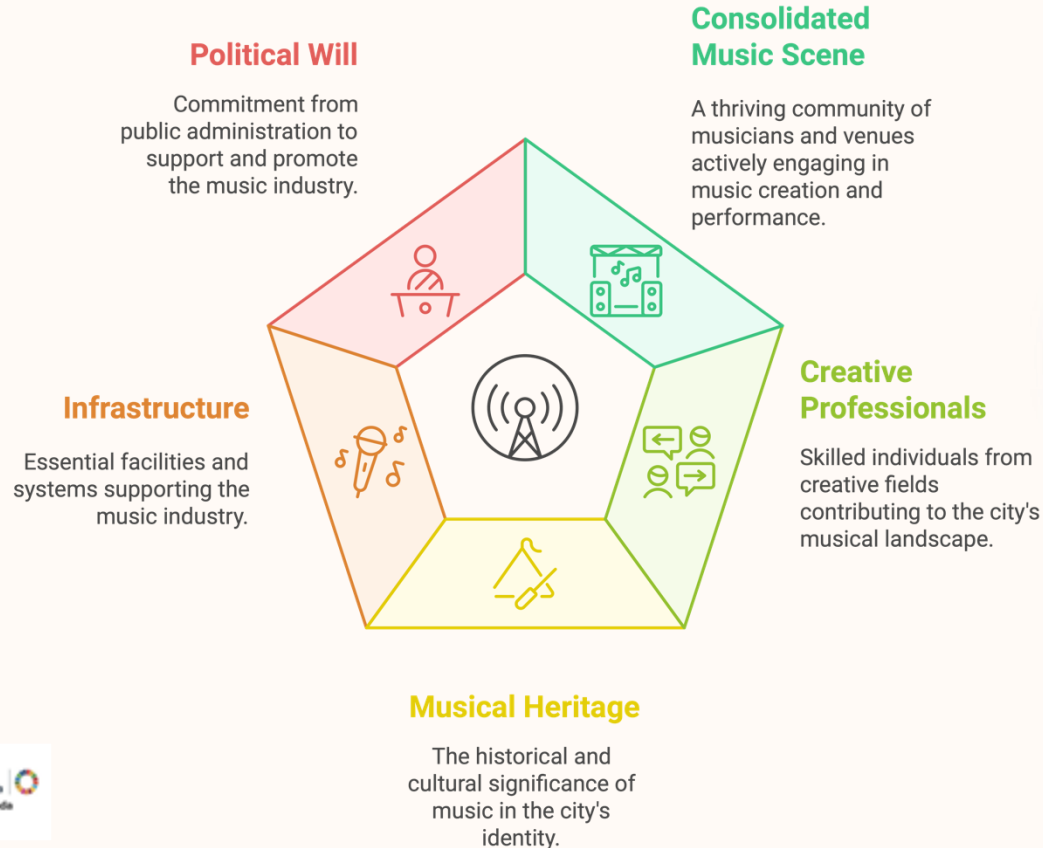


VALÈNCIA MUSIC CITY STRATEGY 2025-2030

How we did it?

PRECONDITIONS TO BE A MUSIC CITY





**Música
Para el
Desarrollo**

UNIVERSITAT DE VALÈNCIA [CÀ] Facultat
d'Economia
Departament d'Economia Aplicada



VALÈNCIA



**AJUNTAMENT
DE VALÈNCIA**



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Innovation
Capital

HOW WE STARTED?



Bottom-up

Music sector organizes and coordinates with public administration.



Top-down

Administration decides and develops strategy, incorporating local music scene.



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HOW TO PLACE MUSIC AT THE CENTER OF THE CITY'S PUBLIC POLICY?

POLÍTICAS PÚBLICAS **GOBIERNO DE ESPAÑA** · LEGISLACIÓN EDUCATIVA Y MECENAZGO · ESTATUTO DEL ARTISTAPOLÍTICA EDUCATIVA, CULTURAL, ACTIVIDADES Y MEDIÁTICA **GENERALITAT VALENCIANA****EDUCACIÓN REGLADA**

CONSERVATORIOS

ISEACV

CICLOS FP

UNIVERSIDAD

FORMACION PRIVADA

FSMCV · COSOMUVAL · SC EL MICALET

BERKLEE COLLEGE OF MUSIC

YAMAHA MUSIC SCHOOL

ESCUELAS · ACADEMIAS

EDUCACIÓN GENERAL

CEIP · IES

MEDIOS COMUNICACIÓN**MÚSICOS**

FSMCV · COSOMUVAL

AUDITORIOS · SALAS · RECINTOS

PALAU DE LA MÚSICA

PALAU DE LES ARTS

PALACIO DE CONGRESOS · CACSA

AUDIENCIAS

ORQUESTA · BANDA MUNICIPAL

INDUSTRIA MUSICAL

FEVIM

ROIG ARENA · THE MUSIC REPUBLIC

PROFESIONALES

SEDAJAZZ

TEJIDO CULTURAL Y DE OCIO

DIPUTACIÓN

IVC

LA RAMBLETA

OLYMPIA METROPOLITANA

FUNDACIÓN HORTENSIA HERRERO

HOSTELERÍA Y TURISMO

FEHV · FOTUR

ABACU

SANIDAD

MÚSICOS POR LA SALUD

TEJIDO EMPRESARIAL

CONFECOMERÇ · CEP · AVE

POLÍTICAS MUNICIPALES · NORMATIVA URBANA ACTIVIDADES · VISIT VALENCIA

THE PROCESS

MAY-JUNE

STAGE 1

GOAL: DEFINE CROSS-SECTORAL LINKS AND INTEGRATION OF THE MUSIC STRATEGY INTO THE URBAN STRATEGY

STAKEHOLDERS: Mayor's Office and University of Valencia

METHODOLOGY:

- Analysis of legislative objectives and strategic lines
- Study of best practices in comparable Music Cities
- Coordination of synergies and complementarities through technical-political meetings

JUNE-JULY

STAGE 2

GOAL: MUNICIPAL MUSIC AREA STRATEGY

STAKEHOLDERS: Mayor's Office, Tourism and Visit Valencia Department, Culture Department, Festivities Department, Music Production Units (Palau de la Música, Municipal Orchestra, Municipal Band, CIBM, José Iturbi Conservatory), La Marina de València, University of Valencia

METHODOLOGY:

- In-depth interviews with each department's teams
- Proposal and project forms
- Plenary meeting

JUNE-JULY

STAGE 3

GOAL: COORDINATION WITH OTHER RELEVANT PUBLIC BODIES

STAKEHOLDERS: Palacio de Congresos, Diputación, IVC GVA, Conservatorios, Palau de les Arts, Turisme CV, Universitat de València, Universitat Politècnica de València, CACSA

METHODOLOGY:

- In-depht interviews with each area's team
- Proposal and Project forms
- Plenary meeting

SEPTEMBER-OCTOBER

STAGE 4

GOAL: PUBLIC-PRIVATE COORDINATION

4.1 MUSIC STAKEHOLDERS

STAKEHOLDERS: COSOMUVAL FSMCV, FEVIM, Escolanía de la Virgen Arzobispado de Valencia, Berklee College of Music, Sedajazz, Federación de Coros, Federación de Folklore, UV...

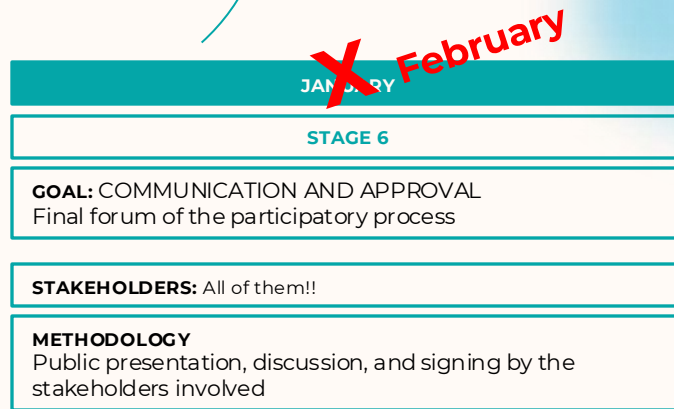
4.2 ECONOMY AND URBAN DEVELOPMENT STAKEHOLDERS

STAKEHOLDERS: Roig Arena, FEHV, FOTUR, ABACU, ConfeComerç, Músicos por la Salud, FAAV, UV...

METHODOLOGY:

- In-depht interviews with each area's team
- Proposal and Project forms
- Plenary meeting (4.1+4.2)

** flood
(29th of October)*



ESTRATEGIA VALÈNCIA MUSIC CITY 25-30

Foro final del proceso
participativo

21 FEB 11:30h Sala Polivalente de Las Naves



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València Launches Music City Strategy, Cementing Its Status as a Global Music Hub

Our member city València has officially unveiled its València Music City 25–30 strategy, a visionary plan that includes integrating music into the city's social, economic, and cultural fabric. The announcement at the Palau de la Música gathered over 400 industry leaders, artists, and civic representatives to celebrate València's rich musical heritage and ambitious future.



**MORE THAN 75 IN-DEPT INTERVIEWS
WITH THE STAKEHOLDERS**

2 FOCUS GROUPS

**1 FINAL PARTICIPATIVE FORUM WITH MORE
THAN 100 ATTENDEES**

**1 PUBLIC PRESENTATION WITH 500
ATTENDEES**

Strategic Pillars x5	Main Operational Goals
1. Live Music Promotion	• Excellence in programming • Decentralization of infrastructures • Public-private collaboration • Synergies within the music ecosystem • Recovery and dissemination of musical heritage • Audience development and loyalty strategies
2. Sector's Professionalization	• Development of the professional sector and job promotion • Innovation, R&D and training • Support for creation and emerging talent • Entrepreneurship and financing
3. Music Education & Citizen Engagement	• Music as an educational backbone • Diversity, inclusion and inequality compensation • Cultural diversity and integration through music • Social and health impact
4. València as a Musical Tourism Destination	• Strategic event attraction • Experiential tourism • Public-private coordination • MICE promotion • Accessibility and connectivity
5. Core Functional Operations	• Governance system - Valencia Music City Office • Regulatory adaptation and monitoring • Strengthening partnerships • Advisory and monitoring bodies • Indicators system • Innovation and data



An
integrated
city strategy.
Music at the
core of
public policy
:)

Thank you!

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