



SOUND
DIPLOMACY

Music Ecosystem Assets Mapping Analysis

Ouachita Parish, LA

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Key Findings

All assets are included and mapped on this [interactive map](#) tool that has been developed specifically for Ouachita Parish, LA. The instructions of use are specified in the section 'Instructions to use the music ecosystem interactive asset map'. The key findings from the geolocation indicate that:

Overview of Music Ecosystem Assets

- **There are 281 music-related assets in Ouachita Parish, LA. The creation and the exhibition value-chain links have a more substantial presence in the city, in terms of availability, compared to the rest of the links (production, distribution, and transversal):** the assets related to the creation link (i.e. bands, orchestras, independent musicians and composers, etc) make up the greatest proportion of the music ecosystem with 111 (40%). They are followed by 93 assets (33%) in the exhibition link (i.e. music venues, festivals), 36 assets (13%) in the distribution link (i.e. radio stations, radio networks, music stores), 26 assets (9%) that provide transversal support (i.e. music managers), and 15 assets (5%) in the production link (i.e. recording studios and rehearsal rooms).
- **Despite the fact that the number of exhibition link assets is relatively high, only 11 venues (13%) have the infrastructure suitable for live music (1 dedicated live music venue (1%), 2 arenas (2%) and 8 multipurpose venues (10%)):** According to the mapping, the majority of the spaces that host music are faith-based institutions (27), representing 32% of the venues in Ouachita Parish. They are followed by 23 bars, cafés, and restaurants with live music (27%), 13 occasional venues (15%), 7 nightclubs (8%), and 3 art venues with music (4%). Cafés, restaurants with music, and occasional venues typically don't have the infrastructure that performers require (i.e. lighting, stage, sound), in comparison to what dedicated live music venues or multi-purpose venues provide.
- **There is an indication of the low level of professionalization of the local live music scene due to the lack of intermediaries such as bookers and programmers (0):** These types of agents are essential in intermediating between the music creators and the local live music scene, allowing them to maximize their performance within the territory.

Spatial distribution of the music ecosystem assets

- **Overall, the music assets are mainly located in Monroe (54%) and West Monroe (21%) urban areas, whilst the rest of the territory has the remaining 25% of assets:** each of the three locations (Monroe, West Monroe, and outside of the urban areas) have assets in all of the links (production, distribution, exhibition and transversal

support) with greatest presence of exhibition assets (i.e. music venues) in the three locations. Nonetheless, West Monroe has few distribution assets (3), and the area outside of the urban area has only 1 production asset.

- **In terms of wards, the music assets are mainly located in Ward 10 (44%), Ward 5 (28%), Ward 3 (14%), and Ward 1 (6%), whilst the rest are within wards 2, 6, 8, 4, 7, and 9 (8%):** only the top 3 wards (Ward 10, Ward 5, and Ward 3) have assets in all of the links (production, distribution, exhibition and transversal support), whilst the rest have assets in either one, two, or three links in the value chain.
- **Music venues are mainly located in three wards, out of the ten wards in Ouachita Parish:** These are mainly located in Ward 10 (37%), Ward 5 (33%), and Ward 3 (17%), whilst the remaining 13% are distributed across the other wards.
- **Music assets in Ouachita Parish are concentrated in a small area, with a dramatic difference of availability in the rest of the territory:** Together Monroe and West Monroe concentrate 3.1 assets per square mile whilst outside of the urban areas there are only 0.1. West Monroe is the location that concentrates most of these assets per square mile (4.3) while Monroe concentrates 2.8 assets per square mile.
- **Music assets have a geographical conglomeration (cluster) along the border between Monroe and West Monroe (along the Ouachita River) mainly limited by Louisville Ave. and Desiard St.:** However, there are several smaller clusters throughout both Monroe and West Monroe. In contrast, there are no significant clusters outside of the urban areas of Monroe and West Monroe. The music assets in those areas are widely dispersed throughout the territory.

Methodology

Overview

This mapping identified music ecosystem assets in Ouachita Parish, LA. The mapping was produced using a database built from secondary sources and georeferenced with Sound Diplomacy’s mapping tool.

Asset Definitions

Below is the classification of **music ecosystem** assets (see Table 1).

Table 1. Classification of music ecosystem assets

VALUE CHAIN LINK	CATEGORY	AGENT	DESCRIPTION
Creation	Music creation ¹	Independent musicians, artists or composers	Independent musicians, artists or composers with physical presence
		Bands, orchestras & choirs	Professional and community bands and orchestras, professional and community choirs and singing groups, including church choirs with physical presence
Production	Recorded music	Music publishers	Person (or organization) responsible for licensing and administering the composition copyright of songwriters
		Recording studios & rehearsal rooms	Registered music and audio studios offering music recording, mastering and rehearsal services
		Record labels	Music labels with physical presence
		Pre-recording producers, reproduction & distributors	Establishments that provide sound recording services (except record production, distribution, music publishing, and sound recording in a studio), like producing and distributing pre-recorded music programs or radio shows

¹ It is important to note assets that are generally linked to music creation can be identified but no georeference can be provided as these assets usually don’t require/have one defined geographical space to conduct their activities. Therefore, these assets are included in the count of assets but are not included as part of the interactive map.

Distribution		Record stores	Retail outlets that sell recorded music
		Radio networks	Public, community and commercial music radio networks
		Radio stations	Public, community and commercial music radio stations
Exhibition	Live music	Dedicated live music venues	Establishments where live music performance is the main focus and with dedicated live music programming
		Multi-purpose venues	Venues for hire, performing arts theaters, corporate event spaces, smaller sports facilities that host music at least two times a year
		Occasional venues	Spaces different to venues, that occasionally host live music (e.g. parks, churches)
		Art venues with music	Galleries, museums and other 'art' spaces that occasionally host live music
		Arenas	Large capacity venues (over 2,000 seats) that primarily host sports and live music
		Nightclubs	Nightlife establishments with regular DJ nights and occasional live music performances
		Bars, cafés, restaurants with music	Establishments where live music is performed regularly although their prime function is the sale of food and beverages
		Faith-based institutions with music	Charitable organizations or nonprofits affiliated with a religious group or inspired by religious beliefs that have a physical location and a significant music offering
		Bookers & programmers	Registered, tax-paying businesses working in music talent booking and event promotion

		Live Events producers	Organizations that present and/or produce artistic performances and events
		Festivals	Ticketed or free to attend special events and concert series focusing on, or featuring live music programs and happening over one or multiple days
Transversal	Support	Music managers	Person (or organization) who oversees the business affairs of a musician or band
		Instrument manufacturers	Musical instrument manufacturers
		Musical instruments & equipment Stores	Musical instruments, equipment, and record stores, including rentals
		Academies/schools with music programmes	Public and private music schools, and programs
		Conservatories/ universities with music programmes	
		Universities/colleges with music business programmes	
		Traineeship programs in the music field	Traineeship programs in the music field
		Music publications & newspapers	Publications, magazines and periodicals specialized in music
		Music PR & marketers	Registered, tax-paying businesses working in music marketing and social media
		Other commercial and administrative support organizations for the music sector	Individual music companies ranging from accounting or content creation, to photography, event production, sync, publishing and licensing
		Music associations and nonprofits	Music associations and nonprofits - associations of artists and/or music industry, music nonprofits and charities

Instructions to use the music ecosystem interactive asset map

All asset categories are included and mapped on this [interactive map](#) tool developed specifically for Ouachita Parish in Louisiana.

On this zoomable tool, users can see a heat map of assets, by type of location (Monroe, West Monroe, Richwood, or outside of the urban area) within the Parish or by ward and click on individual assets to see more information about each one. Each agent (dedicated live music venues, music managers, radio stations, etc.) is color-coded and can be singled out or aggregated for a wider view.

The interactive map can be filtered by value chain link, agent, location, and ward, by clicking on the name in the menu on the right. To filter items that do not appear on that menu (grouped as "other"), click on "search in..." and then type the name you want to filter. It is also possible to filter several categories simultaneously.²

The interactive map contains five types of heat maps, each of which can be activated with the check box:

- **Cluster heat map:** This is a visual aid that shows the clusters or groups of assets across the map. This allows us to identify specific points of concentration of assets within the Parish.
- **Urban/non-urban number of assets heat map:** Shows the concentration of assets by location (Monroe, West Monroe, Richwood, or outside of the urban area) within the Parish. The darker the blue, the higher the concentration of assets in the location.
- **Number of assets heat map by ward:** Shows the concentration of assets by ward within the Parish. The darker the blue, the higher the concentration of assets in the ward.
- **Urban/non-urban assets density heat map:** This shows the concentration of assets per square mile of each location (Monroe, West Monroe, Richwood, or outside of the urban area). The darker the red, the higher the concentration of assets in the location.
- **Assets density heat map by ward:** This shows the concentration of assets per square mile of each ward. The darker the red, the higher the concentration of assets in the ward.

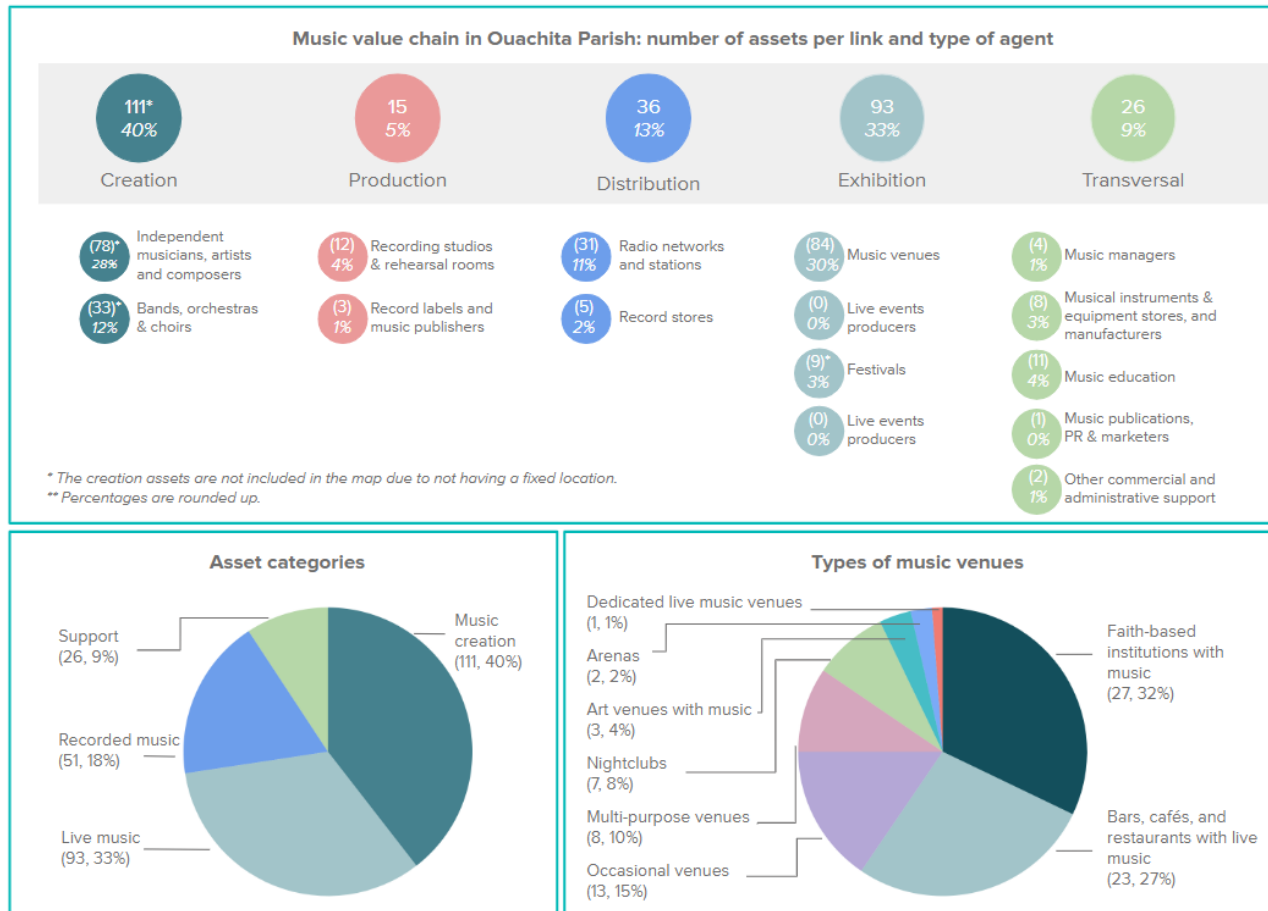
² If you are facing any issues when opening the map in Carto, please try to eliminate all the cookies from your browser. Alternatively, try copying the link and opening it in a different tab or browser.

Asset Mapping: Spaces and Places

Overview of the music ecosystem assets

Figure 1 summarizes the count of assets in Ouachita Parish, in relation to the music value chain link, category and type of agent they fall under. The total number of music-related assets identified in the Parish is 281.

Figure 1. Overview of the music ecosystem assets in Ouachita Parish, LA



Of the 281 music ecosystem assets, the ones related to the creation link (i.e. bands, orchestras, independent musicians and composers, etc) make up the greatest proportion of the music ecosystem with 111 (40%). They are followed by 93 assets (33%) in the exhibition link, 36 (13%) in the distribution link, 26 (9%) that provide transversal support, and 15 (5%) in the production link. This shows that the creation and the exhibition value-chain links have a stronger presence in the Parish, in terms of availability.³

However, it's worth noting that there can be some gaps in the offer of adequate infrastructure in exhibition spaces for the local music performers. For example, bars, cafés & restaurants with music, nightclubs, art venues, and occasional venues (55% of the music-related venues in the city) typically don't have the infrastructure required for live music performances (i.e., lighting, stage, backstage, sound), in comparison to what dedicated live music venues or multi-purpose venues provide. According to the mapping, only 1 dedicated live music venue (1%), 2 arenas (2%), and 8 multi-purpose venues (10%) were identified. In contrast, most of the spaces that host music are faith-based institutions with music (27) or bars, cafés, and restaurants with live music (23), representing 60% of the music-related venues in the Parish. They are followed by 13 occasional venues (15%), 7 nightclubs (8%), and 3 art venues with music (4%). These findings were reflected in conversations with stakeholders who raised concerns around a lack of suitable performance spaces, and in particular, the lack of establishments that are equipped with in-house sound and tech capabilities. Through research and discussions, the centralization of Ouachita's music ecosystem around live music performance has become evident, yet these findings highlight a lack of sufficient infrastructure to support its development.

In addition, a need for more intermediaries such as bookers and programmers (0) is noticeable. These agents are essential in intermediating between the music creators and the local live music scene, allowing them to maximize their performance within the territory. This gap is an indication of the low level of professionalization of the local live music scene, and was another aspect raised during stakeholder conversations.

Lastly, it's worth noting that whilst there are several radio networks (27) and radio stations (4), 8 of those 31 assets fall under the same business umbrella of another radio network/station (i.e. subsidiary). Nonetheless, they are included in the map as individual/separate assets because they have different locations within the Parish.

³ All the assets in the creation value chain link are classified under the 'music creation category', all the assets in the exhibition link are classified under the 'live music' category, all transversal link assets are classified in 'support' category, and all assets in the production and distribution links are classified in the 'recorded music' category.

Detailed spatial distribution of the music ecosystem assets

The detailed spatial distribution of the music ecosystem assets, a result of our geolocation exercise, is shown in the [interactive map](#) and is solely focused on the assets located in Ouachita Parish.⁴

The spatial distribution analysis of the assets has been conducted by analyzing the distribution of assets within the territory, based on:

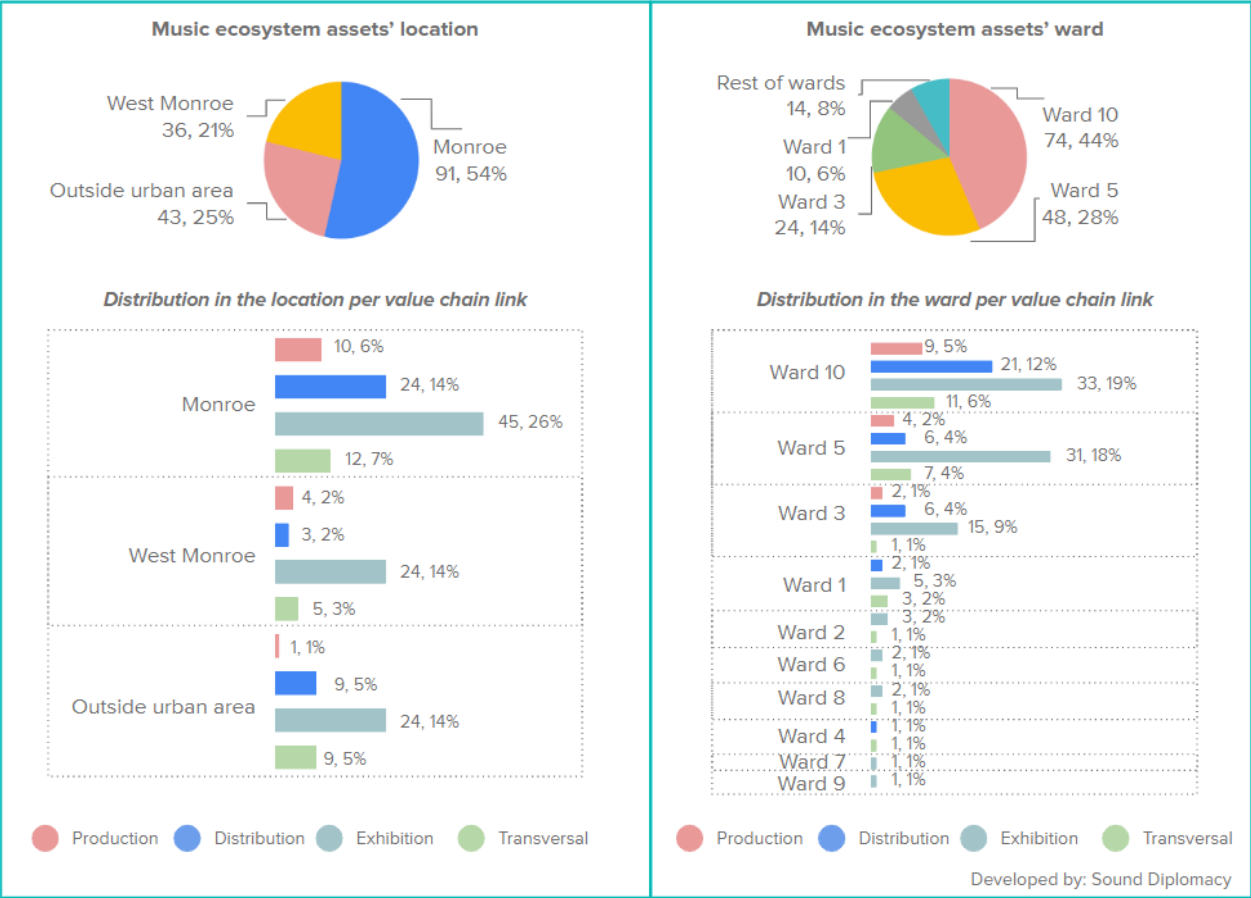
- a. The count of assets in each of the subdivisions of the Parish, which in this case is divided both into
 - i. Location: Monroe, West Monroe, Richwood, or outside of the urban area
 - ii. Ward: ward 1 to ward 10
- b. The assessment of the district density heatmaps, which display the concentration of assets in each of the abovementioned locations and wards, relative to the size (square miles) of the location and ward, and
- c. The identification of clusters of assets in the Parish .

a. Distribution of music assets: count of assets per district

Figure 2 shows the analysis of the count of assets in each of the subdivisions of the Parish.

⁴ It is worth noting that assets in the creation link (111) do not have a fixed location and therefore are not included in the map. As a result, the total count of music ecosystem assets in the following sections refers to 170 mapped spaces instead of the total 281 identified in the previous sections.

Figure 2. Distribution of music ecosystem assets according to location and ward, in Ouachita Parish, LA



Based on the data, the majority of assets are located in Monroe (54%), 21% in West Monroe, and the remaining 25% are outside of the urban area. Furthermore, Figure 3 shows some insights into the distribution of the music assets in Ouachita Parish according to their location and value chain link:

- When detailing the distribution of assets per location according to the value chain link they belong to, it's visible that each of the three areas has assets in all of the links (production, distribution, exhibition, and transversal support), with exhibition assets (i.e., music venues) having the most presence. However, the number of assets in some areas is noticeably low - West Monroe has only 3 distribution assets, and there is only 1 production asset outside of the urban area.
- This shows that, overall, music assets in Ouachita Parish are mainly located in the urban areas of Monroe and West Monroe. However, Monroe is the most robust in providing a more comprehensive offer of assets within the music value chain.

When looking at the distribution of music assets per ward, the majority is located in Ward 10 (44%), followed by 28% in Ward 5, 14% in Ward 3, 6% in Ward 1, and the remaining 8% in the rest of the wards (wards 2, 6, 8, 4, 7, and 9). Figure 3 also shows some insights into the distribution of the music assets in Ouachita Parish according to the Ward and value chain link:

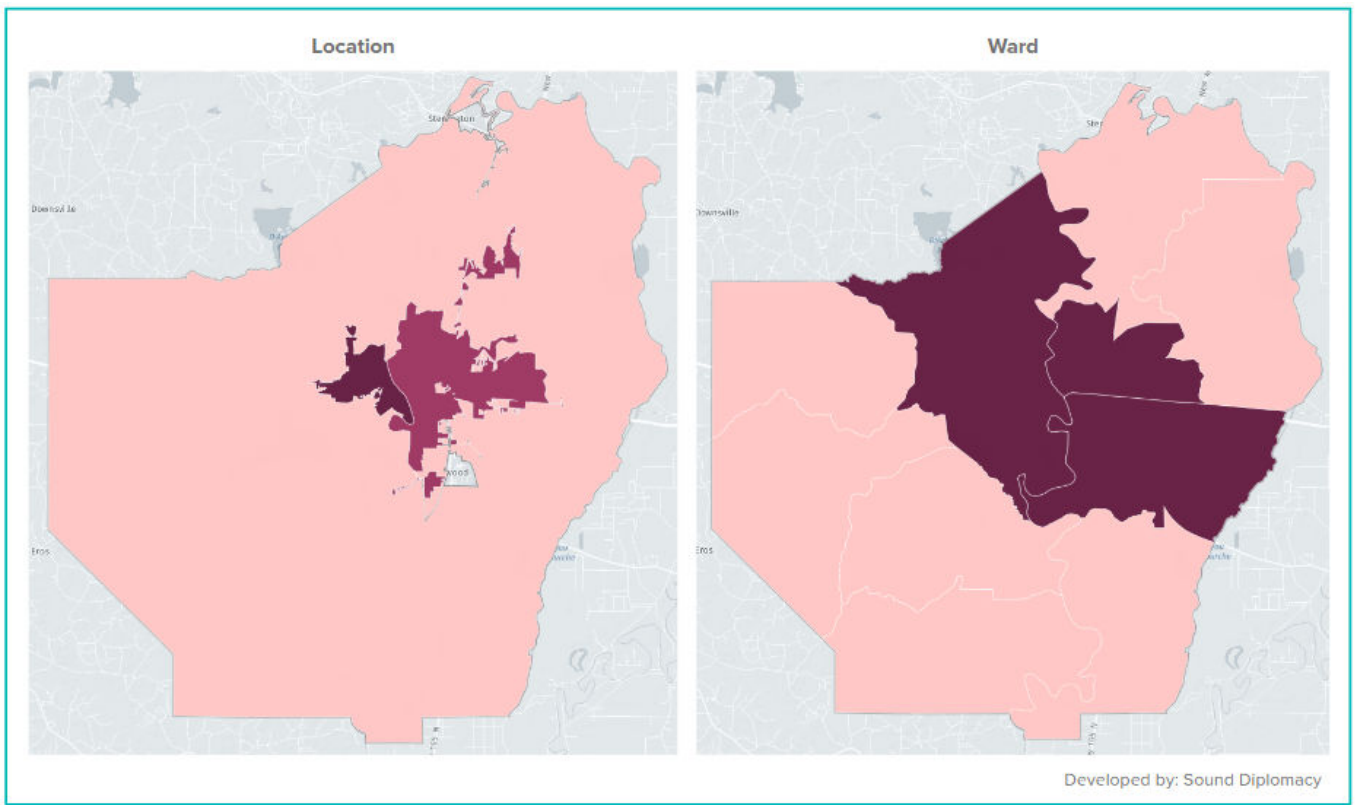
- When detailing the distribution of assets per ward according to the value chain link they belong to, it's visible that only the top 3⁵ wards (Wards 10, 5, and 3) have assets in all of the links (production, distribution, exhibition and transversal support), whilst the rest have assets in either one, two, or three links in the value chain.
- Exhibition assets (i.e., music venues) have the greatest presence in each of the wards, with the exception of Ward 4 which doesn't have any.
- This shows that overall, 86% of the music assets in Ouachita Parish are located in three wards (Ward 10, 5 and Ward 3), areas that partially overlap with Monroe and West Monroe. The same occurs with music venues, which are mainly located in Ward 10 (37%), Ward 5 (33%), and Ward 3 (17%).

b. Distribution of music ecosystem assets: location and ward density heatmaps

Figure 3 shows the concentration density of all music ecosystem assets in each of the locations and wards, relative to the size (square miles) of the location or ward. The darker the red, the higher the concentration of assets in the location or ward based on its size.

⁵ Top 3 in terms of concentration of number of music ecosystem assets.

Figure 3. Location and ward density heatmaps: music ecosystem assets in Ouachita Parish, LA

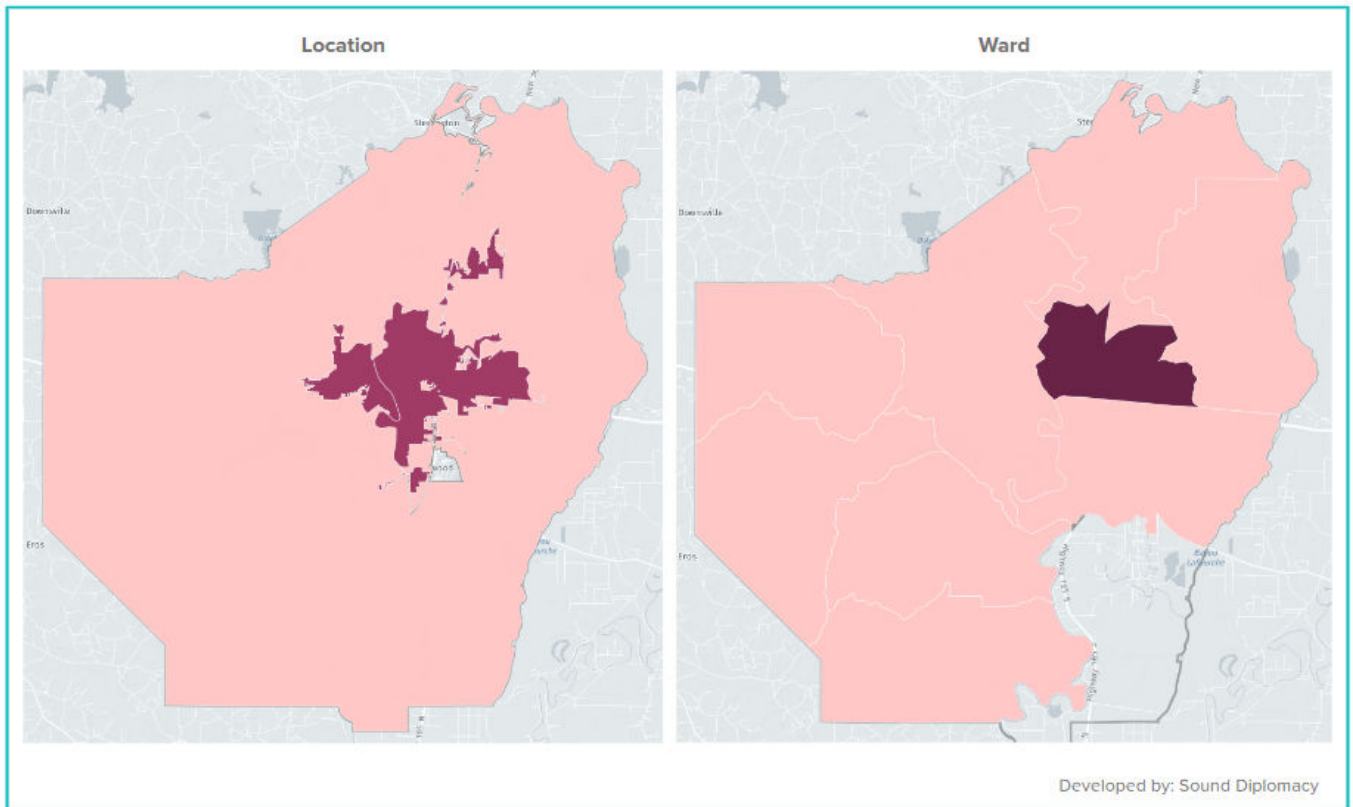


The figure shows that:

- Together Monroe and West Monroe concentrate 3.1 assets per square mile whilst outside of the urban areas there are only 0.1. West Monroe is the location that concentrates most of these assets per square mile (4.3) and Monroe concentrates 2.8 assets per square mile.
- In terms of wards, Ward 10, Ward 5, and Ward 3 jointly concentrate 0.8 assets per square mile, whilst all other wards together concentrate 0.1 assets per square mile.
- This shows that, in Ouachita Parish, music assets are concentrated in a small area, with a dramatic difference of availability in the rest of the territory. Due to greater business, transport, residential and network opportunities in more urban areas, this is to be expected.

Figure 4 shows the density heatmaps of just music venues.

Figure 4. Location and ward density heatmaps: music venues in Ouachita Parish, LA



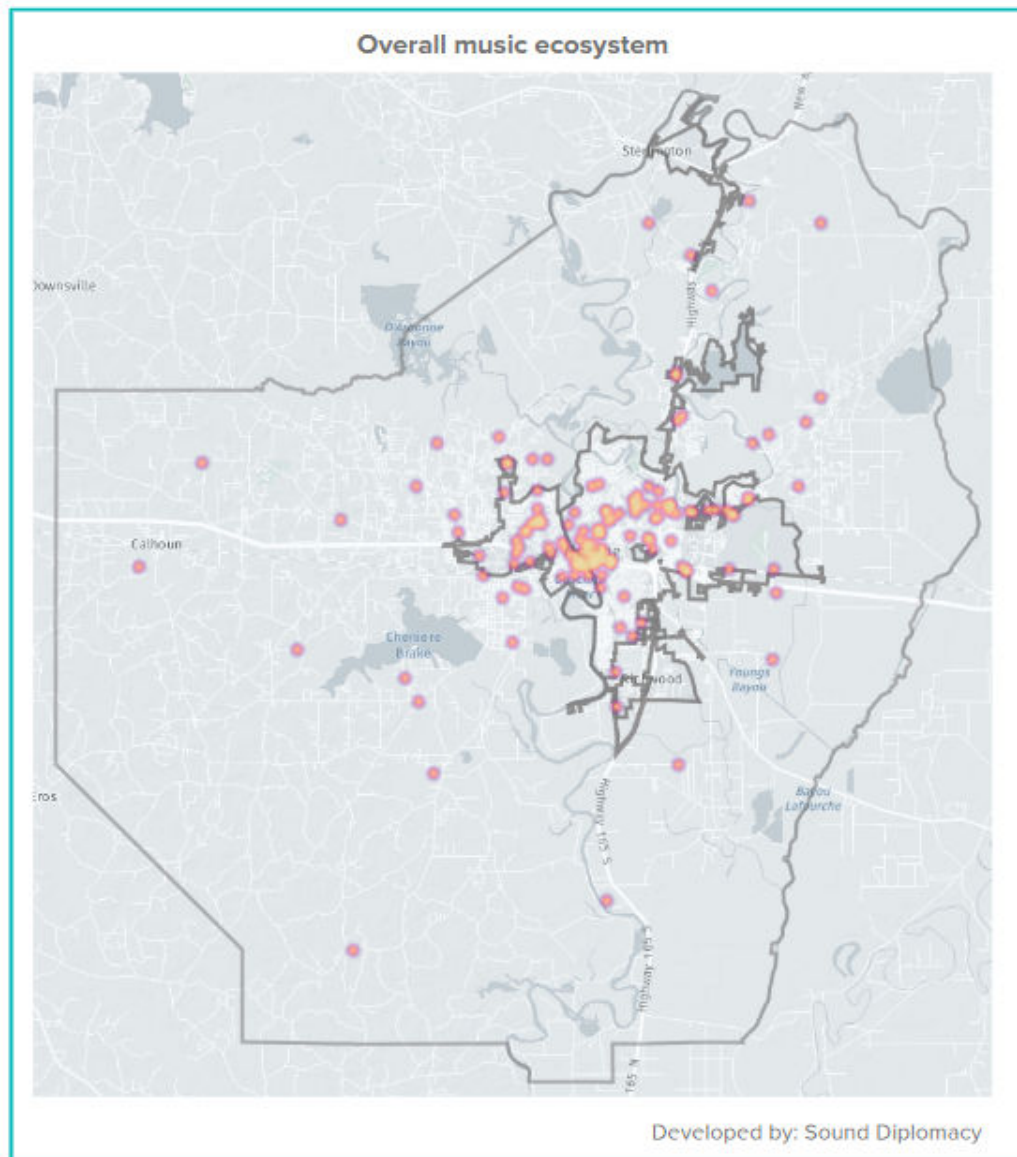
The figure shows that the music venues are also mainly concentrated in a small area.

- Together Monroe and West Monroe concentrate 1.5 music venues per square mile whilst outside the urban areas there are only 0.04. West Monroe concentrates most of these assets per square mile (2.5) and Monroe has 1.3 music venues per square mile.
- In terms of wards, Ward 10, 5, and 3 together concentrate 0.4 music venues per square mile, however Ward 10 has the highest concentration of venues per square mile (1.1), whilst Ward 5 has 0.3 venues per square mile and Ward 3 has 0.2. The rest of the wards concentrate 0.02 venues per square mile.
- This shows that there is a similar occurrence to the music ecosystem in Ouachita Parish, as music venues are concentrated in a small area, with a dramatic difference of availability in the rest of the territory.

c. Distribution of music ecosystem assets: clusters of assets

Figure 5 shows the cluster of music assets in Ouachita Parish. The bigger the yellow area, the greater the cluster of assets.

Figure 5. Clusters: music assets in Ouachita Parish, LA



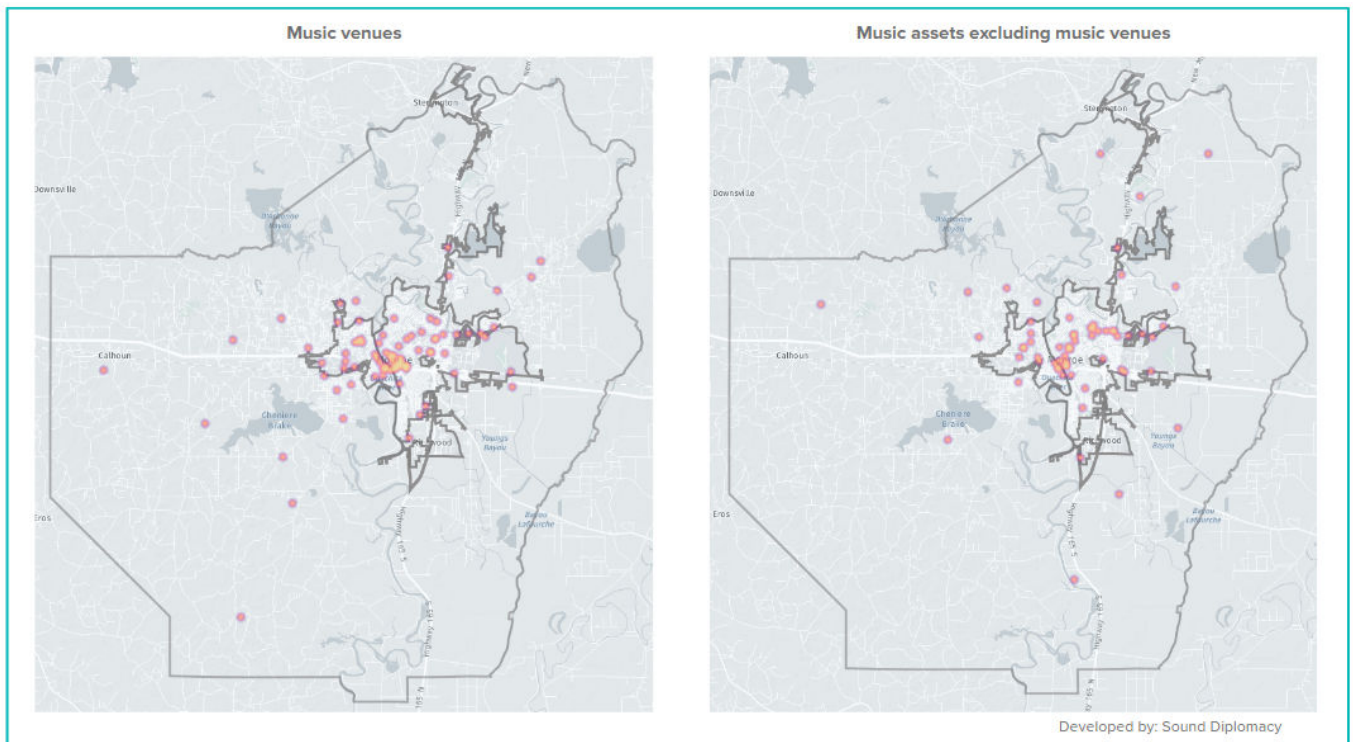
When looking at clusters of assets it can be seen once again that Monroe and West Monroe retain the concentration of most of the music ecosystem assets. However, these maps provide further insights on the specific location of the assets both within the urban areas of Monroe and West Monroe and outside of the urban areas.

- The main cluster is located along the border between Monroe and West Monroe (along the Ouachita River) mainly limited by Louisville Ave, and Desiard St. However, there are several smaller clusters throughout both cities.
- In contrast, there are no significant clusters outside of these urban areas as music assets are widely dispersed throughout the territory.

- This shows that the music assets in Monroe and West Monroe, even though highly concentrated along the Ouachita River, also have additional smaller clusters through both cities. Outside the urban areas there is a wider dispersion of assets.

Figure 6 highlights identified clusters in Ouachita Parish, but shows the contrast between clusters of music venues and clusters of the rest of the music assets.

Figure 6. Clusters: music venues and music assets excluding music venues, in Ouachita Parish, LA



The figure shows that both the music venues, and all other music assets (i.e. music publishers, recording studios & rehearsal rooms, radio stations, etc) have similar clusters of activity in terms of location within Ouachita Parish, where most are located along the Ouachita River, with additional smaller clusters in the rest of Monroe and West Monroe, and a high dispersion of assets outside of the urban areas. Despite stakeholder feedback highlighting the significance of Monroe being a university city, there are small clusters of activity based around the University of Louisiana Monroe. However, there are clear clusters of assets with a diversity of attributes around the Downtown Monroe area providing an opportunity for the Downtown Master Plan to build on and promote an existing music scene.