



# ListenCLE

LISTENCLE.COM

## History and Mission

The Greater Cleveland area is home to an incredible bounty of talented, creative, and prolific musicians. ListenCLE aims to bring all the amazing music Northeast Ohio has to offer out of concert halls and bars, and into the daily lives of the residents and visitors of the region, by making it easy for businesses to use locally-produced music as the soundtrack to their customer experience.

Founded in 2019, ListenCLE has been actively building playlists and musician connections since its inception. To that end, the ListenCLE initiative focuses on a new way to approach local music: grouping playlists by moods and feelings, rather than by genre or simply by virtue of them being locally produced. This mood-based approach builds an audio experience that challenges traditional music categories and allows listeners to truly discover new music. The core playlists – 9 at present – feature moods like Chill, Feel Good, Energy Boost, and Groove, and are all over 8 hours long, meaning over the course of a standard work day you'd never hear the same song twice.

ListenCLE found its first in-store trial run with a 2020 small business initiative that sought to elevate Cleveland makers during the pandemic by creating a physical location to take place of pop-ups, craft fairs, and art shows that had been cancelled. The Made Cleveland boutique embraced the ListenCLE program fully: not only did the store play the Spotify playlists for shoppers, but also put up posters to communicate to customers that they're listening local, and even included ListenCLE promo cards in every buyer's bag. The outreach brought in new listeners to the playlists, new musicians submitting music, and most importantly, people were asking where they could find more from the artists they were hearing in-store!

As the pandemic quarantine restrictions lift, ListenCLE is poised to push into more reopening businesses to launch a wider test market in fall of 2021. Partnerships with Destination Cleveland and Cleveland Rocks: Past, Present, and Future are assisting with outreach and funding for trial stipends, to encourage businesses to not only stream the music, but to do so legally through paid applications that ensure artists are receiving proper royalties for the use of their work.

learn more at  
[WWW.LISTENCLE.COM](http://WWW.LISTENCLE.COM)