

APPENDIX 1 – Background Information

Music City Music Council

The Music City Music Council (MC2) is an association of business leaders charged by Mayor Karl Dean with developing strategies toward heightening the awareness and development of Nashville as THE global Music City. MC2 is currently co-chaired by Mayor Dean and music industry veteran Randy Goodman.

MC2 was formed as a partnership between the Nashville Mayor's Office, the Nashville Area Chamber of Commerce and the Nashville Convention & Visitors Bureau.

In 2009, Mayor Dean and a handful of industry leaders conceived a new forum dedicated to growing and diversifying Nashville's world-wide reputation as Music City. More than 40 of the city's veteran music business people and artists, plus selected new generation entrepreneurs, were invited to pool their resources and personal networks to investigate obstacles and opportunities for all aspects of the entertainment business, including creative enterprises, publishing, artist development, technology, media and support/logistics.

The conversation and action that resulted marks the most dynamic effort in Nashville's history to cooperatively raise the level of activity and opportunity for all. Other cities have created music commissions to cultivate their nascent music sectors, but Nashville's is the only one with the advantage of seven decades of worldwide music leadership and a per capita involvement in music business that leads the nation by a huge margin. The Council aims to make Nashville the most attractive city in the world for anyone engaged in any kind of music to locate their business.

Nashville Music Industry

Music and entertainment in Nashville is a true industry cluster; not merely a place with live performance, not merely a place with recognizable performance stars, not merely a place with business attached to media that performs certain roles in advertising, or publicity or videography. Nashville is a center of music business with breadth and depth.

A comprehensive study of Nashville's music industry and its economic contribution to the region yields the following findings:

- Estimated that the music industry helps to create and sustain more than 56,000 jobs within the Nashville area.
- The music industry supports more than \$3.2 billion of labor income annually.
- Nashville's music industry contributes \$5.5 billion to the local economy for a total output of \$9.7 billion within the Nashville MSA.

2013-2014 Council Members

Co-chairs: Mayor Karl Dean and Randy Goodman

David Bohan – President/CEO, Bohan
Scott Clayton – Senior Partner, CAA, Nashville
Joe Galante – CEO, Joe Ventures
David Ingram – CEO, Ingram Entertainment
Ken Levitan – Managing Partner, Vector Management
Mary Ann McCready – President & Partner, FBMM (past co-chair, MC2)
Ken Paulson – CEO, First Amendment Center
Colin Reed – CEO, Ryman Hospitality Properties
Nancy Shapiro – Vice President, The Recording Academy
Troy Tomlinson – CEO, SONY/ATV Publishing
Steve Turner – CEO/Principal, Market Street Enterprises
Mike Wells – CEO, Jackson Financial
Jason Moon Wilkins – NBN Soundland
Sally Williams – Vice President of Business and Partnership Development, Opry Entertainment Group

Randy Goodman

[Randy Goodman](#), a veteran of Music Row and former president of Lyric Street Records in Nashville, will serve as co-chairman of the Nashville Music Council with Mayor [Karl Dean](#).

Dean's office will help lead the 60 artists and music industry executives serving on the council. It was founded in 2009 to capitalize on the city's Music City brand.

"To get the chance to serve as a co-chair is an honor and an exciting opportunity for me," Goodman said in a news release. "I am eager to give back and to help Mayor Dean help the entertainment industry thrive as a business in a city that attracts musicians from all genres."

In addition to his new responsibilities as co-chairman, Goodman is a member of the Country Music Association's board of directors and a trustee of the Country Music Hall of Fame and Museum.

Over the past year, the Nashville Music Council has established a partnership with the Nashville Entrepreneur Center to help incubate startups in digital media and entertainment; created a sweeping education plan for 2012 to place Nashville and its public schools at the forefront of global music education; and helped develop plans for Nashville's first artists' residence, The Ryman Lofts, which will consist of 60 one- to three-bedroom apartments.

Goodman started his career in the entertainment industry in 1980 at Top Billing Inc. and also worked at RCA Records as a publicist. He has held a variety of positions in artist development, marketing and sales. He moved to RCA NY in 1990 with then-label president [Joe Galante](#) to work as senior vice president in marketing for RCA records globally. Additionally, he was executive vice president and general manager of the RCA Label Group in Nashville.

Goodman has a bachelor's of science degree in political science and economics from David Lipscomb University. He also attended Belmont University in the early days of the university's School of Music program.

KEN LEVITAN Vector Management

As the founder and co-president of Vector Management, Ken Levitan is the rare music industry visionary who has both the creative courage to think boldly outside the lines with his career direction and the legal sensibilities to execute brilliantly in the atmosphere of the ever changing and challenging complexities of the established framework within the music business. This unique combination of giftings as artist manager, career consultant, entertainment lawyer, producer, publisher, and booking agent have given Levitan not only the well-earned reputation as a modern day renaissance man within the industry, but have earned him the respect as a major linchpin in the successful careers of many of the top names in the entertainment industry. Ken Levitan's artist roster reads like a "who's-who" of a broad cross-genre. His fingerprints can be found in the successful DNA of the careers of artist such as Kings of Leon, The Fray, Hank Williams, Jr., B-52's, Emmylou Harris, Lynyrd Skynyrd, Trisha Yearwood, Peter Frampton, Meat Loaf, Lyle Lovett, Trace Adkins, Michael McDonald, Ke\$ha, and Patty Griffin, among others.

While attending Vanderbilt University, Brooklyn-born Levitan sharpened his industry chops early-on by running the school's concert committee, booking icons of the day such as Carole King, Stephen Stills, Hall & Oates, and Genesis. Following his graduation from the University of Dayton's School of Law in 1983, Levitan set his course for Nashville where he represented a number of music clients on the legal aspects of their careers, prior to making a move to the management arena.

Along his career course, Ken Levitan has also had the decidedly career broadening experience on two separate occasions of being tapped for the role of label executive—first for Rising Tide Records (a subsidiary of Universal) and in 2002 as a co-founder with former RCA President, Jack Rovner, in establishing Vector Recordings. He is the recipient of a Grammy® Award as producer of the acclaimed soundtrack for the movie *The Apostle* and also for the Gospel album *Oh Happy Day*, and has been involved on the label side with Vector on Grammy nominated projects for Herbie Hancock, (*Possibilities*), Queen Latifah (*The Dana Owens Album*), as well as Damien Rice.

Active within the industry side, Ken Levitan also serves on the Boards of the Country Music Hall of Fame, the Academy of Country Music, the Country Music Association, the Tennessee Film, Entertainment & Music Commission, and the Nashville Music Council.

Google for Creators

Google, along with YouTube, is coming again to Nashville to work with the city's creative class in a Google for Creators workshop on April 18. The event's purpose is to provide actionable insights to the city's entertainment industry on how to use digital tools to create and promote their work.

The workshop, orchestrated in part by [Mark Montgomery](#), founder of FLO{thinkery}, further validates Nashville's growing technology and entrepreneurial markets and gives the city additional exposure to Google leadership, showcasing opportunities that exist for them within the city's creative class, Montgomery said.

"The reality is music and technology are forever intertwined going forward," Montgomery said.

The free event will likely be capped at 400 people so participants can learn tools and strategies hands on and meet one-on-one with Google representatives, according to Montgomery.

"Over the last few years, YouTube has launched thousands of careers and helped creators reach a huge audience," [Tim Shey](#), director of YouTube's NextLab, said in a news release. "We are excited to bring our educational program to Nashville and help empower these creators online."

Google for Creators comes a year after Google for Entrepreneurs was held in Nashville. This year's event welcomes singer-songwriters, artists, producers, musicians, managers, performing rights organizations, labels, etc. Independent and large-scale artists will share techniques, such as using analytics to book a tour, that have helped advance their careers, said FLO's [Kevin Grosch](#), who is helping organize the event.

Meetings to facilitate discussions between Google and those in entertainment industry will also be planned for before and after the educational event. The idea is to foster conversations that lead to collaboration between music and technology — two sectors that have disagreed over copyright issues in the past.

"My philosophy is if you put people in the same room, it's a hell of a lot harder to hate each other," Montgomery said. Part of the mission "is to bring our community into what is possible as opposed to what was."

Additional partners for Google for Creators include the Entrepreneur Center, Launch Tennessee, YEP: Young Entertainment Professionals, the Music City Music Council and the Nashville Chamber of Commerce, according to the news release. For more information, check out www.googleforcreators.com.