



**Creative
Footprint
Music**

Measuring Live Music Space in Cities

CREATIVE FOOTPRINT
OVERVIEW + METHODOLOGY



OVERVIEW

Live Music Spaces Are Engines of Innovation.

They propel cultural industries to become dynamic sectors of the urban economy, in turn acting as incubators for artistic expression and safe spaces for challenging ideas.

But governing bodies, developers and decision-makers often undervalue the crucial role that creative space plays in shaping a city's identity.

AND THAT NEEDS TO CHANGE.



PHOTOGRAPHY BY TIM OWENS, 2017

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Executive Summary



PHOTOGRAPHY BY TIM SANDIK, DED AGENCY

THE CREATIVE FOOTPRINT (CFP) is a not-for-profit initiative that measures and indexes urban creative space. It advocates for the protection of creative space globally by gathering innovative data and uses the information to influence policy relating to the support and nurturing of urban culture.

The CFP will initially focus on **music scenes** and will gather an unprecedented volume of data about the live music venues in a city. Each space (e.g. nightclub, venue, public performance space, etc.) will be analyzed, and 15 key data components in three distinct categories (**Space**, **Content** and **Framework Conditions**) will be collected. The city's Creative Footprint—a tangible score out of ten—is calculated using methodology developed by professors from Harvard University and some of the leading minds in creative urban planning. The process empowers creative industries, brings together key stakeholders and engages local decision-makers to protect and reinforce creative spaces and their surrounding scenes.

The Creative Footprint was founded by Berlin Clubcommission spokesperson Lutz Leichsenring. Lutz has been at the forefront of

Berlin's ongoing battle to protect its status as a creative capital and in recent years has emerged as a global authority on creative civic activism. In late 2017, he was joined by Amsterdam's Night Mayor Mirik Milan, whose pioneering work in government engagement for nightlife industries is being replicated in cities like London, New York, Paris and Sydney.

The technical resources and algorithm for the CFP was developed by Prof. Daniel Polley and his students at Harvard University and verified by leading minds in creative civic activism such as Charles Landry and Dr. Shain Shapiro.

In April 2017, we published our analysis of **Berlin** at the Music Cities Convention. Over a two-month period, our team of data researchers and scene experts gathered over 25,000 data points and determined that the city has a Creative Footprint of **8.02 out of 10**. Our results were covered in a number of international print and digital publications and led to Lutz giving a presentation at the Berlin Chamber of Commerce.

You can get a deeper reading of our findings in Berlin on page 13.

But the Creative Footprint is just an analysis.

It's imperative that this data is used to inform civic activists and influence decision-makers.

NightCamp, which will debut in New York City in Q1 of 2018, will be a workshop series and symposium designed to bring together broad sections of New York's live music scene, governing bodies, creative activists and decision-makers to establish policy goals for the city's incoming Office of Nightlife. By integrating the findings of the CFP into our workgroups, we will be using the most up-to-date data to inform the next steps for the local creative scenes.

This Creative Footprint brings hard data to conversations so often driven by sentiment and could prove to be an extremely valuable tool in the battle to protect that which makes our cities unique.



Why We Need to Protect Creative Space

Creative activity enriches a city's quality of place. It mirrors the vibrancy and cultural diversity of its neighborhoods, breaking down complex social barriers whilst giving a unique voice to the city's local and international identity.

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This activity takes place on historic theater stages and in the corners of dive bars, in public plazas and on subway platforms. It passes on ancient stories and reflects the pain of its community. It enjoys both government praise and public condemnation, healthy subsidies and noise complaints. But despite these conflicting factions, having a variety of platforms for a diverse array of artistic expression is a foundational pillar of a thriving, global city.

These creative spaces are the engines of innovation, as we're fond of saying. They are sanctuaries; safe spaces for people of all backgrounds to express freely and search for boundaries; and places where we meet and exchange ideas, seek meaning and strive to understand our world—and one another—a little better.

But beyond their social value, creative scenes are a vital element of a city's economy. Aside from the direct revenue and job growth derived from live music scenes, arts programs and nightlife industries, these assets attract a young, creative workforce and an influx of cultural tourism. Since the end of the 1980s, creative industries have become some of the most dynamic sectors in the global economy. In 2015, the global export of creative goods grew to €540 billion, up from

€339 billion in 2003, and accounts for 3.3% of the world's total export of merchandise.

Traditional “high culture” institutions like theatres and major galleries will always be valued elements of a city's cultural fabric—evident in the abundant government and private foundational support these spaces receive. But the contemporary city has a far wider berth of artistic platforms to engage its local communities, and quite often these platforms go without the support they desperately need.

AND THIS IS A PROBLEM.

The fledgling or underground spaces in which contemporary expression permeates are often the most vulnerable and receive little government support. So often the victims of their own success, subcultural spaces often play an unfortunate role in gentrifying the neighborhoods they inhabit (or adopt), and without some government intervention and private initiatives guided by innovative data, these creative communities will continue to displace and be displaced, always sadly viewed as the unwelcome architects of gentrification.

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PHOTOGRAPHY BY TIM SANDIK, DED AGENCY

The reality is that creatives and politicians speak different languages, and there is an urgent need for translators. Be they young, diverse people infiltrating existing municipal structures, or through the creation of innovative departments like Nightlife Offices, there should be mediators in place that can bridge the natural gaps that exist between the grassroots and the establishment. We have seen great success in Berlin and Amsterdam supporting both the formation of grassroots trade associations and official government departments. The Creative Footprint's founders Lutz and Mirik have played integral roles in developing and maintaining their cities' reputations as sustainable and globally regarded creative hubs. But their success was hard-fought and was the product of years spent learning the language of government and communicating it to their peers, along the

way gathering important data to support their arguments of compassion.

And this is what we're trying to do with the Creative Footprint. We want to empower creative scenes with our methodology and procedures and work with them to gather important data about the spaces they use. This data will both highlight the problems facing the city's creative scenes and help to inform the structures and goals necessary for a healthier, more culturally valuable city. It's time to measure, engage and reclaim our cities.

Ross Gardiner is the Creative Footprint's Director of Communications.

Creative Footprint | Music at a Glance

PHOTOGRAPHY BY TIM SANDIK, DED AGENCY

The Creative Footprint | Music is a comprehensive index of a city's live music venues. The aim of the project is to empower at-risk music scenes with the necessary data to protect themselves, while helping to stimulate independent economies, supporting local communities, and encouraging grassroots social responsibility.

By introducing the CFP in cities around the world, collaborating stakeholders will be able to draw knowledge and best practices from an increasingly broad set of data, content and civic engagement techniques.

CULTURAL IMPACT STUDY

The Creative Footprint is a cultural impact study that will focus initially on analyzing cities' live music scenes. By working with local experts across a broad section of musical genres, we will gather data about every venue in the city, compare it with other publicly available data sets, and look for patterns and correlations.

While a traditional economic impact study places elements like profit and job growth as its KPIs, the Creative Footprint recognizes that economic and cultural prosperity are often mutually exclusive. Culturally progressive or experimental venues are often among those most at risk financially, while more economically stable venues have a tendency towards "safe" or mainstream programming.



THE CREATIVE FOOTPRINT IS NOT A:

- _ Ranking of clubs and music venues
- _ Map indicating the "hottest" districts in a city
- _ Tool to empower opportunistic developers
- _ Publicly-available index open to potentially nefarious actors
- _ Device to "expose" underground promoters or DIY venues



Methodology

The Creative Footprint's methodology was developed by our founder Lutz Leichsenring alongside professors from Harvard University and a variety of globally-recognized creative civic thought leaders.

Our innovative methodology places value in venues that consider performance, bookings and cultural output as paramount to their identity. For example, if venue markets itself with the acts and performers, it will have a higher cultural impact than a venue that markets itself with models and bottles.

We define a music venue as a space that hosts one night of programmed music per month that is open to the public.

We gather 15 data points that fall within three categories: Space, Content and Framework Conditions.

The data is gathered by a team of data researchers and verified by local scene experts selected to represent a broad and diverse cross section of the city's music genres.

This data is run through an algorithm in order to generate a tangible score out of 10.

Framework Conditions

- _Venues per Resident
- _Gov. Funding
- _Public Performance Spaces
- _Administrative Access
- _24hr Venues

Content

- _Events per Month
- _Style of Promotion
- _Local vs International Acts
- _Experimental vs Mainstream
- _Original Music

Space

- _Size of Venue
- _Age
- _Multi-Disciplinary
- _Vibrancy of Area
- _Social Engagement

Advantages to Cities

The CFP gives a vivid look at the current landscape of creative spaces in a city. But it can also be harnessed as a vehicle to bring together influential voices, spark discourse, and lay the foundation for a broader conversation about the future of urban planning where creative spaces are recognized for the vital role they play in our communities.

PROTECT INDUSTRIES

By calculating their CFP, cities have a powerful tool to support creative industries, increase public awareness, and promote and protect cultural institutions and related jobs.

DRIVE INNOVATION

Creative spaces are a key pillar of sustainable urban development. They attract a young, talented workforce and encourage cross-fertilization of disciplines, thus creating climates for innovation.

INFLUENCE DECISION MAKERS

The CFP is an innovative approach to measuring the value of creativity. By supporting arguments of cultural merit with tangible data, we are communicating in the language of government and developers.

COMMUNITY BUILDING

The CFP helps to galvanize local communities and scene stakeholders, connecting them to the wider, global community of creative advocates, civic activists and space pioneers.

INDEX DEVELOPMENT

The CFP is a civic activism tool that empowers the global urban community to monitor how city governments protect important creative space as they develop and change.

GLOBAL COMPARISON

The CFP enables rich comparison between cities and becomes a conduit for a global conversation about the role that these spaces play in their communities and the best practices for safeguarding them.

ESTABLISH BEST PRACTICES

The CFP's advisory board boasts some of the leading minds in creative urban development and policy. Over the course of the project, valuable insight into best practices are shared amongst activists, stakeholders and local leaders.

RAISE AWARENESS

The CFP creates awareness about the vulnerability of the creative industries. The involvement of different stakeholders as well as a high level of local, national and global media attention brings creative spaces into the spotlight of political agendas.



PHOTOGRAPHY BY TIM SANDIK, DED AGENCY

Upon gathering, analyzing and presenting this data, we will work with key stakeholders, decision-makers, activists, and business owners to turn this knowledge into policy goals and tangible next steps for the scene.

This takes the form of a workshop series called NightCamp. With a strong emphasis on tactile discussion around relevant issues, our attendees will be assigned specific working groups with clear objectives guided by experts. These workshops help strengthen community and form strategy, as well as draw attention to risk issues for governments, business leaders and the creative community.

The inaugural NightCamp will be held over two days in New York City in January 2018 and will be programmed to address the specific needs of the city's live music community. The conference will commence with a keynote from Lutz Leichsenring detailing the findings of the Creative Footprint NYC, and there will be a variety of presentations and panels relating back to the most pressing issues facing the scene.

POTENTIAL WORKSHOPS + PANELS

While each city has a nuanced cultural and political climate, there are several broadly applicable tools and actions that city authorities can use to stimulate creative spaces or to intervene in adverse developments, such as commercial real estate or luxury apartment buildings.

The CFP project supports cities in the development of creative initiatives by sharing best practices and advising on specific tools and activities.

NIGHTCAMP WORKING GROUPS AND SUBJECT MATTERS TO INCLUDE:

- _ Grant Writing for DIY Venues
- _ How to Make the Illegal Legal
 - _ Rethinking Zoning Code
- _ Fire Safety for Temporary Spaces
- _ Using Social Media to Organize and Galvanize
- _ Gov. Speak 101 - Do's and Don't's When Talking to Government
- _ How to Keep It Experimental and Still Pay the Bills
 - _ These Are Your Rights
- _ Harm Reduction Best Practices for Venue Owners

Berlin

Berlin served as the pilot for the Creative Footprint. The German capital—with its unique nightlife and music scene—garnered a Creative Footprint of 8.02 out of 10. Our findings were shared in April 2017 with a keynote at the Music Cities Convention and have since been covered in a variety of global publications across the music and civic spectrum.

With 501 music venues hosting an average of 2,700 events per month, healthy government funding for pop culture (€2 million annually), 89 new venues opening in the last three years,

widespread 24-hour licenses, and clear access points to government via Clubcommission and Musicboard, Berlin lives up to its near-mythical reputation as a formidable music capital.

** All data listed corresponds to our findings in March 2017 and is subject to change over time. **

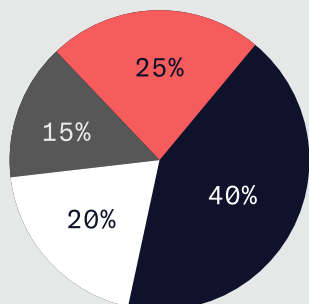
Our findings in Berlin is evidence of our methodology being sound, but as we expand the scope of the project we will compare our findings against other existing data sets (e.g. noise complaints, crime statistics, income, LGBTQ population, etc.) and greatly expand our visual representation of the data.

Berlin Findings — Score: 8.02

Types of Venues

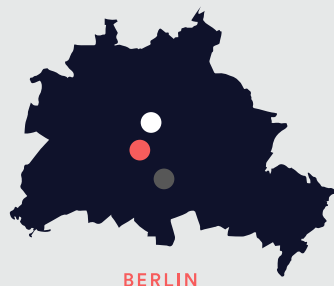
Hosting at least 1 music event per month

- DISCOTHEQUE (OPEN AIR/THEATRE/GALLERY)
- MUSIC BAR
- MUSIC BAR
- EVENT VENUE



Most Venues Located in:

Kreuzberg	106
Friedrichshain	74
Neukölln	56

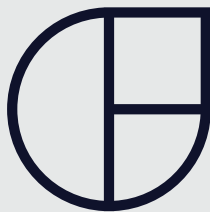


Statistics

2,700
MUSIC EVENTS
PER MONTH

89
VENUES OPENED
IN THE PAST
3 YEARS

€2m
GOVERNMENT
FUNDING FOR
POP CULTURE



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