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## **City of Monroe and Sound Diplomacy Announce Music Strategy Project**

*(Monroe, LA) The City of Monroe is poised to become a performing arts destination that will further cultivate local talent in all the performing arts.*

*New leadership, downtown vision, and recent local investment have elevated the existing prime location and existing infrastructure of Monroe for growth and additional revenue. However, its existing landmark venues - led by the Jack Howard Theatre and Monroe Civic Center - are not as optimized as they can be to attract talent, create the best possible audience and artist experience and ensure that Monroe is showcasing local and traveling talent as a destination for all genres and disciplines.*

*As Monroe looks to better leverage its wider music and cultural economy, Mayor Ellis is proud to announce the City of Monroe, in coordination with Sound Diplomacy LTD, is developing a Music Strategy Project. The Music Strategy will deliver comprehensive music ecosystem mapping, stakeholder engagement, policy review, comparative analysis, and economic impact assessment to inform an action plan with recommendations presented alongside an implementation timeline.*

*The Music Strategy will incorporate the full range of existing venues, uses, and community needs as a prudent first step.*

*Mayor Ellis says this is the next step towards city revitalization. "We must take a whole picture approach to revitalizing the City of Monroe. That includes improving economic development opportunities, continuing to cut down on crime, and expanding our cultural facilities. Investing in culture and the performing arts is an intentional and effective way to draw business and people to our area," says Mayor Ellis.*

*To set objectives and a project vision, relevant stakeholders will be asked to take part in a questionnaire and ideation workshop. The results of both will be summarized in an ideation document that will act as the manual for the project process.*

Best,

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