



Media Release

LIVE MUSIC DISTRICT LAUNCHED IN THE CITY OF PORT OF SPAIN

9 March, 2018: - Local creatives, now have a new platform to generate income and hone their craft following the launch of the Live Music District (LMD) on Thursday 8 March, 2018. The LMD, an initiative announced by the Minister of Finance in the last budget statement, will bring national awareness and increased exposure to the many talented local artists through performances at local venues in the pilot district of Port of Spain. The project will concretize the business aspects of the music and entertainment sectors, empowering independent artists and strengthening entrepreneurship in the creative sector. It is being implemented by the Trinidad and Tobago Creative Industries Company Limited (CreativeTT) through its agency MusicTT.

Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry, under whose remit CreativeTT falls, in launching the LMD pilot said, ***“This District will serve as a cultural and entertainment hub, offering access to performance spaces, throughout the year, for diverse and talented local musicians from all genres and highlighting the richness in diversity.”*** The LMD is expected to generate revenue and employment from economic activity within Port of Spain. She anticipates that through this ground breaking initiative, more young persons will consider careers in the Music Industry.

Minister Gopee-Scoon noted that the establishment of this Live Music District will also have a positive effect on the entire local music ecosystem with an efficient and fully functioning industry leading to greater foreign and local investment into music and an increased socio- economic contribution.

His Worship the Mayor of Port of Spain, Alderman Joel Martinez welcomed the LMD to the city of Port-of-Spain indicating that ***“this is an excellent initiative to have live music in the City of Port of Spain throughout the year. We are a music country and this is an opportunity to show the world what we have with our local talent”***.

Mr. Calvin Bijou, Chairman of CreativeTT stated that ***“We are here now to execute on these promises and to introduce you to the various strategic elements of our Live Music District. The City of Port of Spain was seen as having a large strategic advantage for becoming a Live Music District, especially given its already-existing venue infrastructure well-suited for live music”***.

Mr. John Arnold, Chairman of MusicTT provided details of the initiative and the process for access by artistes. He said ***“The Live Music District’s Fully Automated Online Platform was sponsored in part and developed by Muzeek, an Australian company. All LMD venues and artists will be hosted on our online booking platform: LMD+Muzeek and booking requests can be sent at the touch of a button from/to the profiles venues and artists. Varied parts of the value chain of the music sector, such as the recording side of the industry, will now be able to benefit as the LMD signs on Studios in the City of Port of Spain. LMD artists can choose to access greatly subsidized studio time instead of fees, with in-kind payments giving opportunities to artists who may not have been able to afford the same.”***

Live Music Districts, are a global trend that are seen as economic drivers and music-tourism development catalysts. There are over twenty (20) Music Cities across the globe, each intrinsically varying by culture, demographics and dynamics. The twelve (12) week Pilot Phase, lasts from March to June 2018 and will provide up to 700 new performance opportunities throughout the LMD. In Phase one (1), approximately thirty (30) venues will experience the vivacious input or increase of live music in their spaces with each venue committing to hosting up to twenty four (24) performances in the first phase. Phase two will commence in July.

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