



Live Music Steals the Show

by Stephanie Graham-Stacey

Live music has taken center stage as the most sought-after form of entertainment, rising above movies and even sports. What was once just an option among many has become the experience people prioritize—trading big screens or team jerseys for stages.

Live Nation is the world's leading entertainment company, specializing in concert promotion and artist management. In their *Living for Live* report in 2025, they took a poll of 40,000 people across 15 countries and learned that most people prefer to spend their time and money on live music more than any other form of entertainment. Concert attendance in stadiums has tripled year after year, and festivals sell out faster than ever. When asked if they were limited to one form of entertainment for the rest

of their lives, the overwhelming consensus worldwide was live music!

Why is this? Because live music is more than just a show. It's the experience, excitement, and camaraderie with friends, the escape from daily life, the feeling of being part of something bigger. The majority of music consumers prefer to spend their resources on real, memorable moments over material things. Fans will save up and plan for concerts almost like planning a vacation. And where the live music goes, the economies flourish and thrive. Not only do the fans spend their hard-earned money on concert tickets, but also on eating at restaurants, hotels, retail, and sometimes on plane tickets. A single concert becomes a ripple of economic activity, proving that live music doesn't just entertain; it energizes

entire communities.

Since Tyler has been deemed a "Music Friendly City" by the Texas Governor's Office, our Advisory Board has been dedicated to elevating Tyler's music scene. We are excited to be participating in a worldwide celebration of music called Make Music Day. It was launched in 1982 in France and is celebrated on the same day every year, June 21st, in more than 2000 cities in dozens of countries around the world. It is not a concert. It is not a music festival. It is open to anyone who wants to participate—amateur or professional, young or old. The idea is to have live music played all over town, all day long, even in places that don't normally have live music. Like parks, shopping centers, restaurants, malls, and even front porches. And all of it is free and open to the public.

Our Make Music Day committee is co-chaired by Stephanie Johnson and Kristen Cruz. Kristin tells us, “On Sunday, June 21st, Tyler, Texas is turning it all the way up for Make Music Day with a full lineup of can’t-miss moments across the city. From a vibrant craft market and block party at Brick Street Village to live performances popping up at East Texas Brewing Company, The Loft, and the UT Health Center, this is a day built for discovering music in every corner of Tyler. Musicians of all levels are invited to jump in, including an open-to-all Sousa Palooza sightreading session from 7 to 8 p.m. at Bergfeld Park, while the East Texas Symphony Orchestra kicks things off the night before with “Latin Beats,” a music celebration, a free evening of vibrant, Latin-influenced music at True Vine Brewing Company.”

If you want to be involved, it’s easy! Kristen also says, “Whether you’re a performer, venue, or just someone who loves a good beat, you can sign up, host, or explore the full schedule at makemusicday.org/tyler/. Because in Tyler, this isn’t just a concert, it’s a citywide jam session!”

And don’t forget about the Brick Street Revival Singer-Songwriter Festival on Friday, July 31st and Saturday, August 1st, at the Liberty Hall, downtown Tyler. Doors open

at 7 p.m. both nights with great songwriters coming to tell their stories behind the songs they’ve written. Songwriter shows are different than your typical concert. It is just the songwriters and their instruments in an intimate setting. No loud hoopla.

In addition to the songwriter shows, there will also be a songwriters’ workshop on Saturday, August 1st, beginning at 9 a.m. at The Foundry Coffee House in downtown Tyler. Singer/songwriters Connie Mims Pinkerton and Randy Morrison will be facilitating the workshop. Connie’s career has consisted of singing in bands, a performing songwriter and studio vocalist, and she has founded and facilitated monthly workshops for both the North Houston and East Texas chapters of Nashville Songwriters Association International. She has been a coach and judge in various songwriting and performance competitions. She continues to write, record, and perform, and enjoys co-writing and producing various projects for herself and others. Connie informs us, “The workshop is designed to inspire and enlighten both the novice and the seasoned songwriter, as we’ll cover the art and architecture of what makes a song go from good to great. We’ll provide tips and tools to write your next best song, as well as provide insight and information into

co-writing for commercial success.”

Pinkerton further states, “The workshop is for every genre of music and every level of musicianship. It’s a great way for lyricists to find melody makers and forge creative partnerships.”

Randy Morrison is a talented musician, singer, and songwriter who has achieved chart success and was a finalist in a statewide Texas songwriting competition. He emphasizes, “We’re happy to grow this workshop even bigger than our initial workshop last year and hope to help find and develop writers from all around our region to develop the craft of writing songs, and develop a creative outlet that will benefit them and others for years to come.” To learn more about the Brick Street Revival Singer-Songwriter Festival and the Songwriters Workshop, you can refer to brickstreetrevival.com. You will need to purchase your ticket for the workshop, and lunch will be provided.

Live music remains the heartbeat of entertainment, bringing people together in a way nothing else can. With the momentum building in Tyler, the city is quickly becoming a place where that energy thrives—supporting artists, strengthening community, and proving that the best music is still experienced live.

