



Economic Impact of Huntsville Music

EXECUTIVE SUMMARY

Presented by Sound Diplomacy and the Huntsville Music Office

July 2026

1. About The Project

Huntsville has quickly evolved from a tech-centric 'Rocket City' into a premier music and entertainment destination, using culture as an increasingly important tool for economic development, tourism, talent attraction and quality of life. Since launching its comprehensive music strategy in 2018, the value of the music industry has grown by 38% in direct output and 35% in direct GVA - increasing to \$187.9 million and \$111.8 million respectively, proving that, today, the city's music ecosystem is a formidable economic driver.

The catalyst for this transformation was the 2018 Huntsville Music Audit, which directly led to the establishment of the Huntsville Music Office. Over the past eight years, the Music Office has become the cornerstone of the city's creative growth. At the local level, it continues to champion vibrant community programming, such as curating the stellar lineup for the free 805 After Five concert series at Campus No. 805 and drawing key partners such as Resound Presents music promoters. On the national stage, the Music Office has established Huntsville as a trailblazer, recently becoming a founding member of the Association of Music Offices (AMO) to help shape music policy and advocacy across the United States.

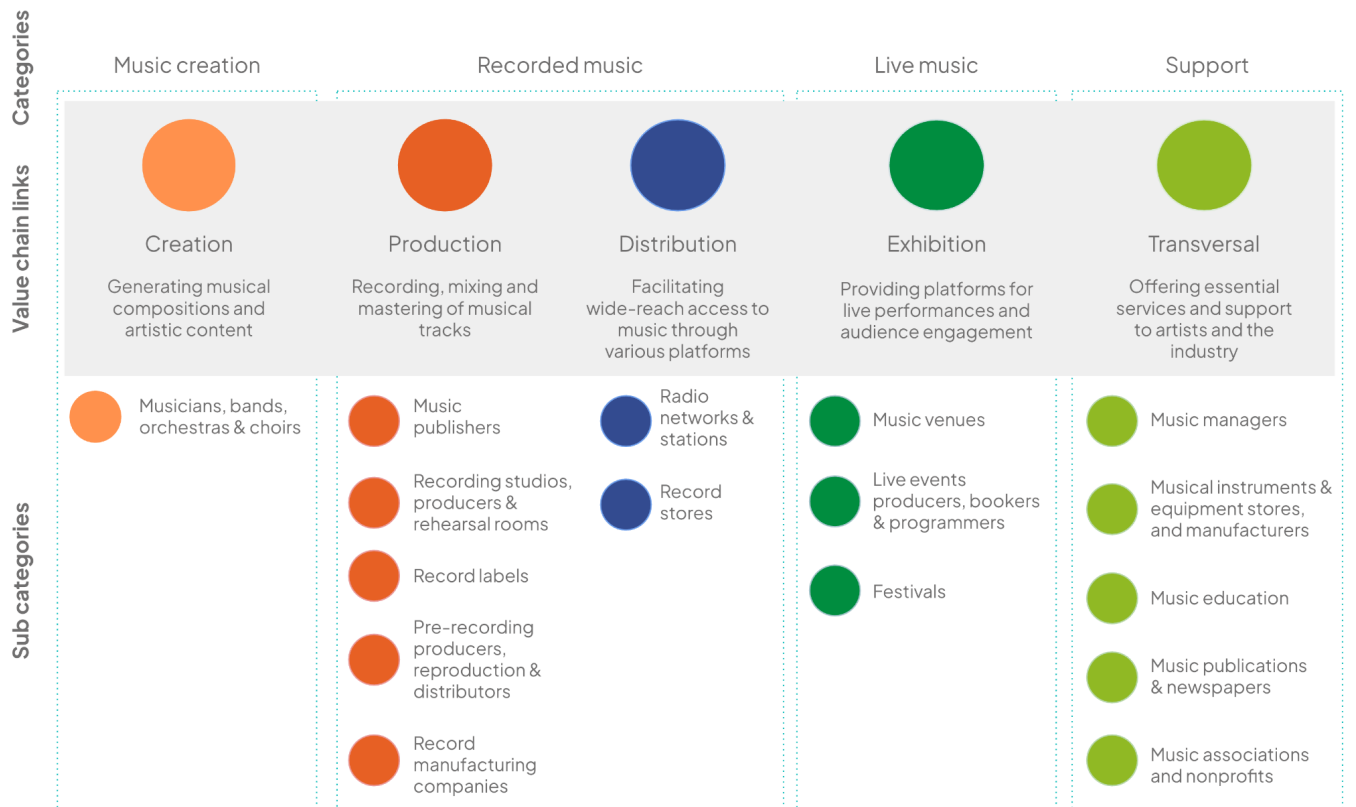
This intentional, policy-driven growth has paved the way for monumental investments in Huntsville's live music infrastructure, turning the city into a heavy-hitting entertainment hub. The evolution of the city's music scene is perfectly highlighted by three shining lights: the modernization of the Von Braun Center (VBC) to host award-winning, nationally televised events; the 2022 opening of The Orion Amphitheater, an 8,000-capacity destination venue that has become a catalyst for cultural tourism; and the successful 2024 debut of the South Star Music Festival, which firmly proved Huntsville's ability to draw tens of thousands of fans for world-class, large-scale entertainment.

The following assessment details exactly how Huntsville's music scene has matured into a robust, interconnected industry. By significantly expanding its workforce and closing the gap with national industry concentrations, Huntsville has proven that its music scene is built for long-term, sustainable prosperity. It has paved the way for further growth, and shows what truly successful strategic investment looks like. This is just the beginning for Huntsville; there is more ambition, growth and advancements in its future. So long as investment and intentional planning continues, so can Huntsville's reputation as a true competitor in the US music market.

The Music Ecosystem

The music ecosystem is defined as the group of actors and industries whose main purpose involves the creation, production, reproduction, promotion, distribution, and commercialization of goods, services, and activities related to music in Huntsville. For the purposes of this economic impact assessment, the music ecosystem is organized into value chain links that capture the main domains where music-related economic activity occurs.

Figure. Music Ecosystem



Developed by: Sound Diplomacy

Methodology

Mapping

The mapping process identifies music-related assets in the region of Huntsville. The mapping database is produced using the Huntsville Music Office private databases and publicly available sources on the web. The data is cleaned up and deduplicated to ensure that only unique and open/in operation music-related assets were considered in the analysis. The information is georeferenced with Sound Diplomacy's mapping tool.

Sources and data:

- Huntsville Music Office
- Google Maps
- Songkick

Access the interactive map via this [link](#).

Economic Impact Assessment

The economic impact assessment utilizes an Input-Output (I-O) Model to quantify how musical production and services generate multiplier effects across Huntsville's economy. This framework estimates intersectoral impacts - including output, GVA, and employment - by tracking sales and purchases through the regional value chain. Primary data sources include: United States Census Bureau; Bureau of Economic Analysis; US Bureau of Labor Statistics; Sound Diplomacy's music ecosystem Huntsville asset mapping.

This report uses the most current official economic data available to ensure statistical rigor and consistency. Readers may note that the core economic impact model relies on **2023 data**; this is standard practice for macroeconomic reporting, as most official government data sources operate on a two-to-three-year publication lag.

To provide the most comprehensive and up-to-date assessment possible, the methodology incorporates data across multiple years:

- 2023 Economic Baseline: Used for the core impact model (direct, indirect, and induced impacts) to maintain consistency across primary and secondary datasets.
- 2024 Labor Market Data: Drawn from the Quarterly Census of Employment & Wages (QCEW) to calculate Location Quotients. Because these structural indicators operate independently of the core economic impact calculations, integrating 2024 data allows the report to reflect the most recent labor market shifts without compromising the integrity of the baseline model.

By combining the stabilized 2023 economic baseline with 2024 employment data, this report delivers a reliable, accurate, and comprehensive measurement of Huntsville's music ecosystem.

Case Studies

Spotlight case studies have been created and woven into the narrative of this report. The teams at South Star Festival, Von Braun Center and The Orion have been instrumental in providing the data to support the creation of these.

2. Key Findings

Huntsville's Music Ecosystem: At a Glance

TOTALS

Economic Output	Gross Value Added (GVA)	Jobs Supported
\$278.2M	\$162M	3,047

DIRECT

Direct Output	Direct GVA	Direct Jobs
\$187.9M	\$111.8M	2,424

GROWTH

Infrastructure Expansion

215

Mapped Music Assets Across the City

This represents a significant physical presence of recording studios, venues, and rehearsal spaces across the city.

Growth Indicators (Since 2018)

+38%

Increase in Direct Economic Output

+35%

Increase in Direct GVA

+31.9%

Growth in Mapped Music Assets

3. Huntsville's Music Ecosystem

10



S potlight Case Study – Von Braun Center

The Von Braun Center (VBC) in downtown Huntsville is the city's premier hub for live entertainment, hosting over 500 events annually across eight flexible venues ranging from 100 to 10,000 capacity. Key facilities include the 9,000–capacity Propst Arena, Mars Music Hall, Mark C. Smith Concert Hall, and the Rhythm on Monroe rooftop venue.

To attract top-tier talent, the VBC has made significant facility upgrades since 2018. Recent milestones include the 2021 Propst Arena backstage renovation, a 2023 audio system upgrade, and the 2025 expansion of the Mark C. Smith Concert Hall backstage area from 4,300 to over 17,000 square feet.

These investments have bolstered economic performance. In 2025, VBC concerts generated an estimated \$37.5 million in total economic impact, \$5.3 million in local taxes, and supported 3,590 jobs.¹ Breakdown by key venue:

- Propst Arena: \$22.3M economic impact, 1,769 jobs, \$3.16M local taxes.
- Mark C. Smith Concert Hall: \$9.19M economic impact, 1,345 jobs, \$1.28M local taxes.
- Mars Music Hall: \$6.0M economic impact, 476 jobs, \$0.83M local taxes.²

Beyond standard tours, the VBC hosts major televised country music tribute concerts, driving significant cultural tourism and earning national accolades, including Telly and Emmy awards. Through continued modernization and high-profile programming, the VBC remains a pillar of Huntsville's status as a premier entertainment destination.

Geographic and Value Chain Overview

Huntsville's music landscape is defined by 215 assets situated strictly within the city limits:³

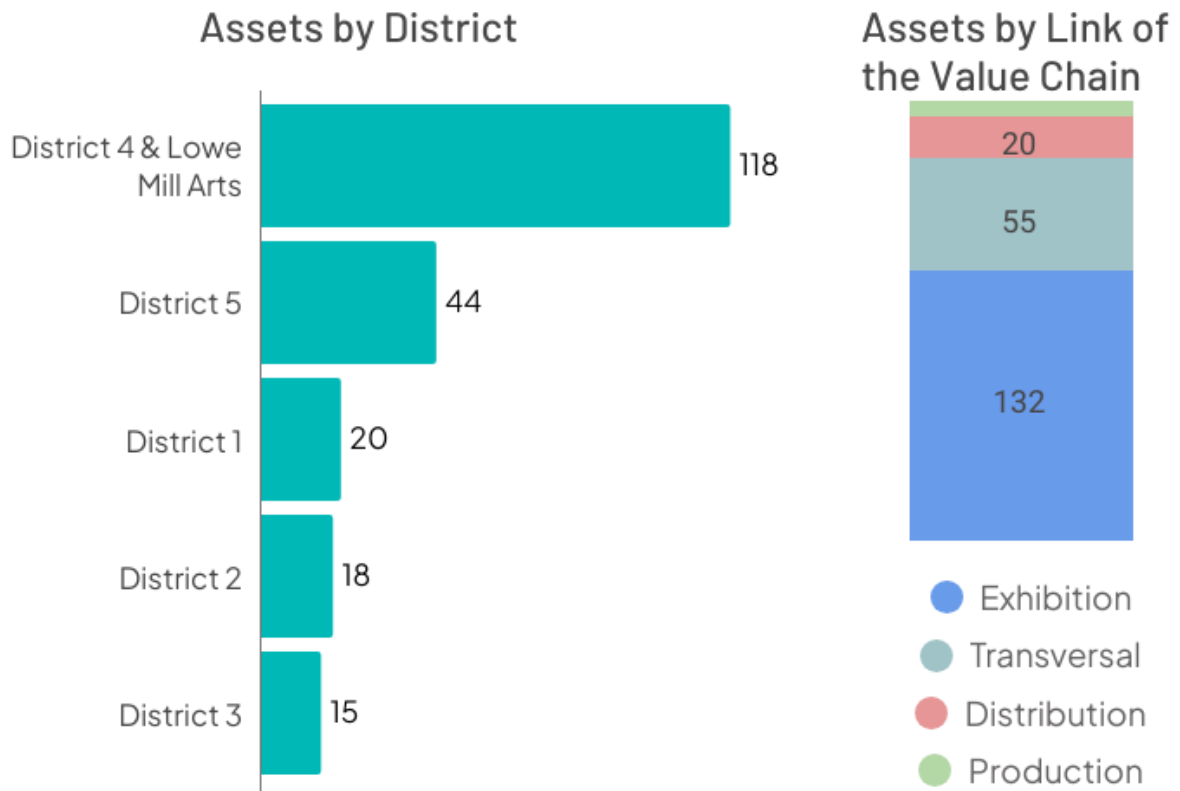
¹ Jobs supported reflects event-impact modeling and may include temporary, part-time, indirect and induced employment effects rather than permanent direct employment.

² Data provided by the Von Braun Center.

³ While 226 music assets were identified in total, 11 were found within a 0.62-mile buffer external to the city perimeter. Assets outside city limits are shown for context (where relevant) but excluded from Huntsville totals.

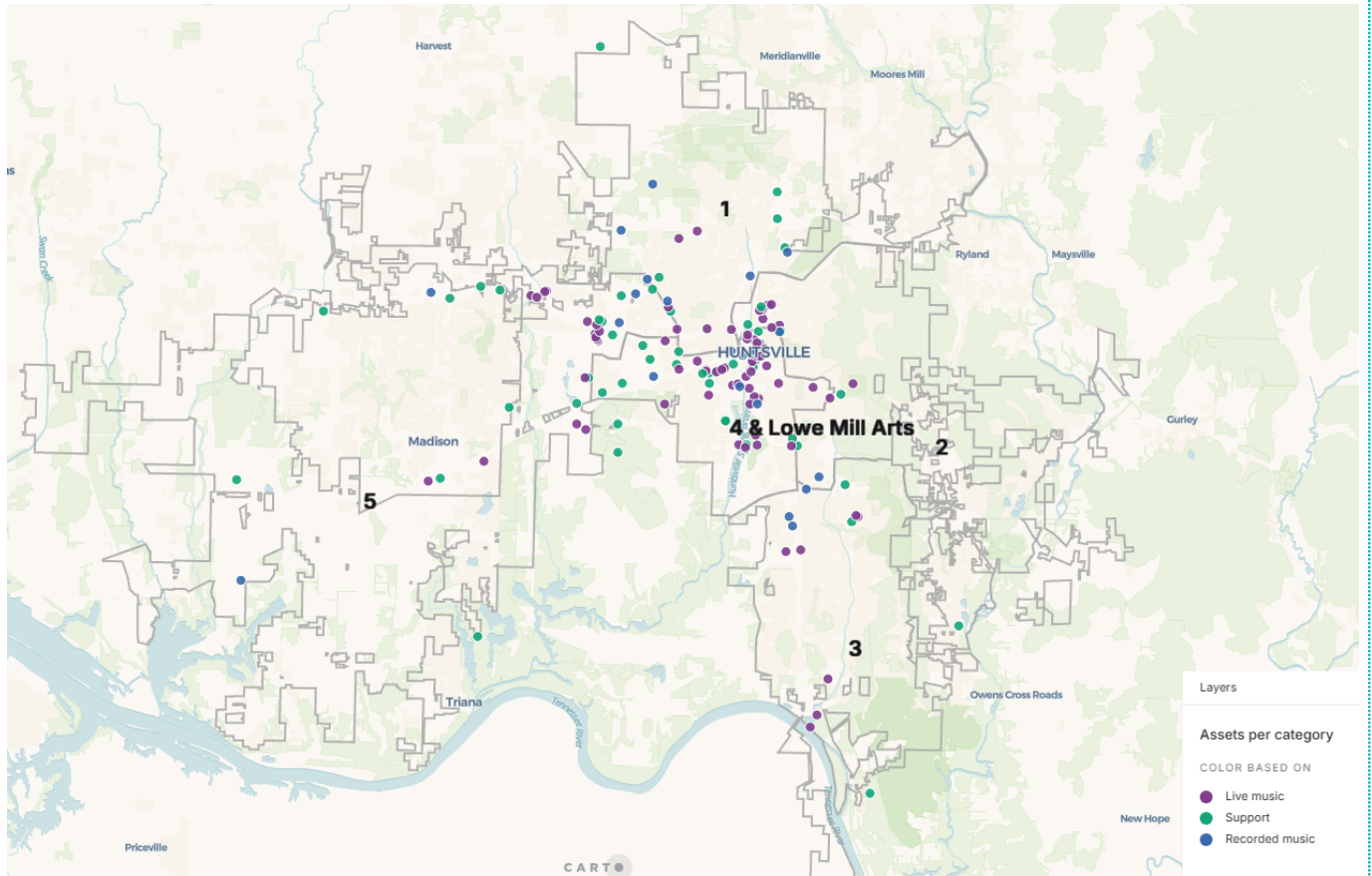
Total Number of Music-related Assets in Huntsville

215



- **District 4 & Lowe Mill Arts** stands out as the primary concentration with 118 assets (54.88% of the total), remaining the undisputed core hub of the local creative ecosystem.
- **District 5** forms a secondary tier of activity with 44 assets (20.47%), while **Districts 1, 2, and 3** show a much lower density, ranging from 7% to 9.3% each.
- **Live music (the exhibition link)** dominates the value chain with a heavy concentration of 132 assets, followed by the **transversal sector** with 55 assets.
- **Distribution** accounts for 20 assets, while **production** remains the most limited link in the chain with only 8 assets.

Huntsville Music Assets Map and Heatmap: District Overview



Music Assets by Subcategory

Live Music (132 assets – 61.40% of all assets)

- **Largest and most visible segment:** Live music represents more than 60% of all mapped assets, highlighting performance as the primary cornerstone of the local music ecosystem.
- **Community and hospitality-driven:** The majority of live music assets are bars, cafés, and restaurants with live music (54 / 40.91%), multi-purpose spaces (25 / 18.94%), and nightclubs (6 / 4.55%).
- **Festival and event infrastructure:** With 27 festivals (20.45%), 5 live event producers (3.79%), and 2 bookers & programmers (1.52%), these assets represent over a quarter of the category, anchoring the city's periodic events and coordination network.⁴
- **Dedicated performance infrastructure:** The ecosystem includes 7 performing arts venues (5.30%), 4 dedicated live music venues (3.03%), and 2 arenas

⁴ This count may not be definitive; independent event producers, bookers, and programmers frequently operate without physical commercial spaces, meaning they are less likely to be captured through standard web-scraping methodologies.

(1.52%). These spaces comprise the city's formal performance infrastructure, offering varying crowd capacities designed specifically to host live arts and entertainment.

Recorded Music (28 assets – 13.02% of all assets)

- **Smallest but technically specialized segment:** Recorded music assets make up approximately 13% of the mapped total, representing a compact but essential part of the ecosystem that provides facilities for broadcasting and production.
- **Dominated by radio and studios:** The category is led by radio networks (10 / 35.71%), recording studios, producers, and rehearsal rooms (8 / 28.57%), and radio stations (6 / 21.43%). Collectively, these technical and broadcast assets account for 85.71% of the segment, indicating that recorded music activity is heavily concentrated in content dissemination and technical creation.
- **Recorded media retail:** The mapping identifies 4 record stores, which constitute 14.29% of the recorded music assets. This subcategory represents the consumer-facing component of the segment, focused on the commercialization of physical music media and supporting the secondary market for recorded music within Huntsville.
- **Absence of identified industrial intermediaries:** Notably, the mapping process identified no assets within the music publishing or record label categories. This represents a significant structural gap in industrial intermediation; while the ecosystem has the facilities to record music (studios) and broadcast it (radio), it lacks the formal intermediaries required to manage intellectual property, facilitate monetization, and provide commercial scaling.

Support (55 assets – 25.58% of all assets)

- **Complementary and diverse component:** The support category accounts for over one-quarter of all music assets in Huntsville, encompassing educational, retail, and professional administrative functions.
- **Education and training as central features:** Academies and schools with music programs (21 / 38.18%) and conservatories/universities (5 / 9.09%) together form nearly half of this segment (47.27%). This highlights a strong institutional emphasis on formal skill development and talent cultivation within the city.
- **Retail of musical hardware:** The mapping identifies 15 musical instrument and equipment stores, which make up 27.27% of the support assets. These businesses function as the primary distribution points for musical instruments and technical tools in the local ecosystem.
- **Industry Support and Vocational Training:** Commercial support organizations (12.73%), music associations and nonprofits (7.27%), and traineeship programs (5.45%) provide the administrative, advocacy, and vocational training components of this category.

Local Strengths and Specializations

The data reveals specific areas where certain subcategories hold a notably higher share of local activity. These concentrations illustrate where each district has emerging or established focal points within the Huntsville ecosystem.

- **District 4 & Lowe Mill Arts (118 assets, 54.88% of the city total)** is the most diversified and dominant ecosystem, hosting the vast majority of mapped assets. Within this district, **32.20%** are bars, cafés, and restaurants with live music, and **15.25%** are festivals. It also holds the highest share of multi-purpose spaces (**12.71%**), confirming its status as the primary hub for performance and creative community engagement.
- **District 5 (44 assets, 20.47%)** serves as a secondary core with a strong emphasis on talent development and retail. Its most defining categories are bars and restaurants (**18.18%**), closely followed by academies and schools (**15.91%**) and festivals (**13.64%**). It also features a notable concentration of musical instrument stores (**9.09%**), defining it as a vital support node.
- **District 1 (20 assets, 9.30%)** stands out for its specialized focus on the technical and media sectors of the value chain. It holds the highest proportional concentration of **recording studios (15%)** and **radio networks (15%)** in the city. Additionally, **10%** of its assets are conservatories or universities, marking it as a hub for both production and higher music education.
- **District 2 (18 assets, 8.37%)** exhibits a balanced performance profile. While bars and restaurants lead at **22.22%**, this district is notable for a high share of **academies/schools (16.67%)** and **dedicated live music venues (11.11%)**, suggesting a local environment that values both formal education and specialized performance spaces.
- **District 3 (15 assets, 6.98%)** is characterized by its retail and formal arts presence. It features the highest proportion of **performing arts centers and cultural venues (20%)** and **musical instrument stores (20%)** city-wide. Furthermore, **13.33%** of its local assets are record stores, indicating a specialization in retail and traditional performance infrastructure.



Spotlight Case Study – The Orion Amphitheater

The establishment of The Orion Amphitheater stands as a monumental milestone for Huntsville. Opened in May 2022, this 8,000–capacity destination venue was built "by the people of Huntsville, for the people of Huntsville". Far more than just a concert stage, it represents Huntsville's transformation into a vibrant hub for world-class entertainment, community wellness, and civic engagement.

What truly makes The Orion special is how it seamlessly integrates into the local community. Beyond major ticketed concerts, the venue creatively caters to local culture through health and wellbeing events, and local content creator meetups. With its unique design and natural surroundings, the amphitheater also serves as an ideal backdrop for intimate gatherings, special celebrations, launch parties, and civic events.

The financial and economic impact of bringing a venue of this magnitude to Huntsville has been significant. Between its opening in May 2022 and December 2023, The Orion operated as an economic catalyst for the city. Sound Diplomacy's own evaluation demonstrated that the venue's operations and attendee spending generated \$85.2 million in total economic output and \$50.1 million in GVA.

In the first 18 months of operating, the amphitheater was responsible for supporting 624 full- and part-time jobs, providing income opportunities for 1,023 unique individuals. Local businesses reaped immense rewards from the influx of concert-goers. Non-local attendee spending alone generated \$76.8 million in output and supported 501 jobs, directly injecting millions into key local sectors: \$10 million in accommodations, \$6.8 million in recreation and entertainment, \$6.5 million in food and beverage, and \$5.3 million in retail.⁵

Beyond the immediate economic injection, the true power of The Orion lies in its ability to draw crowds from far beyond the city limits. In just a year and a half, the venue welcomed over 315,000 attendees. Nearly half of those tickets (150,000) were sold to non-local visitors. This significant influx of cultural tourism underscores The Orion's role as a major economic asset, and perfectly illustrates the city's growth, firmly establishing Huntsville as a premier national destination for culture, music, and community.

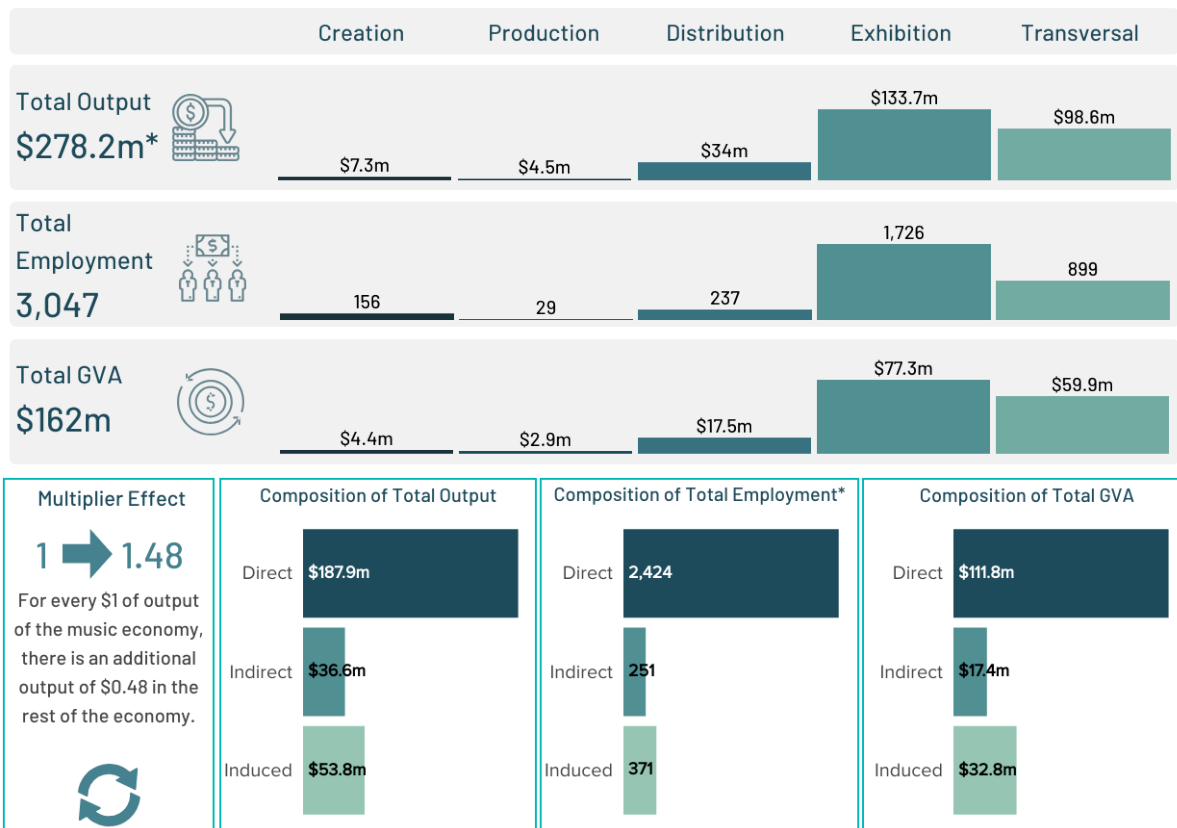
3. Huntsville Economic Impact Analysis

This updated study seeks to measure the evolution of the sector since the 2018 baseline assessment. To ensure an accurate comparison, the 2018 figures, which identified a total economic output of \$191.2 million and a GVA of \$145.8 million, have been adjusted to 2026 dollars. While the original audit served as the strategic catalyst for the city's music development, this report looks forward. Through a high-level analysis of new assets and structural shifts, it measures how the industry has expanded its economic footprint beyond the 0.6% of total city output recorded eight years ago.

Overall, the ecosystem supports 3,047 jobs across the region through direct, indirect, and induced effects. This represents approximately 2.8% of Huntsville's total employment. Of this, the music ecosystem directly supports 2,424 jobs, representing 2.2% of the city's workforce, with indirect and induced impacts making up the remaining 623 jobs. The ecosystem generates \$278.2 million in total output and \$162 million in total GVA.

⁵ Sound Diplomacy, The Orion Amphitheater Economic Impact Analysis, 2024.

Huntsville Music Ecosystem Total Economic Impact⁶



Source: County Business Patterns 2023, Bureau of Economic Analysis, Sound Diplomacy Research

The results also indicate strong multiplier effects: for every \$1 of direct output, an additional \$0.48 is generated in the wider regional economy.

Direct Impact

Huntsville's music ecosystem generates \$187.9 million in direct output and \$111.8 million in direct GVA. This direct activity supports 2,424 jobs, representing 2.2% of the city's workforce.

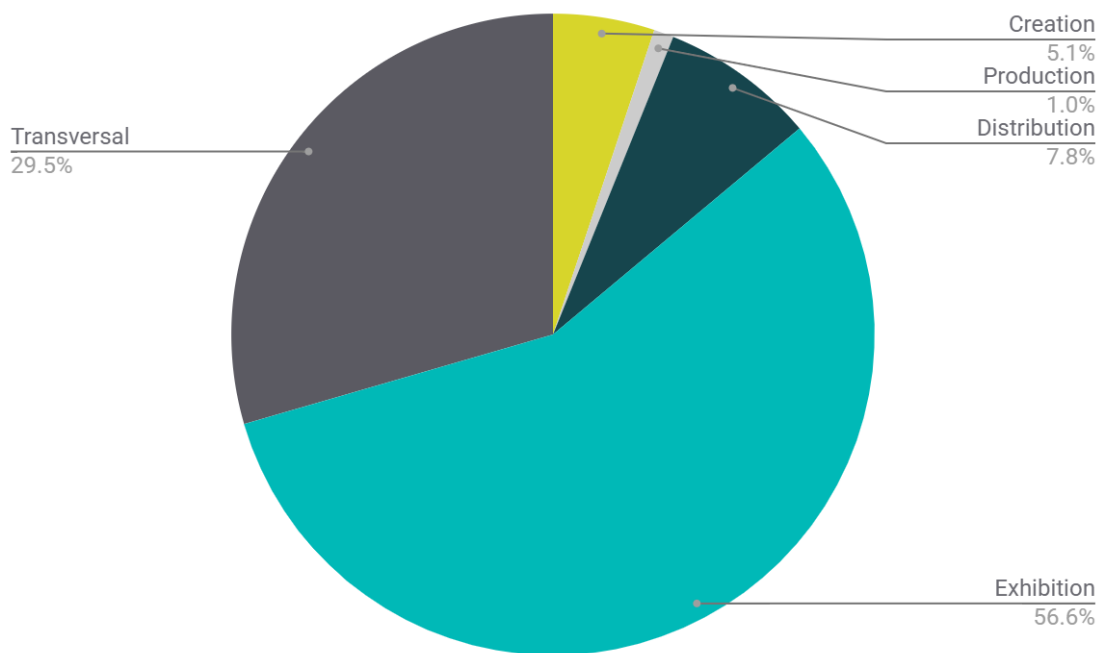
Employment is distributed unevenly across the value chain, revealing a regional music economy heavily weighted toward consumption and late-stage delivery:

- Exhibition activities (live music and performance spaces) anchor the ecosystem, accounting for 56.6% of direct jobs and cementing live performance as the primary economic driver.

⁶ Note: figures may not sum exactly due to rounding. Where this is the case, the summed figures are marked with an asterisk.

- Transversal services follow, representing 29.5%, reflecting a highly stable base of education, music retail, and other supporting businesses.
- Distribution activities account for 7.8% of direct employment, providing essential linkages that connect local creators and performers with audiences, markets, and media.
- Creation and production account for just 5.1% and 1% of direct employment respectively. This gap in local content generation presents a clear opportunity for targeted investment to build a more balanced, resilient ecosystem.

Direct Employment by Value Chain



Source: County Business Patterns 2023, Sound Diplomacy Research

Indirect Impact and Induced Impact

The indirect economic impact, driven by supply chain spending on services like logistics, marketing, and legal support, generates \$36.6 million in output, \$17.4 million in GVA, and supports 251 jobs in the region.

The induced economic impact, driven by household spending from music ecosystem workers, contributes \$53.8 million in output, \$32.8 million in GVA, and supports 371 jobs across the regional economy.

Combined, indirect and induced effects generate an additional \$90.3 million in output, \$50.2 million in GVA, and 623 jobs, illustrating the music ecosystem's significant economic influence beyond its core operations.



Spotlight Case Study – South Star Music Festival

The South Star Music Festival's 2024 debut perhaps best encapsulates the dynamic new energy and significant evolution Huntsville has experienced since 2018. More than just a local concert, this two-day event successfully tapped into the city's identity as the "Rocket City," presenting Huntsville as a premier gateway to vibrant nightlife, art, and outdoor adventure.

South Star drew a crowd of 16,000 fans by delivering a blockbuster lineup of over 20 global artists, spanning eclectic genres from rock and hip-hop to indie and pop. With headliners like Gwen Stefani and Blink-182, the festival paired world-class entertainment with a curated selection of premier local food and drink vendors.⁷

South Star uniquely catered to local culture by featuring an on-site sports bar, allowing fans to enjoy SEC football alongside the music. Additionally, the festival

⁷ South Star Festival. "South Star Festival | Huntsville, AL | September 28–29, 2024." Accessed April 22, 2026

enhanced the guest experience through tiered premium tickets - including VIP and Platinum - offering exclusive perks like lounges and fast-track entry.⁸

A critical part of the 2024 story is that the festival's second day was unfortunately canceled due to Hurricane Helene. Yet, despite this severe weather disruption, the first day alone delivered a \$24.1 million boost to the regional economy.⁹

According to an evaluation by AngelouEconomics, the festival was responsible for 184 full-time equivalent (FTE) jobs and paid out more than \$6.8 million in labor income to regional workers. Local businesses reaped the rewards, particularly the Food & Beverage sector (\$3.6 million output) and Hotels (\$2.3 million output). The power of out-of-town tourism was on full display: attendee spending alone generated \$14.5 million in economic activity.¹⁰

Beyond the immediate economic injection, South Star was highly significant in elevating the city's cultural profile on a national scale. Generating over 1,548 articles across major outlets like Yahoo Entertainment and iHeartRadio, the festival reached 23.04 billion in total Unique Visitor Metrics (UVM). The estimated monetary value of this media exposure was nearly \$218 million.¹¹

South Star served as a perfect testament to Huntsville's growth - proving that the city is no longer just known for sending rockets to space, but for bringing world-class culture and entertainment right to its own backyard.

4. Huntsville Then and Now

Evolution of the Music Ecosystem: 2018 vs. 2026

Since 2018, Huntsville's music ecosystem has undergone a period of transformative growth, evolving from a burgeoning local scene into a significant regional economic driver.¹²

⁸ Ibid.

⁹ AngelouEconomics. 2024 South Star Music Festival Economic Impact Study. C3 Presents, February 2025

¹⁰ AngelouEconomics. 2024 South Star Music Festival Economic Impact Study. C3 Presents, February 2025

¹¹ Ibid.

¹² For consistent comparisons, all financial metrics are in 2026 dollar prices. Note that while these figures provide a useful benchmark for the evolution of the music ecosystem, comparisons to the 2018 report are not strictly like-for-like; current results utilize a more complex and refined methodology than previous iterations to better capture the sector's full economic footprint.

The comparison reveals a total growth in music assets within city districts from 163 to 215, representing a 31.90% increase. However, this has not been uniform across the music ecosystem:

- **Exhibition (Live Music):** The strongest growth area, increasing from 92 assets to 132.
- **Transversal (Support):** Grew from 46 to 55 assets, reinforcing the city's educational and retail foundations.
- **Distribution:** Saw a steady increase from 14 to 20 assets.
- **Production:** This is the only link in the value chain that experienced a decline, dropping from 11 assets in 2018 to 8 in 2026. While this may suggest a narrowing base for traditional recording and rehearsal infrastructure, it likely also reflects a shift toward home-based production, where fewer creators register formal physical addresses.

The jump in live music assets (from 92 to 132) highlights where the "comprehensive" nature of the 2026 study was most effective:

- Bars, cafés and restaurants with live music grew from 31 to 54, and multi-purpose spaces increased from 9 to 25, reflecting the more granular data collection of the 2026 methodology.
- Huntsville's touring capacity grew significantly, driven by the addition of The Orion Amphitheater, which doubled the city's arena count. Additionally, performing arts venues expanded from 3 to 7, underscoring the city's commitment to high-tier cultural spaces.

When looking at the economic data, the most striking indicator of this evolution is the sector's labor market expansion. The music ecosystem now directly accounts for 2,424 jobs, nearly two and a half times its 2018 footprint of 986 jobs. This surge highlights the industry's increasing maturity and its ability to provide sustainable livelihoods, with music-related sectors now supporting 2.8% of Huntsville's total employment.

The financial metrics further underscore this upward trajectory:

- **Direct Economic Output:** The ecosystem's direct output has increased by 38%, rising from \$136.2 million to \$187.9 million today.
- **Direct Gross Value Added (GVA):** During the same period, direct GVA experienced slightly more measured but steady growth, seeing a 35% increase from \$82.6 million to \$111.8 million.

These results show a sector expanding in scale and deepening its local roots. While the 38% increase in output reflects heightened industry activity, the disproportionate growth in the workforce indicates a shift toward a more labor-intensive, integrated ecosystem. This transition from volume-driven growth to a model prioritizing human capital and structural density confirms Huntsville's evolution into a sophisticated regional music hub, strengthening its position as a premier destination for creative professionals.

5. Conclusions

Huntsville's trajectory from a tech-centric "Rocket City" to a premier national music destination is a triumph of strategic vision and community spirit. Since the 2018 Music Audit, the city has successfully leveraged its cultural assets to drive profound economic prosperity, evidenced by a 38% increase in economic output and a music-related workforce that has more than doubled.

This study confirms that Huntsville's rise as a music destination is no accident; it is the result of deliberate policy, targeted investment, and the modernization of world-class infrastructure. From the landmark success of The Orion Amphitheater and the revitalization of the Von Braun Center to the vibrant debut of the South Star Music Festival, Huntsville has cultivated an environment where live entertainment flourishes. These assets are not merely economic drivers - they are the heartbeat of a transformed city identity.

As we look toward the future, the foundation laid is both robust and sustainable, yet maintaining this momentum requires a commitment to deliberate, continued investment. To truly solidify its position, Huntsville must focus future resources on three critical pillars:

- **Infrastructure Scaling:** Sustaining the growth of world-class venues, festivals, and large-scale concert infrastructure to attract major touring acts.
- **Talent Cultivation:** Strengthening artist development, establishing local talent pipelines, and building clear commercialization pathways for homegrown creators.
- **Ecosystem Professionalization:** Expanding support for key intermediary sectors, including production, publishing, artist management, and booking agencies, to build a fully self-sustaining local industry.

Huntsville is no longer just a destination for discovery in aerospace; it is a recognized leader in the creative economy. By continuing to foster its creative community and supporting its burgeoning music ecosystem, Huntsville is positioned not just to participate in the national music conversation, but to help write it. The stage is set, the impact is undeniable, and the future of Huntsville's music scene is brighter than ever.

6. Acknowledgements

Sound Diplomacy would like to thank the Huntsville Music Office, the Von Braun Center, The Orion Amphitheater, and South Star Festival for supporting this work. Your participation and input has been invaluable and the work could not have been done without it.

7. About Sound Diplomacy

We are a global music, culture and creative economy consultancy. We use research and data to demonstrate the economic and social value of the creative industries, and provide strategic planning for cities, places and communities to maximise their impact. Our work unlocks new opportunities, fosters sustainable development and builds more dynamic, inclusive environments.

Composed of consultants and experts worldwide, Sound Diplomacy has advised over 150 clients in over 30 countries, including the public sector such as cities, municipalities, governments, and international governmental organisations, and private entities in the real estate, investment and cultural and creative sectors.

We are creating the global standard demonstrating how investing in culture – and the people who make it – is the best path to economic and social growth. We provide world-class data and evidence so that culture, in all its forms, is incorporated into how we build, govern, and make decisions to invest in ourselves and our communities.

Sound Diplomacy owns and operates world-leading business conferences on music, culture and policy and produces insights and thought leadership with renowned partners. For more information, please visit www.sounddiplomacy.com.

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