



Louisville Music Industry Alliance

**Strategic Plan
2006-2010**

GOT MUSIC?

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PURPOSE

The Louisville music Industry Alliance (LMIA) is a Louisville, KY based non-profit that was incorporated in April 1999 to develop, promote, and educate artists and businesses within the Louisville Music community. This broad mandate allows LMIA to work on diverse issues such as live and recorded performance initiatives, business development and attraction, industry education, industry advocacy and marketing, special event program development, including live public performances.

It is the responsibility and goal of LMIA to develop programs and business initiatives to maximize the economic impact of the Louisville Music Industry. LMIA is also chartered to develop marketing initiatives for the promotion of Louisville Music resources, professional and academic educational programs and marketing plans that serve the Louisville Music community to raise its presence and stature to a national level of prominence.

ENVIRONMENT

This Strategic Plan contains information on projects that cover the principle areas of professional and artist development, business assistance and programming, industry promotion and marketing, educational initiatives, information technologies and special event programming.

Louisville's heritage and reputation in the music industry are well deserved. Louisville and Kentucky in general have a rich history dating back to the very beginnings of our country of producing formidable artists and musical styles. From the birthplace of Bluegrass to the grassroots styles of Jug Music, this region has contributed significantly to the American musical heritage. In the 50's and 60's Louisville was a hot bed of activity and industry recordings for many national acts. From Rock-n-Roll to Country to Jazz, Louisville has and continues to play a significant role both artistically and professionally in the music industry. Many Louisville artists and industry professionals are continually excelling in the national music industry while living in and/or working from Louisville.

As Kentucky's largest city and the 16th largest city in the US, Louisville is a primary tourist and convention destination. Along with the rich schedule of activities and events in our community, Louisville has been able to capitalize upon this heritage and is well suited for significant growth of its music industry. However, there are strides to be made in elevating the Louisville Music Industry to that of national prominence that it once embraced.

Bold new initiatives and directives are necessary to revitalize this industry and propel it into the new millennium. Louisville's stature in our country's music community has at times been at the forefront both artistically and professionally. But in today's ever-increasing global economy, one's competitive edge can be easily lost. The tremendous pool of resources both in and out of the music industry in Louisville gives clear directive that the crucial elements are present to recapture Louisville's stature in the national music community. Many factors have developed to create the environment in which Louisville can initiate an aggressive and progressive campaign to improve and elevate its music industry, in addition to providing education to future and current artists and businesses about the music industry along with music discipline education.

The Louisville Music Industry contributes significantly to our community's economy and continues to produce world-renowned musical artists. The creation of an industry led alliance (LMIA) of Louisville Music professionals is a significant movement in preserving and expanding these contributions. The process and direction for this organization will by no means be an easy undertaking. Political and economic hurdles and increased competition both in and out of our community will all play a factor in LMIA's success and contribution to our communities' industry and quality of life. An organization such as LMIA is well suited and logically the appropriate body to spearhead the concerted efforts to elevate the presence and vitality of music in Louisville and to provide education to that industry.

Kentucky and Greater Louisville's investment in music initiatives, music resource marketing and industry infrastructure development are far below that made in other less significant sectors of the city and state's economy. This reality will continue to hinder our community until such time as the appropriate parties are shown, through industry led activities, that the contribution of a strong music industry can provide the community invaluable and crucial elements to a strong economic strategy. With the submission of this detailed plan, LMIA is embarking upon a journey that will improve the infrastructure and cooperation of our industry and cultivate the artistic and professional talents of our community.

VISION

Louisville's abundant musical resources will be acknowledged, nurtured and promoted so that music and the industry that participates in it will be regarded as one of our community's most recognized assets.

MISSION

The mission of Louisville Music Industry Alliance, Inc. is to assist in the development, education, and promotion of the Louisville Music Industry to produce the highest possible economic and cultural benefit for our industry and the Metro Louisville Community.

PHILOSOPHY

To attain the mission of LMIA by utilizing all available resources; to elevate standards of professionalism and cooperation with other organizations and agencies; to be a fair and accurate point of reference for all seeking to interact with the Louisville Music Industry; to provide educational opportunities for artists, businesses, and the community on the workings of the music industry; and to establish a standard of professionalism that distinguishes the Louisville Music Industry from all others in the industry.

GOALS

- I. To develop educational programs and initiatives that provide instruction on the workings/operation of the music industry and related music disciplines
- II. To develop programs and initiatives that showcase and improve the profile and stature of Louisville's diverse artistic and professional music industry both locally and nationally, along with the development of an artist recognition program
- III. To maximize the economic impact and vitality of the Louisville Music Industry
- IV. To build infrastructure for the responsible management of fiscal assets to ensure continuation of the organization

OBJECTIVES

- 1.1 Develop, implement, and expand educational programs about the music industry and music related disciplines
- 2.1 Encourage an increase in the amount of media coverage and programming of Louisville music on all existing and future media formats
- 2.2 Increase awareness and develop initiatives that showcase the cultural contributions and value of Louisville's musical heritage and future
- 2.3 Develop and support event based programming that promotes and showcases Louisville Music

- 3.1 Encourage the development of music manufacturing, production, performance, recording, and publishing activities, etc. in the Louisville Metro area
 - 3.2 Facilitate cooperative partnerships to attract music-related events, industry conferences and trade shows to Metro Louisville area
 - 3.3 Develop and expand a comprehensive collection of databases and information resources to develop and maximize potential economic initiatives
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- 4.1 Develop a comprehensive collection of benefits and assistance incentives and programs for our membership.
 - 4.2 Assist in the development and implementation of and participate in a community advisory council to help identify needs of musicians and the music community and recommend possible responses to those needs.

STRATEGIES

- 1.1.a Create, implement, and or expand on an Educational series composed of but not limited to the MAP (Musician’s Action Plan) Education series, All About the Biz school education series, Governor’s Scholars Program – Arts Day host, Summer Music Camp program for middle and high school students.
 - 1.1.b Create a mobile school music classroom that would travel to schools without music programs and provide music education
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- 2.1.a Develop relationships with media entities to program or publicize more Louisville music.
 - 2.1.b Create a plan to advance Louisville Music to other cities regionally and nationally.
 - 2.1.c Create opportunity for artists to participate in Webcasting and Podcasting of their music over the internet.
 - 2.2.a Develop an integrated marketing plan to raise awareness locally and nationally of the diversity and depth to the Louisville Music Industry resources and activities.
 - 2.2.b Develop a music industry appreciation/honor program. Create a LMIA Lifetime Achievement Award to be presented annually to local area musicians for their achievement in music.
 - 2.3.a Develop premier summer music festival(s) that showcase Louisville artists and industry.

- 3.1.a Develop strategic relationships with economic development agencies to foster Louisville Music Industry's expansion and development.
 - 3.2.a Develop a cooperative relationship with the Louisville Convention and Visitors Bureau, and other community organizations yet to be determined, to attract music based events
 - 3.2.b Represent Louisville at music industry conferences to entice such conferences to choose Louisville as a site for their meetings.
 - 3.3.a Identify and catalog Louisville's recording and production assets.
 - 3.3.b Develop and publish a database of primary Louisville Music Industry resources including businesses, artists, archives, educational programs, musical events, and related assets.
 - 3.3.c Maintain a website for LMIA.
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- 4.1.a Develop a membership packet with incentives.
 - 4.2.a Identify and recruit community members for position on industry advisory council.