

Music-Centric Entertainment Zones in American Cities: An Evaluation and Geospatial Perspective

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This paper was presented at the [2021 International Summit](#) of the Music & Entertainment Industry Educators Association
May 17-18, 2021

<https://doi.org/10.25101/21.21>

View the Summit presentation at:

<https://www.youtube.com/watch?v=sdKqwtD7SL8>

Abstract

This study aims to inventory, map, and better understand the informal and usually small-scale music-centric districts or entertainment zones which have developed in or near the downtowns of American cities. The current academic literature approaches entertainment zones as encompassing any forms of entertainment and has been the exclusive domain of the urban development or tourism fields of study. However, we were not able to identify any study that focuses on music-specific entertainment zones and its necessary association to the independent music venue ecosystem. Our dataset includes an inventory of 110 music-centric entertainment zones pulled from the web and the academic literature across twenty-seven states and fifty-four cities that accounts for 1,437 venues. Leveraging this dataset, we created a geographical distribution of the music-centric entertainment zones across the United States using Geographic Information System (GIS). Our main goal has been to identify the attributes of music-centric entertainment zones and assess their impact on residents and tourists. This study is interdisciplinary in nature and crosses over several branches of knowledge including cultural geography, music industry, urban development, and music tourism.

Keywords: music, entertainment zones, GIS, accessibility, music tourism, urban development, American cities



Stan Renard is Associate Professor and Coordinator of the Music Marketing Program in the Department of Music at the University of Texas at San Antonio. He is Director of the Arts Incubation Research Lab (AIR Lab), a National Endowment for the Arts Research Lab. The lab's research team studies the intersection of the arts, entrepreneurship, and innovation at its incubation stage with a research agenda that intends to understand the economic potential of artists as non-conventional entrepreneurs and the impact of the digital divide upon arts-based entrepreneurs. Dr. Renard is also Assistant Director of the start-up incubator CITE (Center of Innovation, Technology and Entrepreneurship). In addition, he is a touring and recording artist, and the founder and arranger of the Grammy-nominated Bohemian Quartet and Viatorium Music. Dr. Renard holds a Doctorate in Musical Arts (DMA) from the University of Connecticut as well as a Doctorate in International Business (DBA) from Southern New Hampshire University. Previously held collegiate appointments include Colby College, the University of Massachusetts Amherst, the University of Connecticut Storrs, Providence College, Eastern Connecticut State University, Southern New Hampshire University, and the University of California at San Diego. Dr. Renard is a member

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Storm Gloor is an Associate Professor in the Music and Entertainment Industry Studies department of the College of Arts and Media at the University of Colorado Denver. He recently received the college's Excellence in Leadership and Service award. In 2018, he was the recipient of the university's Excellence In Teaching award. In 2014, professor Gloor developed and instructed what is thought to be the first Music Cities higher education course. Along with that course, Professor Gloor teaches Music Marketing and oversees the internships for the College of Arts & Media. As part of the First Year Experience program at CU Denver, he teaches a course on the Beatles. Professor Gloor is also a Faculty Fellow in the Center for Faculty Development, a past president of the Music and Entertainment Industry Educators Association, and serves as a city councilman for Glendale, Colorado. He has presented at numerous events and programs, including SXSW.edu, South By Southwest Music, the Music Cities Convention, the MEIEA Music Educators Summit, the Future of Music Summit, the Underground Music Showcase, the Denver Music Summit, and the EdMedia world conference. Gloor is a co-producer of the Amplify Music Conference and the Amplify Music Communities program series.



**MUSIC & ENTERTAINMENT INDUSTRY
EDUCATORS ASSOCIATION**

**PROCEEDINGS
OF THE
2021 INTERNATIONAL
SUMMIT

OF THE
MUSIC & ENTERTAINMENT
INDUSTRY EDUCATORS
ASSOCIATION**

– MAY 17 & 18, 2021 –

Music & Entertainment Industry Educators Association
1900 Belmont Boulevard
Nashville, TN 37212 U.S.A.

www.meiea.org

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