The New Orleans Music Economy (NOME) initiative, designed by Greater New Orleans, Inc., builds on New Orleans’ reputation as America’s premier music city. Through the development of a thriving music economy that provides **jobs and wealth for musicians, IP managers, publishers, marketers, legal representatives, and all aspects of the business of music**, NOME will open opportunities for New Orleans to capture the value of its musical culture - and re-invest it at home.

### MIC’D UP PROGRAM
The MIC’D UP Program model connects local Artists Management companies with talent cultivated from regional higher education partners.

### MIC’D UP BENEFITS
- Graduates gain critical entry-level experience in the competitive music industry in Greater New Orleans
- Establish local relationships and expertise to help build a book of business
- Have the opportunity to grow their career in Louisiana