



ABILENE CENTERSTAGE

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MEDIA RELEASE

EMBARGOED UNTIL:

7:30 pm, Sept. 19, 2019

[Stephen Ray, Program Specialist](#) with the Texas Music Office, Ted Evans and Tiffany Nichols will be available for interviews at the Convention Center 5-5:30 pm, Sept. 19, prior to the awards banquet.

FOR MORE INFORMATION:

Marc Fort, Marketing & Communications Specialist
Texas Music Office, Office of the Governor
512-463-6666 or 512-431-5697, marc.fort@gov.texas.gov

Tiffany Nichols, ACVB Visitor Services Manager
325-676-2556, tiffany@abilenevisitors.com

HELPFUL LINKS:

ACVB News: abilenevisitors.com/Press-Releases
gov.texas.gov/music/page/music-friendly-communities
abilenevisitors.com/centerstage
<https://www.facebook.com/AbileneCenterstage/>

New Instrument to Help Grow Abilene Music Scene

ABILENE, Texas –The Office of the Governor’s Texas Music Office (TMO) recognized the City of Abilene as a certified “Music Friendly Community” during award ceremonies at the Abilene Convention Center Thursday night.

TMO Program Specialist Stephen Ray presented the certification to Abilene Mayor Anthony Williams and project chairman Ted Evans during the Abilene Chamber of Commerce Membership Meeting & Awards Celebration, an evening which includes various special award designations and recognition of business development work in Abilene.



The Abilene Convention & Visitors Bureau (ACVB), a chamber affiliate, worked with the TMO as the official Music Friendly Community liaison throughout the certification process. ACVB board member Evans served as chairman of the Abilene Centerstage Committee, a group comprised of 10 music industry stakeholders which will serve as advisors to Abilene’s Music Friendly Community liaison.

“Collaboration is our forte, and this certification allows the community to tap into a successful statewide program,” Evans said. “It’s another instrument to help grow Abilene’s economy, cultural events and quality of life. A lively music scene draws visitors, and that’s good business for locals.”

The Music Friendly Community certification requires the creation of resources to support music business development, including local collaboration on the TMO's business referral network database of industry contacts. The program also fosters collaboration between the TMO and the designated Music Friendly Community liaison concerning the dissemination of best practices concerning venues and events, grant opportunities, marketing tools, and other industry development tools.

In tune with the larger economic development mission, the ACVB will serve as a hub for live music, gathering event information, and helping drum up attendance via its website and the new [Abilene Centerstage social media](#) channels.

Local venue managers, producers and musicians are encouraged to [submit content](#) about upcoming shows of all genres to the calendar at [abilenevisitors.com](#), where a [new search option](#) will help fans find concerts.

Tiffany Nichols, ACVB Visitor Services Manager, is the Music Friendly Community program's newly designated liaison to area musicians, producers and music education programs. For more information about marketing live music in Abilene, see [abilenevisitors.com/Centerstage](#) or compose a note for Tiffany Nichols at tiffany@abilenevisitors.com.

Located in the T&P Depot landmark downtown, the Abilene Convention & Visitors Bureau leverages hotel tax into economic development. The ACVB's tourism professionals bring group and leisure visitors to Abilene, supporting the local economy with more than \$455 million in annual spending, money used by happy people who stay in hotels, shop, dine, and enjoy live music, sports, arts and attractions. Established as an affiliate of the Abilene Chamber of Commerce in 1970, the bureau has improved the quality of life and enhanced the visitor experience for nearly 50 years.