



Born from the 2024 Northeast Tennessee Music Census sponsored by the Tennessee Entertainment Commission, the Appalachian Music Collective (AMC) supports our regional music economy generating \$75.9M annually, 503 jobs, and \$22.8M in earnings.

Survey data from regional music professionals revealed a clear mandate for a coordinated ecosystem:

- **59%** desired a **community-based, collaborative approach** to organization.
- **86%** relied on **DIY learning**, highlighting a gap in professional resources.
- **68%** desire **audience development** and **marketing tools**.
- **55%** desire **best practices** for **presenting live music** locally.

Powered by East Tennessee State University, AMC serves as the essential advocate and coordination layer for the music ecosystems of Northeast Tennessee, Southwest Virginia, and Western North Carolina. We focus on supporting musicians, venues/presenters, tourism organizations, and community governments to use music as an economic, tourism, and workforce development engine for our regional creative economy.

#### OUR MISSION

*To create a unified, sustainable Appalachian music ecosystem that drives economic, tourism, and workforce growth and elevates the region as a music destination.*

#### OUR VISION

*To position the Appalachian Music Collective as a national model for sustainable music ecosystem development.*

The heartbeat of the Appalachian Music Collective is our digital hub—a dynamic space where we house vital resources, host exclusive virtual events, and feature resources and conversations driven by community needs.. Beyond the digital realm, AMC is the primary engine for coordinating live events, connecting musicians, venues, cities, and tourism partners in one thriving community with shared tools, advocacy, and real-time data to improve the outcomes and quality of life of our region.

## WHAT YOU GET WHEN YOU JOIN

- Community connections
- Audience development tools
- Marketing strategy tools
- Business training
- Expert speakers
- Live meet ups
- Revenue resources
- Licensing resources
- Insurance resources
- Policy advocacy
- Regional coordination
- Industry data library

## JOIN TODAY

[www.appalachianmusiccollective.com](http://www.appalachianmusiccollective.com)

The Appalachian Music Collective (AMC) is a platform within the ETSU Research Corporation, operating in partnership with the ETSU Department of Appalachian Studies. AMC is part of the *Tennessee Music Advisory Council* with the Tennessee Entertainment Commission.

