million in Cuyahoga County CARES Act and ARPA funding for both independent live music venues and individual musicians.

In 2020, took the lead in representing the state of Ohio on behalf of the National Independent Venue Association (NIVA) in the Save Our Stages campaign - an effort that led to the passage of the largest arts funding bill in the history of the United States. In 2024, he joined the NIVA Board, serving as Secretary of the Board and Chair of NIVA's Economic Research Task Force. He champions the importance of individual artists and small businesses, and is an advocate for broadening traditional concepts of arts & culture to include the creative industries and creative workforce, and in 2021, he received the Martha Joseph Prize for Distinguished Service to the Arts. In 2022, he was named Community Leader of the Year by Cleveland Magazine for his arts advocacy efforts.