



MUSIC



COLUMBUS



IMPACT



REPORT



2024

A NOTE FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

Our mission is to nurture a community where people can prosper in the business of music while contributing to Columbus' overall cultural and economic growth. We support artists, the creative community... the entire music ecosystem.

Looking back at 2024, our Earn As You Learn program placed (and paid) eleven aspiring music industry professionals as interns with a variety of music-related businesses, another twenty-four artists enrolled and graduated from the Better Together Music Incubator artist development program, \$76,400 of instruments were placed in the hands of music-deprived students (\$482,000 worth in the Gift of Music's first six years), fifty-one emerging artists performed on the stages of the Unheard showcases, and four hundred and twenty-five musicians attended the Music Mondays workshop sessions.

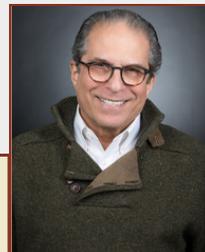
When you read this report you will see the full array of our offerings and details of our work.

Please pay particular attention to page one to be acquainted with the team who keep this train running and are the faces of our organization. On page 21-22 you'll see the donors who share our vision and see the value of music in Columbus.

Thank you for your support.



Bruce Garfield
Executive Director



Music Matters

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.

ARTISTIC
OPPORTUNITY

EDUCATION

WORKFORCE &
ECONOMIC
DEVELOPMENT

"My experience with the Unheard Showcase made sure your girl went from "unheard" to "heard" in the Columbus streets. It led me to have some collaborations with other artists on the same bill. I am grateful to have had a stage waiting and a team of individuals who truly care about the music scene in their city. One Love Music Columbus!"

- Angel Farrah, The Unheard Performer

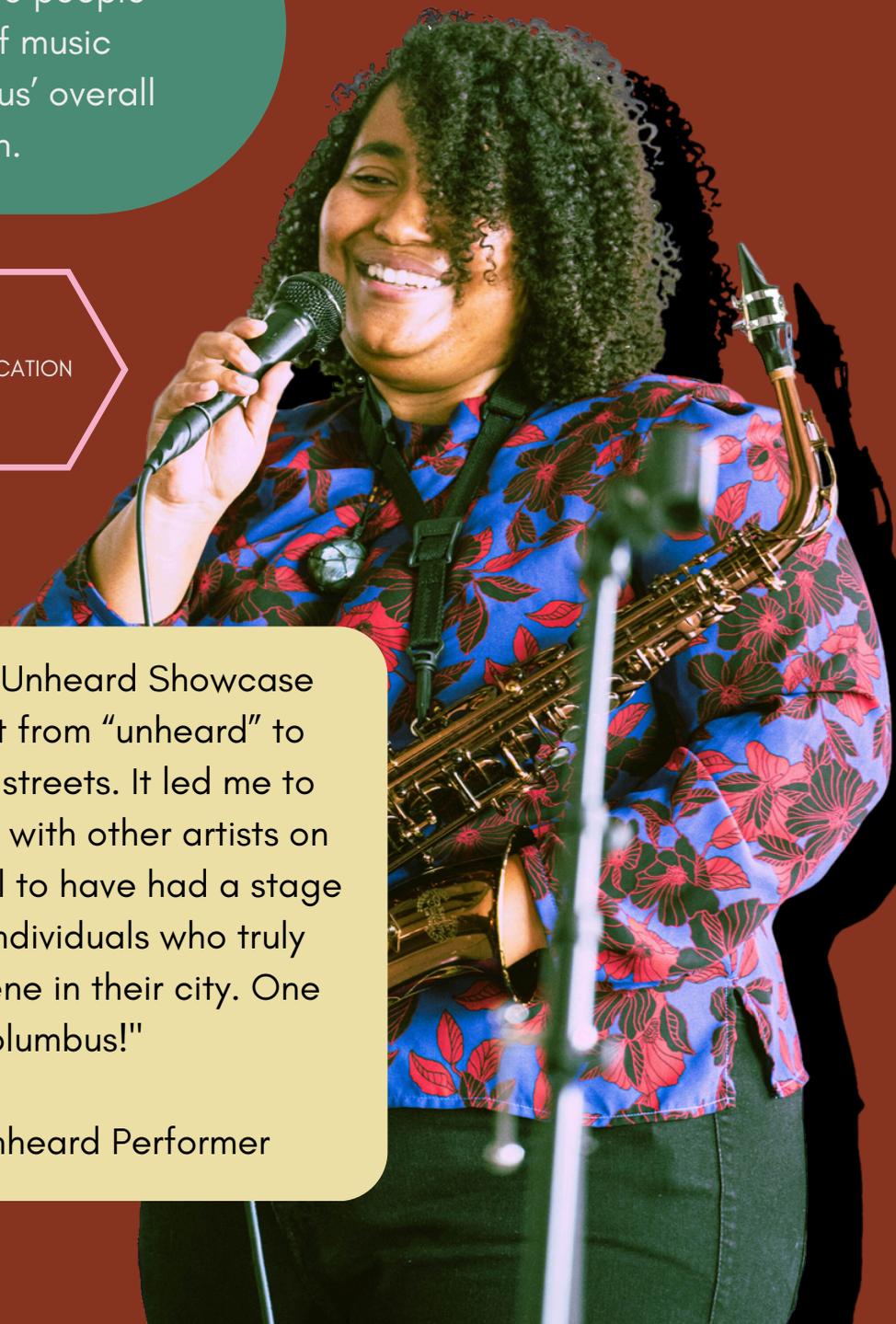




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This report is interactive! Click on any title with the  or  symbol next to it to find out more about the program or event.

THE MUSIC COLUMBUS TEAM



Amy Holihan
Deputy Director

As Deputy Director, Amy leads Music Columbus' advocacy research projects such as the 2023 Greater Columbus Music Census, manages grants and fundraising campaigns, and supervises all of the Music Columbus Pathway to Prosperity programs. Since beginning work with Music Columbus in 2020, Amy has helped the organization more than double its budget and grow its impact. In 2023, she developed and launched the Better Together Music Incubator program, working hands-on with musicians and industry professionals for 6 months each year to provide tools for career growth. As a dancer, music is an embodied experience for Amy, and she is passionate about working with our music community to provide them with resources so they can live full, creative lives in which their work is valued.



Olivia Stefanoff
Senior Project Manager

As Senior Project Manager, Olivia leads The Unheard and Earn As You Learn initiatives and is a key contributor to all of the Music Columbus Pathway to Prosperity programs. She joined the team in October 2021, helping with all program planning, social media, and community engagement. By summer 2022, Olivia was managing the Gift of Music Instrument Drive, The Unheard, and Earn As You Learn, while supporting the Columbus Live Music Trail. In December 2022, she launched and continues to manage the Columbus Release Radar monthly playlist. She continued leading social media and marketing until the summer of 2023. Olivia is an avid show goer, art advocate, and plays in a handful of musical projects.



Hope Selah Tye
Project Coordinator

Hope joined the team as Music Columbus' intern in June 2023, then was hired as their full time Project Coordinator in April of 2024. Hope runs the Gift of Music program, and is the company's point of contact for community partners and volunteers. She manages the social media and marketing campaigns, which include the creation of graphics, newsletters, promotional calendars, as well as campaign development/execution and website updates/maintenance. Hope assists in all other areas as needed, such as Music Columbus' Pathway to Prosperity programs, prospect research & grant writing, and the Columbus Live Music Trail. Passionate about the arts, Hope creates and performs in a variety of musical groups in the city.

2024 BOARD OF DIRECTORS



Betty Hill
Columbus Symphony
Orchestra
Rolled off in November



Ryan Clark
American Electric
Power



**Lara Lashutka
Crotty**
Red Brick Strategies



Jami Goldstein
Greater Columbus
Arts Council



Joey Gurwin
Oranjudio



Paul Hoy
Class Acts
Entertainment



Michael Ibrahim
The Ohio State University
School of Music



Charlie Jackson
Natalie's Grandview



Lisa Jenkins Oltz
Artist Management



Amber Knicole
Artist, Mojflo
Rolled off in July



Tom Krouse
Donatos



Randy Malloy
Board Chair



Hinda Mitchell
Inspire PR



Christiana Moffa
Steiner & Associates
Rolled off in May



Jamie Reed
Wells Fargo



Jason Rawls
The Ohio State
University



Robert Shenton
Ohio Chamber of
Commerce



Mark Wagenbrenner
Thrive Cos.



Skip Weiler
The Robert Weiler
Company



Evan Westfall
Artist, CAAMP



"I'm proud to be on the Board of Music Columbus and be involved with their mission of supporting the local music community. Earn As You Learn and Music Mondays are just a few of our programs that are highly informative for anyone interested in the music industry. I'm equally excited for the future of Music Columbus!"

-Lisa Jenkins Oltz, Board Secretary

PATHWAY TO PROSPERITY

PROVIDING THE BUILDING BLOCKS TO A CAREER IN MUSIC



THE GIFT OF MUSIC

The Gift of Music Instrument Drive collected 632 instruments this fall, making the total number of donations over six years of the program surpass 3,500!

The Columbus City Council also declared August 2024 the “Gift of Music Month” to celebrate the success of this program and to recognize the value of music and music education in our city.

9

days of the drive

632

instruments collected

\$76.4k

total value of donations



MUSIC EVERYWHERE

One of the biggest components of our Music Everywhere program this year was the growth of our

▶ Instrument Petting Zoo initiative. We partnered with 6 public events across the city to bring these Zoos to diverse communities.

- Hilltop Spring Jamboree
- Columbus Arts Fest
- Dorrian Days (2 dates)
- Commons for Kids
- Go Fourth! A Block Party for All



50+

**artists/volunteers
engaged**

Each event brought hundreds of families to our Zoos, where they were invited to play with a variety of instruments and learn some basics from volunteer musicians and music educators.

Those interested in lessons were introduced to the newly established OSU Community Music School - which graciously provided many teacher volunteers for the events.



Present at

6

community events

▶ EARN AS YOU LEARN

The Earn As You Learn Internship Program was an 8-week summer initiative that partnered with a variety of local creative businesses to provide aspiring music professionals with hands-on experience and mentorship. Interns gained exposure to key areas like music production, event management, marketing, and artist development.

"Throughout the internship, I was provided with so many valuable learning opportunities, most of which was getting more direct experience with booking artists and talent buying."

- Mitch Dieckhoner, Rambling House Intern

11

**internships hosted at
local businesses**

4

**direct employment
opportunities following program**

Interns earned \$15 per hour for up to 20 hours per week. By the end of the program, participants had developed their portfolios, gained practical industry experience, and made valuable connections in Columbus' vibrant creative economy. The program equipped the next generation of music professionals with the skills and experience needed to succeed.



In 2024, interns were hosted at 11 Columbus-based organizations, including...

Vaughan Music Studios

Summit Music Hall/Weird Music

CAPA

Natalie's Grandview

Moonlight Audio

Jazz Arts Group

WCBE

Radio 614

Music Go Round

Rambling House

Music Columbus



"The internship program was one of the best parts of my job, providing a great opportunity to work with a sharp and dedicated student. I look forward to continuing with EAYL in the future."

- Johnny DiLoretto, WCBE Mentor

▶ THE UNHEARD

Launched in December 2021, The Unheard has quickly become a key platform for local artists to gain exposure and momentum. Many performers featured have gone on to achieve notable success, with the showcase having served as one of their first local venue appearances.

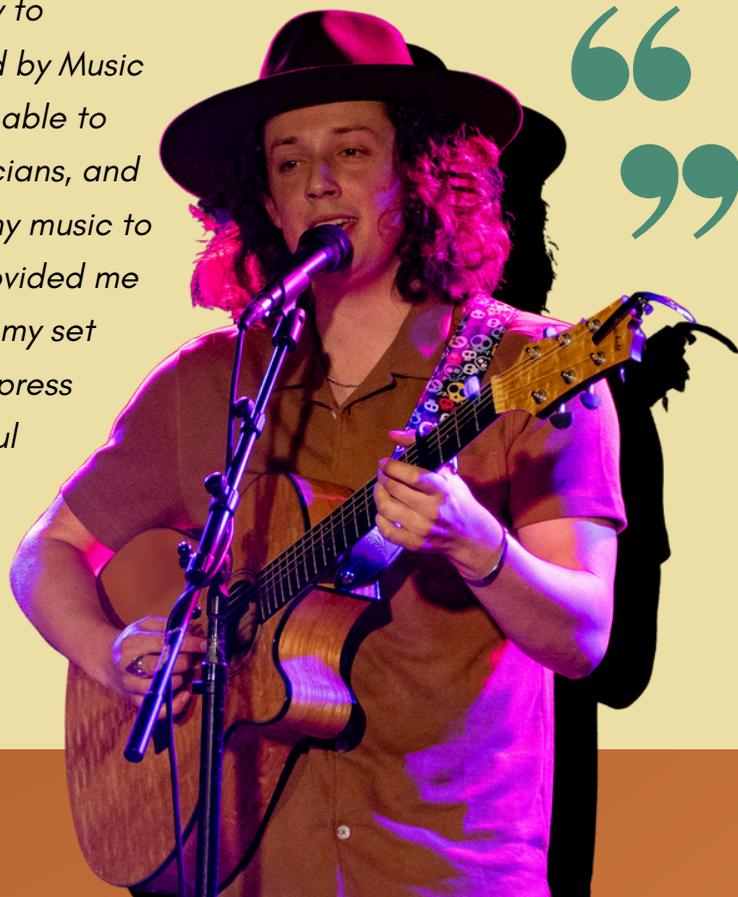


7
showcases from
April-December

This all-ages, free event offers artists the opportunity to showcase their talent while building a fanbase. Each act is compensated and receives professional photos and video footage of their set—helping to elevate their careers and visibility. With its focus on community and support, The Unheard is dedicated to providing a platform for all musicians to grow and connect with new audiences.

"I had the great opportunity to play the Unheard Showcase, hosted by Music Columbus. Through this event I was able to meet and network with local musicians, and was given a platform to showcase my music to a new audience. Music Columbus provided me with a professional audio recording of my set & photos that I could use to improve my press kit & market future shows. I am very grateful for the opportunity, and it was an experience I will never forget! I would highly encourage interested artists to apply for the Unheard Showcase."

- Maxwell Rincón



“
”



"I had a great time performing at the Unheard Showcase! It helped me create genuine connections with other artists, and it opened up my music to a new audience. So grateful for the experience and the ongoing support from Music Columbus!"

- Kennedy Hall

54

musicians performed



► MUSIC MONDAYS

Once again, we had a year full of amazing learning and networking at our four Music Monday events.



TikTok & Spotify as Business Tools

Featuring a panel of representatives from TikTok and Spotify and host J Rawls, this Music Monday focused on the future of these digital services and how you can make the most of their artist resources.

Open Jam & Mixer

Columbus musicians met up in June to jam out and connect free from the pressure of a formal show. Musicians shared the main stage at Natalie's to perform in front of their fellow community members.

Mastering the Music Business: Essential Tips for Songwriters & Composers

J Rawls once again hosted our third event of the year, speaking with his mentor Pat Blair of First Note Services about the ins and outs of publishing, IPOs, and more.

The Ultimate Music Blindfold Test

Music Columbus brought in a panel of three industry professionals who listened and critiqued songs submitted by you. Tracks from twenty local artists were presented to the panel.

► BETTER TOGETHER MUSIC INCUBATOR



In its second year, the Better Together Music Incubator nurtured 24 musical artists endeavoring to hone their craft and grow their business.

Over the course of 5 months, these artists developed their sound and visual identity, collaborated with mentors, and learned from industry experts. Every musician had the opportunity to develop several songs and record them at Columbus' Oranjudio and Moonlight Audio studios. They completed the Incubator with recordings, a complete EPK, and plans for marketing their new releases in 2025.



"The community aspect was very motivational for me. It was great to connect with supportive, like-minded people on a regular basis. I also felt like the Music Columbus team was really in my corner and genuinely invested in seeing me grow, which made me feel more capable of achieving my goals."

- Miguel Acero, 2024 Incubator Participant

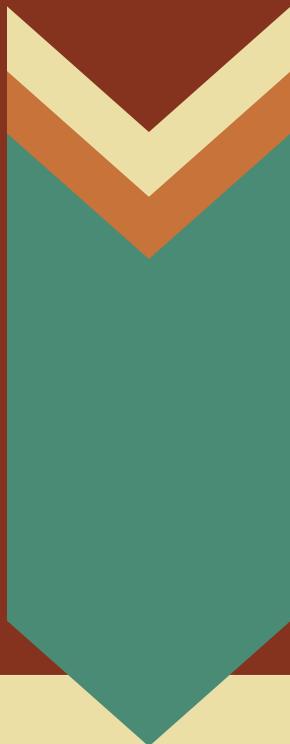


2023 GREATER COLUMBUS MUSIC CENSUS FINDINGS

We were thrilled to release the findings report for the 2023 Greater Columbus Music Census in July.



As one of 15 cities and regions to conduct a Music Census in partnership with Sound Music Cities during 2023–2024, we are able to directly compare our data with that of other major music markets such as Nashville, Austin, DC, New Orleans, and our Ohio neighbor, Cleveland. This helps us assess the health of our music community and learn from others’ successes and challenges.



“Very thorough census, and it really says something that I’ve never been asked to fill something like this out in other cities where I’ve lived for years but was approached only after a couple of months living in Columbus. Speaks volumes about the community.”

– Census Participant

The data shows that we have some unique strengths: across all parts of the ecosystem (Creatives, Venues/Presenter, and Industry) we have a robust pipeline of new entrants. On average our community is made up of 11% of individuals with less than 3 years experience, whereas other cities average only 8.3% in this demographic. But, our Industry representation is low overall - 13% compared to an optimal 20% based on other cities' data.

The Census collected 1,555 responses from musicians, industry, and venues throughout Columbus, and we are so grateful to every person who participated!

We encourage you to check out our website to learn about more Key Insights and to interact with the full report.

\$19k

average annual income from music per respondent

13%

industry representation: lacking based on the 20% average across other cities' data

78%

of venues/presenters expressed a need for audience development tools

90%

of respondents say that low or uncertain pay is the top "music career challenge"

62%

indicated a need for a central space to connect with music services

"Columbus has a huge population with a unique and passionate music scene, but I don't think it's being cultivated enough for the potential revenue it could be bringing in."

- Census Participant

COMMUNITY

Nonprofit Visionary Award Finalist



We started off the year on a high note, with Executive Director Bruce Garfield nominated as a finalist for the Columbus Chamber of Commerce's first-ever Nonprofit Visionary Award. This distinction reaffirmed our work throughout the course of the year.

Hilltop Spring Jamboree

For the second year in a row, we were happy to partner with We Amplify Voices and the Hilltop Arts Collective to bring the Hilltop Spring Jamboree to the west side. We were grateful to partner with the City of Columbus Department of Parks and Rec as well as the Run Your Race center to host the day's festivities at Hilltonia Park. And with performances from Mojoflo, Mery Steel, Hi Helen, Joey Aich, and more, the day was a flurry of music and fun for the whole family.



Columbus Live Music Trail ◀

968

**Columbus Live
Music Trail Users**

The Columbus Live Music Trail continues to be a successful collaboration with Experience Columbus. Forty-seven venues participated in the Trail this year, ranging from intimate spaces such as the Ginger Rabbit Jazz Lounge and Cafe Bourbon Street, to large arenas such as the Schottenstein Center and Nationwide Arena.

Blockout Bash

We were thrilled to be part of last year's Blockout Bash that brought Columbus' underground music scene to life! With one wristband, attendees had access to six iconic venues—Ace of Cups, Spacebar, Records Per Minute, Dirty Dungarees, Bossy Grrl's Pin Up Joint, and Old North Arcade—for a nonstop night of rock, punk, indie, electronic, and experimental sounds. At Music Columbus, we've always supported the city's vibrant music scene, and last year's event truly highlighted the talent and energy of our community. From local legends to emerging artists, it was a celebration of everything that makes Columbus' music scene unique. We're excited to see what the future holds for this event and were happy to have supported last year's endeavors.



An Evening with Lynn Goldsmith



In October, we welcomed renowned music photographer Lynn Goldsmith to the Lincoln Theatre. Her spirited recounts of photographing music legends such as Patti Smith, Bruce Springsteen, Bob Dylan, and more had the audience enthralled. Plus, her tale of taking her case on copyright infringement against the Andy Warhol Foundation all the way to the Supreme Court - and winning - had everyone inspired!



Americana Fest

Deputy Director Amy Holihan was thrilled to represent Music Columbus at the 2024 Americana Fest in Nashville to speak as a featured panelist to discuss "Music (Policy) Scenes." Fellow panelists included Matt Mandrella (Huntsville Music Office), Chip Adams (Texas Music Office), Mala Sharma (Georgia Music Partners), and Elizabeth Cawein (Music Export Memphis).

Better Together Music Incubator X CCAD

Musicians aren't the only artists we incubate! We were pleased to once again work with CCAD student photographers and videographers to develop work for each of our Incubator musicians. The final results included studio and live show photos, videos for social media and websites, as well as a few music videos.



Wild Art Weekend



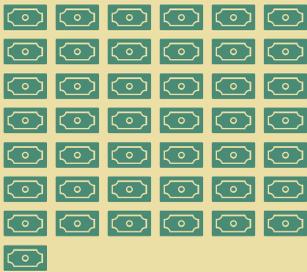
In December, culminating 5 months of the Better Together Incubator, we hosted a celebratory showcase featuring all program artists as part of a "Wild Weekend" of art, music, and film presented in partnership with Wild Goose Creative and Cinema Columbus.



Together, We

WE DIRECTLY SUPPORTED:

Artists &
Industry
Mentees



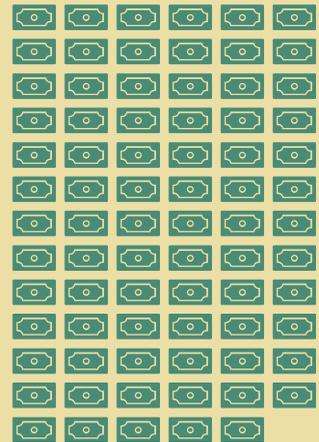
\$ 4 2 , 9 6 5

Music
Businesses



\$ 1 4 , 7 8 9

Schools &
After-School
Programs*



\$ 7 6 , 4 0 2

* In-kind instrument
donations

Other
Creative
Businesses



\$ 1 0 , 8 6 9

 = \$1,000

\$145,025
TOTAL IMPACT



Made 2024 Count

24

MUSIC COLUMBUS
PROGRAM EVENTS

172

PROGRAM
PARTICIPANTS

114

CREATIVE
PARTNERS

300+

LOCAL SHOWS
ATTENDED BY
MC STAFF

3,340

PROGRAM & EVENT
ATTENDEES



SOUNDS OF THE FUTURE

In 2025, your continued belief in our mission and support for our work is needed more than ever as we increase our investment in our music community. Join us as we...

2025

EXPAND EARN AS YOU LEARN TO INCLUDE A FALL INTERNSHIP SESSION

CONDUCT A COLUMBUS MUSIC ECONOMIC IMPACT STUDY TO MEASURE MUSIC'S INFLUENCE IN OUR CITY

SURPASS \$500,000 IN INSTRUMENT DONATIONS THROUGH OUR GIFT OF MUSIC PROGRAM IN MAY

CREATE A STRATEGY FOR CITYWIDE MUSIC DEVELOPMENT IN COLLABORATION WITH OUR COMMUNITY, LED BY STORYFORGE

+ MORE

MAKE SOME NOISE

THE AEP FOUNDATION

CAMERON MITCHELL

CAPA

CAS

THE CITY OF COLUMBUS

COLUMBUS CITY COUNCIL

COLUMBUS CREW

DANNY WIMMER PRESENTS

DONATOS

THE EDWARDS COMPANIES

EXPERIENCE COLUMBUS

EVAN WESTFALL | CAAMP

THE FORT | STEELTON VILLAGE

FRANKLIN COUNTY CONVENTION

FACILITIES AUTHORITY

GEORGE BARRETT &

DEBORAH NEIMETH FUND

GREATER COLUMBUS

ARTS COUNCIL

INSPIRE PR

THE HARRY C. MOORES

FOUNDATION

HEARTLAND BANK

HUNTINGTON BANK

KEYBANK

LAND GRANT BREWING

LARRY & DONNA JAMES

LISA & GENE OLTZ

MERCK MERCURIADIS

MUSIC GO ROUND

for our major supporters!

NBC4

OHIO ARTS COUNCIL

ORANGE BARREL MEDIA

PELTONIA

PENNINGTON ART

PNC BANK FOUNDATION

PROMOWEST

PS BUSINESS MANAGEMENT

ROBERT & AMANDA

SHENTON

ROCKBRIDGE

SCOTT & MARGARITA CROW

THE SHIPYARD

SKIP WEILER



THRIVE DEVELOPMENT

TOM KROUSE &

JANE GROTE ABELL

WHITE CASTLE

WILD GOOSE CREATIVE

**& A HUGE THANKS TO ALL WHO CONTRIBUTED TO THE
SUCCESS OF OUR MISSION THIS YEAR!**



Photos/Video by Mitchell Multimedia, Snapdragon Media (Sean Coughlan), Michael Wade, Rachael Barbash, Alex Johnson, TieraDPhoto, Mike Yearling, & Music Columbus Staff

Thank you to CAS for proudly supporting the 2024 Impact Report



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