

MUSIC COLUMBUS



PHOTO BY: DAN MITCHELL

2022 IMPACT REPORT

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A NOTE FROM OUR EXECUTIVE DIRECTOR

OUR MISSION IS TO FOSTER A COMMUNITY WHERE PEOPLE CAN PROSPER IN THE BUSINESS OF MUSIC WHILE CONTRIBUTING TO COLUMBUS' OVERALL CULTURAL AND ECONOMIC GROWTH.



Dear Friends:

At the risk of sounding self-serving, I could not be prouder of what we've accomplished in just our first few years.

Music is a potent elixir for the soul of a city; it enriches our quality of life, establishes a unique branding DNA, and drives financial growth. Human development, workforce development, and economic development are the ingredients as we invest in the now, and create a recipe for our future.

We serve the needs of our community with education, career development, and spark imaginations with the belief that 'anything is possible.' We are the rightful title holder of the Midwest Music Capital of America.

Most sincere gratitude to our small but mighty staff, the financial and in-kind supporters who share our vision, those who have so generously volunteered their time to help move the ball down field, and to our wonderful Board of Directors.

Many Thanks,

Bruce Garfield
Executive Director

PATHWAY TO PROSPERITY

PROVIDING NECESSARY TOOLS TO ADVANCE IN THE MUSIC INDUSTRY



GIFT OF MUSIC

Our annual instrument drive – this year, 425 instruments were distributed to schools, after-school programs, and other social service organizations. Instruments were valued at a total of \$61,331.

\$327,000 worth of instruments distributed in first 4 years

425



EARN AS YOU LEARN

Our summer internship program placed 12 aspiring music workers at businesses in the field throughout Columbus. They were compensated at a rate of \$15 per hour and gained hands-on experience as well as industry mentorship.

20 participants in first 2 years

12



29

THE UNHEARD

Three showcases featured 29 up-and-coming musicians at local venue, The Big Room Bar. Participating musicians were paid professional rates and made connections that have resulted in ongoing creative collaborations. Audiences totaled more than 150 individuals.

33 participants since 2021



MUSIC MONDAYS

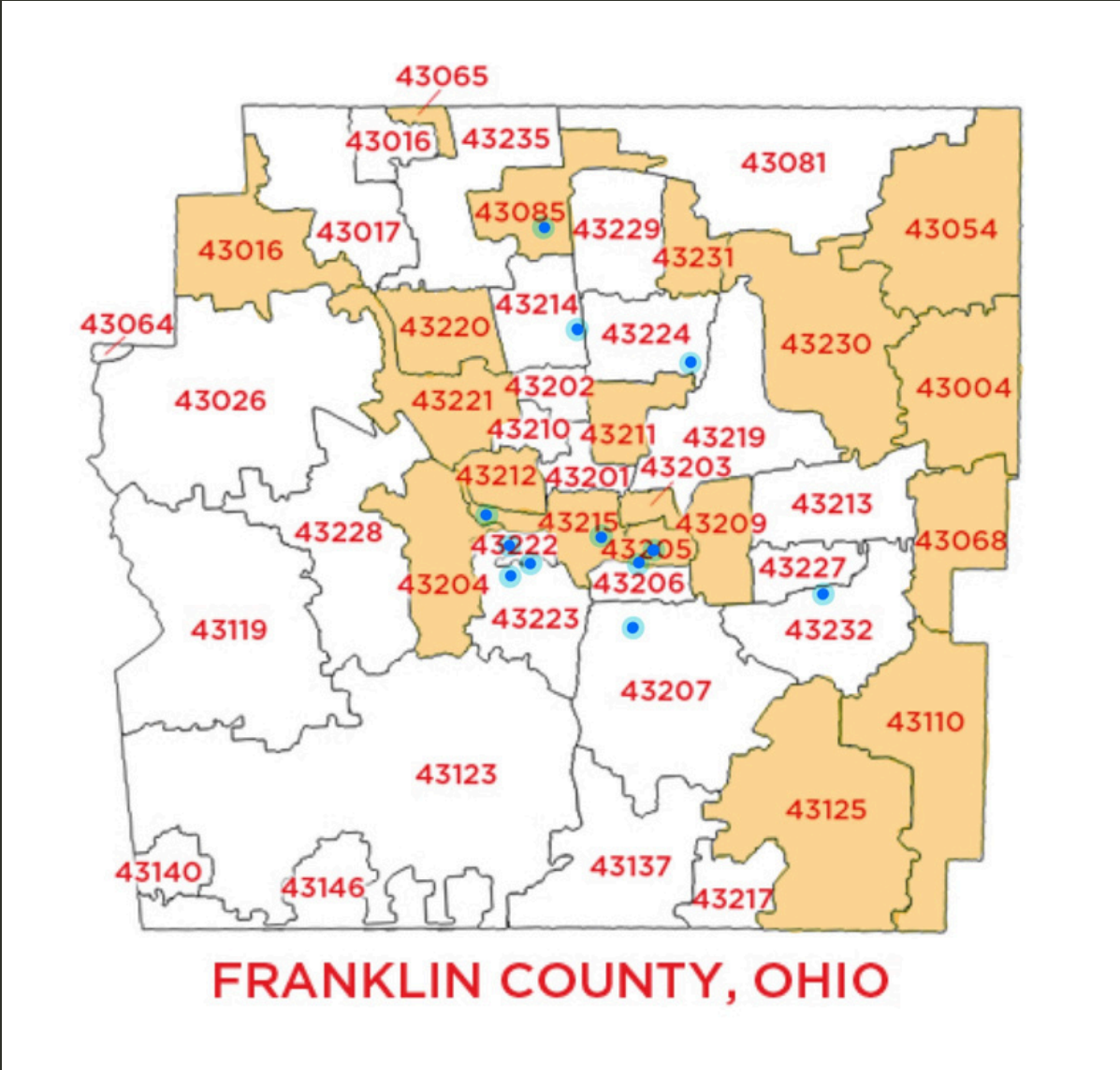
Five Music Monday forums were led by top industry executives, offering insight into social media management, home and in-studio recording, and touring. These free education and networking events were viewed (virtually) and attended by more than 400 area musicians.

More than 2,000 attendees since 2018

IMPACT



OUR PROGRAMS ARE DESIGNED TO SERVE PEOPLE ACROSS FRANKLIN COUNTY. BELOW IS A MAP THAT SHOWS THE MANY COMMUNITIES THAT 2021 & 2022 EARN AS YOU LEARN INTERNS CALL HOME (ORANGE ZIP CODES) AND THE LOCATIONS OF ORGANIZATIONS THAT RECEIVED INSTRUMENTS THROUGH OUR 2022 GIFT OF MUSIC (BLUE DOTS).



ADVOCACY & COMMUNITY



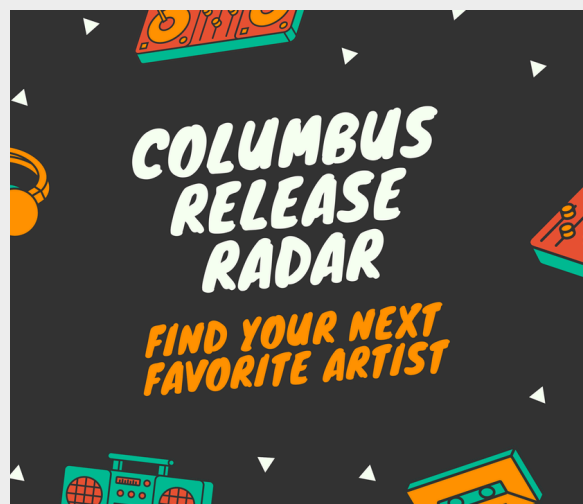
COLUMBUS LIVE MUSIC TRAIL

In June 2022, we launched the [Columbus Live Music Trail](#) in partnership with Experience Columbus. The Trail's mobile pass provides local and visiting music lovers with the guideposts for the best places to see live music in the Columbus region. This includes more than 40 participating venues that showcase all genres of live music. The Trail is free to download, doesn't require an app, and allows users to easily check-in at participating venues based on their GPS location. It offers users a one-stop site to discover the broad spectrum of musical genres, artists, and places that make up the pulse of our city.

COLUMBUS RELEASE RADAR

Our [Columbus Release Radar](#) is a monthly publication of newly released music from local artists. We began highlighting local talent in our emails and website in July 2022 and have received an overwhelmingly positive response.

This is an ongoing initiative, so if you release music you will want to submit it on our website to be included in future monthly playlists!



" THE HEALTH INSURANCE INFO WAS VERY HELPFUL! I'M GRADUATING FROM SCHOOL IN A COUPLE MONTHS SO THIS INFORMATION WAS REALLY BENEFICIAL FOR HELPING ME NAVIGATE THIS TRANSITION." - MUSICIAN



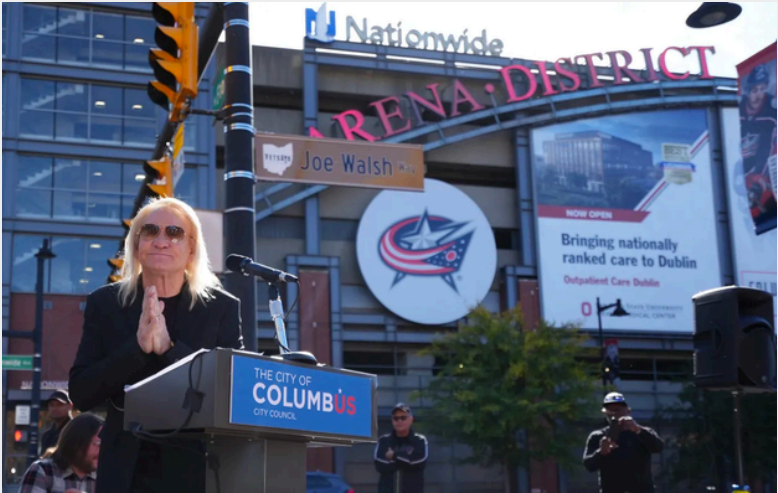
HEALTH SERVICES CENTER

In 2022, we heard from our community that obtaining health insurance and low-cost healthcare is a major problem for musicians and industry workers. Many operate as small businesses and need support to find the right health resources for their income level and needs.

In response to these noted challenges, we developed the Health Services Center - an online portal that connects people with experts providing essential services and healthcare coverage - many geared toward the unique circumstances facing music industry professionals.

JOE WALSH & VETSAID CAME HOME

In November 2022, Joe Walsh, of The Eagles and James Gang, came home, and Music Columbus organized a ceremony to have a street renamed in his honor. Coinciding with his sold out VetsAid concert, the event was a celebration of Walsh's Columbus roots and the music that continues to define our city.

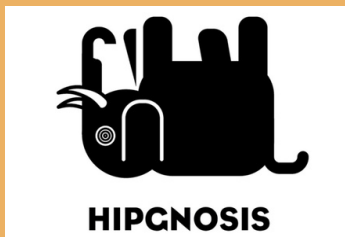


SUPPORT

WE ARE GRATEFUL TO OUR DEDICATED PARTNERS WHO DONATED TIME, MONEY, AND RESOURCES TO SUPPORT OUR 2022 PROGRAMS. THANK YOU FOR BEING PART OF THE MUSIC COLUMBUS MOVEMENT!



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