

# Sound Investment: The Economic Impact of Music in Columbus

MUSICCOLUMBUS

While it is evident that the music sector is a significant component of Columbus' identity, the nature and scope of its role in the local economy have not been well-defined. This study quantifies the role of the local music industry and music-influenced tourism on central Ohio's economy, informing future policy and investment decisions.

## Columbus Region Music Sector Direct Footprint (2024)



**Jobs**  
1,562



**Wages**  
\$82,256,873



**Output**  
\$345,893,668

## Activities by Share of Visitors to Columbus (2024)



TXP, Inc. estimates that **5.1%** of total direct tourism spending, or

**\$418.3 million**



annually, is attributable to music.

The combination of the local music industry and music-influenced tourism accounts for over



**\$1.3 billion**

in top-line local revenue (output), almost

**\$800 million**

in value-added (the local equivalent of GDP),

**\$380 million**

in total earnings (wages paid) and slightly less than



**10,000** jobs (FTEs)

**\$5.62 million**

in additional City of Columbus tax revenue was generated in relation to the combined economic impact estimate of **\$795.1 million** in music-influenced local GDP.

## Methodology

The study considered four key areas of impact, including:

- Direct economic output
- Value-added (indirect) benefits
- Wages earned
- Related jobs



Columbus' growing demographic of young adults, proximity to a major university and strong presence in modern economy industries align with a growing demand for music.

As of 2023, **Columbus** had about **0.05%** of employment based in a combination of Musical Groups and Independent Artists, compared to **0.10%** in **Austin, TX**, and **0.32%** in **Nashville, TN**.



Local musicians on average derive about **one-fifth of their income from music**.

