

MUSIC & ENTERTAINMENT IN NASHVILLE

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With live music of every genre being performed every night of the week, more than 190 recording studios, and some 5,000 working musicians, Nashville is a hub for the creative class. The Nashville region's concentration of musicians and music businesses is the highest in the nation. Music industry activity in Nashville is as much as 30 times greater than the nation overall – 10 times greater than New York or Los Angeles, and even greater compared to other cities such as Atlanta, Austin and New Orleans.

Nashville has evolved alongside the music business and has maintained its status as a global center for the entertainment industry. The local music scene has been praised in major publications such as *Travel + Leisure*, *Nylon*, *SPIN* and *Rolling Stone*.

The Nashville region has been a magnet for creative talent since the 1930s. Today, that energy is stronger than ever, and it is drawing not only songwriters and instrumentalists from all genres, but also filmmakers, artists, authors and digital entrepreneurs. The Nashville region is the home base of some of the world's most popular entertainers, including Tim McGraw, Jack White, Sheryl Crow, Ke\$ha, The Black Keys, Paramore and Kings of Leon. Nashville's incredibly diverse music and entertainment industry continues to expand, making the city a creative core for the region and the country.



\$9.7B

INDUSTRY WITHIN THE
NASHVILLE MSA

\$5.5B

LOCAL IMPACT

LEADING MUSIC & ENTERTAINMENT COMPANIES

ASCAP	Jim Owens Entertainment
ACM	LiveNation
Bandit Lites	Morris Management
Big Machine Records	Musicians Hall of Fame
Billboard	Naxos of America, Inc.
Black River	Outback Concerts
BMG/Chrysalis Publishing	Provident
BMI	Q Prime
Borman Entertainment	Redlight Management
Broken Bow	Richards & Southern
Buddy Lee	SESAC
CAA	Show Dog
Capitol Records	Sony Entertainment
CMT	Sony/ATV Music Publishing
Country Aircheck	Spalding Entertainment
Country Music Hall of Fame & Museum	St. Judge Country Cares
Country Weekly	The Recording Academy
Curb Records	Third Man Records
EMI Publishing	T.J. Martell Foundation
FLO (Thinkery)	Universal Music Group
Flood Bumstead McCreedy & McCarthy	Vector Management
GAC	Viacom/MTV
Gaylord Entertainment	Warner Music Nashville
George P. Johnson	William Morris
Gibson Guitar Corporation	Word

HEADQUARTERED MUSIC & ENTERTAINMENT ASSOCIATIONS

Americana Music Association	International Bluegrass Music Association
Academy of Country Music	International Entertainment Buyers Association
Barbershop Harmony Society	Inspiration County Music Association
County Music Association	Leadership Music
Country Radio Broadcasters	National Museum of African American Music
Gospel Music Association	Nashville Songwriters Association International

Source: Music City Music Council, 2013

ADVANTAGES OF DOING BUSINESS IN THE NASHVILLE REGION

FAVORABLE GEOGRAPHIC LOCATION

Nashville is centrally located, allowing businesses to reach U.S. and international locations with ease and affordability. Fifty percent of the U.S. population lives within 650 miles of Nashville, and 75 percent of U.S. markets are within a two-hour flight.

SKILLED WORKFORCE

The area is home to more than 118,000 students who attend the region's higher education institutions, with 17,000 graduating each year and 10,000 of those graduates remaining in the Nashville area. This provides a strong and consistent pipeline of educated talent annually.

LOW COST OF DOING BUSINESS

Tennessee has one of the nation's lowest tax burdens. The U.S. Chamber of Commerce's Entprising States report named Tennessee a top state for low business taxes and regulations.

HIGH QUALITY OF LIFE

The cost-of-living index in Nashville is 10 percent below the U.S. national average, and per capita income is 14 percent higher than the national average, resulting in more disposable income for more education and leisure activities. Also, Nashville routinely places at the top of livability rankings.

DIVERSE MIX OF INDUSTRIES

Health care, corporate operations, advanced manufacturing, music and entertainment, and supply chain management are the leading industries that drive the Nashville economy.

MUSIC & ENTERTAINMENT AVERAGE WAGES

OCCUPATION	MEAN HOURLY WAGE	MEAN ANNUAL WAGE
Financial managers	\$52.35	\$108,890
Producers and directors	\$29.24	\$60,810
Human resource managers	\$42.95	\$89,340
Musicians and singers	\$43.60	n/a
Agents and business managers	\$32.45	\$67,490
Accountants	\$33.06	\$68,760
Arts, design, entertainment and media occupations	\$27.81	\$57,850
Public relations specialists	\$28.07	\$58,380
Audio and video equipment technicians	\$24.11	\$50,140
Graphic designers	\$23.26	\$48,390
Entertainers and performers	\$28.69	n/a
Executive secretaries and executive assistants	\$22.98	\$47,800
Radio and television announcers	\$12.17	\$25,320
Sound engineering technicians	\$27.06	\$56,290
Photographers	\$16.86	\$35,070

Source: U.S. Department of Labor, 2014

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MUSIC SCENE

— TRAVEL + LEISURE, 2014

56,000

MUSIC INDUSTRY JOBS IN
THE NASHVILLE AREA

#3

MOST CREATIVE
CITY IN THE
COUNTRY

— FORBES, 2014

4X

MORE MUSIC
INDUSTRY
EMPLOYMENT
THAN ANY OTHER
CITY IN THE U.S.



Economic Development

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