



On October 10-12, the seventh global and third US edition of Music Cities Convention was held in Lafayette, Louisiana and hosted alongside CREATE Lafayette, Lafayette Convention and Visitors Commission and Lafayette Consolidated Government.

260 delegates gathered in the “Happiest City in America” to have a conversation on how music can promote diversity and build stronger and healthier communities: to do so, representatives from as far as Chile, Australia, Spain and Palestine, as well as cities spanning the USA, shared their stories and points of view in two full days of panels, presentations and roundtables.



DIVERSITY & IMPROVING OUR CITIES THROUGH MUSIC



Music Cities Convention was held in Lafayette, Louisiana on October 10-12, 2018 and started with an opening reception and Cajun Jam at Blue Moon Saloon, where attendees had the chance to meet, eat, drink and play music.

The first day of the convention was held at the Acadiana Center for the Arts, in the very heart of downtown Lafayette. It kicked-off with an official opening by Mayor-President Joel Robideaux and CEO of Lafayette Convention and Visitors Commission, Ben Berthelot.

The day continued with various panels, talks and presentations, including a keynote presentation by Al Bell before ending at The Warehouse 535 with a reception and live concert.

Day two featured more presentations and panels, as well as a roundtable session on how cities can be more supportive of artists. Other topics that were discussed included the relationship between music and the UN Sustainable Development Goals, the role of real estate in community building and collaborative music workspaces.

The event ended at Festivals Acadiens et Créoles for the official festival opening.

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**MEETING SO MANY PEOPLE
TODAY AND LEARNING ABOUT
THE WORK THAT THEY DO
AND THE COMMUNITY MUSIC
HERE IN LAFAYETTE HAS
BEEN VERY INTERESTING
AND VERY REWARDING.**

**Alyssa Kelly, Project Manager,
Artspace Projects**

”

AT MUSIC CITIES CONVENTION LAFAYETTE WE HAD:



PRESENTATIONS:

KEYNOTE PRESENTATION "WHAT'S GOING ON!"

Al Bell, Former Chairman & Owner, Stax Records, Former President, Motown Records Group & Chairman and Chief Executive Officer, Al Bell Presents, LLC (USA)

AFFORDABLE HOUSING AT THE CORE: ITS IMPORTANCE IN IMPROVING MUSIC CITIES

Alyssa Kelley, Project Manager, Artspace Projects, Inc. (Minnesota, USA)

THE POWER OF HIP-HOP IN COMMUNITY ENGAGEMENT

Nolfris "Slim Kuttar" Williams, Musician, Music Executive & Former Pro Basketball Player (Louisiana, USA)

MUSICAL INSTRUMENT LIBRARY LAFAYETTE

Ryan Cazares, Founder, Musical Instrument Library (Louisiana, USA)

MUSIC, LEARNING, CHILDREN & ENGAGEMENT

Cary Clarke, Executive Director, Young Audiences of Oregon & SW Washington (Oregon, USA)

WHAT IF ARTISTS WEREN'T STARVING

Laura Simpson, Co-Founder & CEO, Side Door (Canada)

MUSIC, TOURISM, LOUISIANA AND GROWTH

Lieutenant Governor Billy Nungesser, State of Louisiana

MUSIC CITIES CLASS, UNIVERSITY OF COLORADO

Storm Gloor, Associate Professor, Music and Entertainment Industry Studies, University of Colorado Denver & three students of University of Colorado Denver

MUSIC, REAL ESTATE AND CHAMPIONING DIVERSITY

Sharon Yazowski, Executive Director, Levitt Foundation, USA

MUSIC & SUSTAINABLE DEVELOPMENT: SDG & MUSIC

Clara Barbera, Director for Student Affairs, Diversity and Inclusion at the Valencia campus, Berklee (Spain)

A CONCRETE EXAMPLE OF MUSIC, LAND & MAKING CITIES BETTER

Tara Hernandez, CEO, JCH Properties (Louisiana, USA)

DATA, DATA, DATA: A CASE STUDY IN ARTIST ENGAGEMENT

Sung Cho, CEO, ChartMetric (USA)

COMMUNITY MUSIC WORKSPACE & WHY IT MATTERS

Matt McArthur, Executive Director,
The Record Co. (Massachusetts, USA)

MY MUSIC CITY #1

FRUTILLAR, CHILE, SOUTH AMERICA

Carmen Gloria Larenas, Artistic Director, Teatro Del
Lago & Manager, Journalist & Ballet Dancer (Chile)

MY MUSIC CITY #2

TAMWORTH, AUSTRALIA, AUSTRALASIA

John Sommerlad, Director of the Tamworth
Country Music Festival, and Director of Business
and Community, Tamworth Regional Council
(New South Wales, Australia)

MY MUSIC CITY #3 KIRKLEES, UK, EUROPE

Kath Davies, Economic Resilience Project Manager
in Creative Economy, Kirklees Council (UK)

MY MUSIC CITY #4

EL DORADO, ARKANSAS, NORTH AMERICA

Austin Barrow, President, Mad/Murphy Arts District,
El Dorado Festivals & Events (Arkansas, USA)

MY MUSIC CITY #5

RAMALLAH, PALESTINE, MIDDLE EAST

Abed Hathot, Founder, Palestinian Music Expo
& Musician, Khalas (USA/Palestine)



MUSIC CITIES CONVENTION
GENERATED A RETURN OF **\$3USD**
FOR EVERY **\$1USD** INVESTED

PANELS:

PANEL #1 Diverse Communities: Music, Diversity,
City Development

PANEL #2 The Need For Powerful Community
Radio in Music Cities

PANEL #3 How Can Music Make Cities Fairer

PANEL #4 Top Down: Using Music to Prioritise
Diversity in City Halls.

ROUNDTABLES:

How Can a City Be More Supportive of Artists

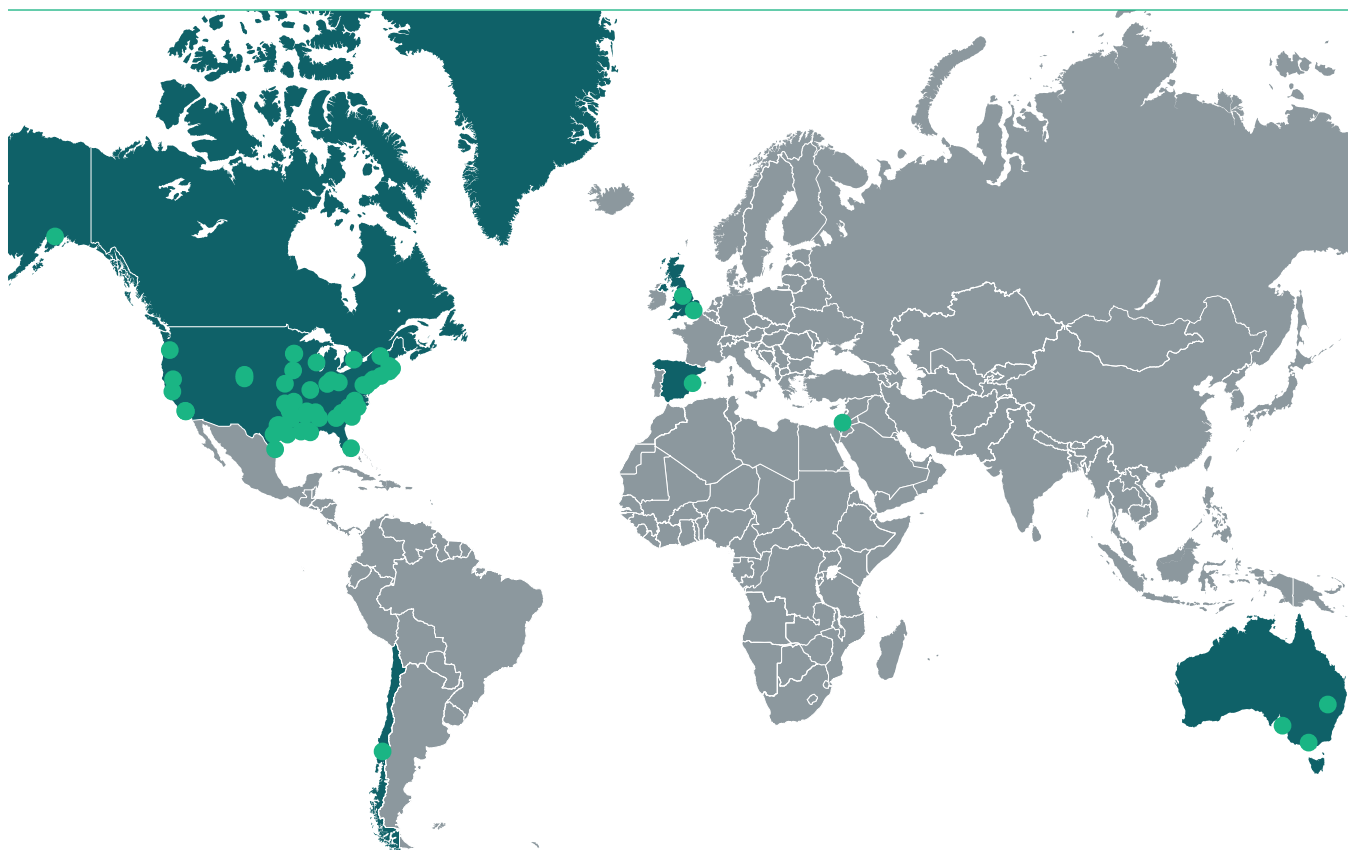


“

MOST PEOPLE KNOW THE MAIN
STUFF IN THE MUSIC INDUSTRY
BUT THEY DON'T KNOW ALL
THAT'S BEHIND THE SCENES.
WHAT SOUND DIPLOMACY IS
DOING WITH MUSIC CITIES IS
JUST AMAZING.

Abed Hathot, Co-Founder,
Palestine Music Expo

CITIES AND COUNTRIES REPRESENTED

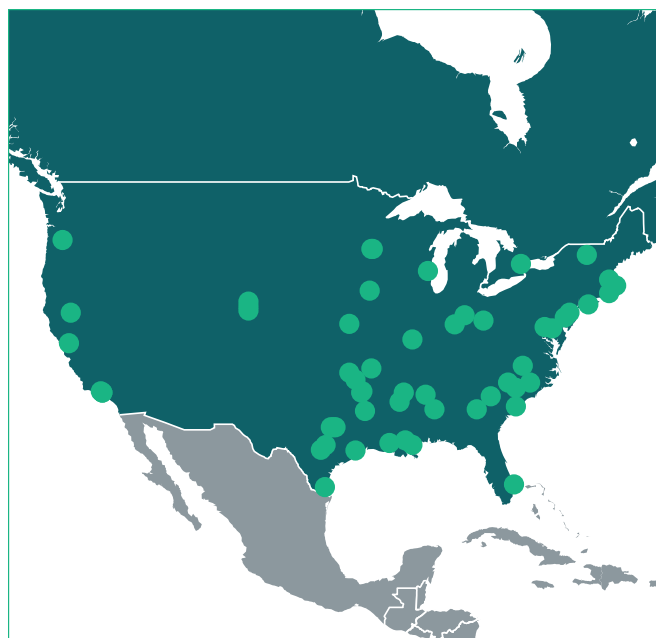


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[MUSIC CITIES CONVENTION] IS ABOUT NETWORKING, SEEING WHAT YOU'VE GOT GOING ON, WHAT ANOTHER PERSON MAY HAVE GOING ON FROM ALL AROUND THE WORLD AND BEING ABLE TO HELP ONE ANOTHER. THIS CONVENTION NEEDS TO BE IN ALL MAJOR CITIES.

Nolfris “Slim Kuttar” Williams,
Musician, Music Executive &
Former Pro Basketball Player

North America in focus



SPEAKERS

Abed Hathot, Co-Founder, Palestine Music Expo

Adriana Kertzer, Design Entrepreneur,
Attorney, Digital Product Manager and Author,
www.adrianakertzer.com

Al Bell, Former Chairman & Owner, Stax Records,
Former President, Motown Records Group, Chairman
and Chief Executive Officer, Al Bell Presents, LLC

Alyssa Kelley, Project Manager, Artspace Projects Inc.

Anya Burgess, Owner, SOLA Violins & Performer,
Bonsoir Catin & The Magnolia Sisters

Austin Barrow, President, MAD/Murphy Arts District,
El Dorado Festivals & Events

Beth Arroyo Utterback, General Manager, WWOZ

Billy Nungesser, Lieutenant Governor,
State of Louisiana

Carmen Larenas, Artistic Director, Teatro del Lago

Cary Clarke, Executive Director, Young Audiences
of Oregon & SW Washington

Clara Barbera, Director for Student Affairs,
Diversity and Inclusion, Valencia Campus Berklee

David Dudley, Executive Editor, CityLab

Greg DeShields, Executive Director PHL Diversity,
Philadelphia CVB

Halley Phillips, Director, Digital Big River
Broadcasting Group

Herman Fuselier, Music & Entertainment
Writer & Radio Host

Joel Robideaux, Mayor-President, City of Lafayette

Joey Stuckey, Official Music Ambassador,
Macon, Georgia

John Sommerlad, Director Business and Community,
Tamworth Regional Council

Johnathan Williams, Founder, Love of People
& Quality of Life Services

Kate Durio, CREATE Lafayette & Assistant to Mayor-
President, Lafayette Consolidated Government

Kath Davies, Economic Resilience Project Manager
(Creative Economy), Kirklees Council

Kelly Wells, Executive Director, KDHX

Laura Simpson, Co-founder & CEO, Side Door Access

Liana Valente, National Federations of Music Clubs
Representative to the United Nations Mag Rodriguez,
Program Director, Backline

Margaret Lioi, CEO, Chamber Music America

Matt McArthur, Founding Executive Director,
The Record Company

Mike Henry, CEO, Paragon

Nolfris "Slim Kuttar" Williams, Musician, Music
Executive & Former Pro Basketball Player

Ruthie Schulder, CEO, The Participation Agency

Ryan Cazares, Founder, Musical Instrument Library

Sharon Yazowski, Executive Director, Mortimer &
Mimi Levitt Foundation

Sherri McConnell, Assistant to The Secretary
For Special Projects & Public Policy, Louisiana
Economic Development

Storm Gloor, Associate Professor,
Music and Entertainment Industry Studies,
University of Colorado Denver

Sung Cho, Founder & CEO, Chartmetric.io

Tara Hernandez, CEO, JCH Properties+

Tim Scott, Artist in Residence,
Charlotte Center City Partners

Yngvil Vatn Guttu, Executive Director,
Northern Culture Exchange & Founding Director,
Spensard Jazz Fest



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LAFAYETTE 2018 ATTENDEES

ABBY KURIN

Direction, Tulsa Office of Film, Music, Arts & Culture

ABED HATHOT

Co-Founder, Palestine Music Expo

ADAM CICERO Student, University of Louisiana

ADRIANA KERTZER Design Entrepreneur & Lawyer, www.adrianakertzer.com

ADRIENNE TAYLOR Student, University of Louisiana

AENGUS FINNAN

Executive Director, Folk Alliance International

AL BELL Chairman & CEO, Al Bell Presents

ALEX REDLIN National Sales Mgr-Exec Business Mtgs, Visit Fort Worth

ALEXANDRE BELLIARD Artist, Les Disques Gavroche

ALLISON DEHART

Photographer, The Current

ALVIN LOPEZ

Musician, Papa Rap

ALYSSA KELLEY

Project Manager, Property Development, Artspace

ALYSSA FEUERER Marketing Director, Radio Milwaukee

AMANDA SEAL New Orleans Jazz Museum

ANASA TROUTMAN

Founder, Culture Shift Creative

ANDI FRANKLIN

Music Consultant, ANR Foundation

ANDREW GOODWIN Head of Partnerships, Everfest

ANITA BEGNAUD

Downtown Lafayette

ANTHONY BALL

Artist, Smooth Man Music Productions

ANYA BURGESS

Owner, SOLA Violins & Performer, Bonsoir Catin & The Magnolia Sisters

AUBREY PRESTON Founder, Americana Music Triangle

AUDRA DIAZ Student, University of Louisiana

AUSTIN BARROW President, MAD/Murphy Arts District

AUSTIN CHENEVERT

Student, University of Louisiana

BAILEY HARPER Student, University of Louisiana

BARRY ANCELET

Festivals Acadiens et Créoles

BAYLEE BADAWY

Digital Strategist, New Orleans Jazz Museum

BEN BERTHELOT President & CEO, Lafayette Convention and Visitors Commission

BEN GUIDRY

Host Committee

BEN MCALILLY Program Associate, Downtown Tupelo Main Street

BETH ARROYO UTTERBACK General Manager, WWOZ

BETSY BRUMLEY

Co-Founder, I'll Fly Away Foundation

BILLY NUNGESSER

Lieutenant Governor, State of Louisiana

BILLY GUNN

Multimedia Writer, LEDA

BOB HEBERT

Member, Love of People

BRADY MCKELLAR

Director of Museum Operations, Vermilionville Living History Museum

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Student, University of Louisiana

BRENDA ANDRUS

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Festival Producer, Fayetteville Roots Festival

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Program Manager, New Orleans Jazz Museum

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Development Director, Festival International de Louisiane

CARMEN GLORIA LARENAS

Artistic Director, Teatro del Lago

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Executive Director, Young Audiences of Oregon & SW Washington

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Student, University of Louisiana

CHELSEA BENOIT Student, University of Louisiana

CHERYL CASTILLE

Executive Director, Louisiana Division of the Arts

CHRIS ARDOIN

Musician

CHRISTIAAN MADER

The Current

CHRISTINE BALFA

Musician

CLARA BARBERA

Director Student Affairs, Diversity and Inclusion, Valencia Campus, Berklee

COLEMAN TINNIN

Apple Pie Media

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President and CEO, ANR Foundation

CYNTHIA SIMIEN

Terrance Simien

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Student, UL Lafayette

DANIELLE MAURER

New Orleans Jazz Museum

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DAVID BOYD

CEO, The Urban Associates Group

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La Louisiane

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Executive Director, Music and Culture Coalition of New Orleans

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Student, University of Louisiana

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GRADY FITZPATRICK Senior Vice President of Business Development, GNO, Inc.

GRAHAM COBB President & CEO, Greater Bentonville Area Chamber of Commerce

GREG DESHIELDS

Executive Director, PHL Diversity, Philadelphia CVB

GREG THOMPSON Creative Officer, Al Bell Presents

GREG LAMBOUSY Director, New Orleans Jazz Museum

GREG SCRUGG

Journalist

GREGG GOTHREAU

LEDA

HALLEY PHILLIPS

Director, Digital Big River Broadcasting Group

HAZEL HERNANDEZ

Director of Marketing and Communications, Experience Fayetteville

HERMAN FUSILIER

Music & Entertainment Writer & Radio Host

LAFAYETTE 2018 ATTENDEES

HOLLY COPE-LYNN

Outreach &
Communications
Coordinator, Moncus Park

HYMA MOORE

Vice
President of External Affairs,
Greater New Orleans, Inc.

JACKIE ROCCO

Business
Development Manager,
The City of West Hollywood

JACKIE LYLE

Creative
Director, UpStage, Inc.

JAKE HERTZOG

Professor of
Guitar, University of Arkansas
School of Music

JAKE HIEBERT

AEA Consultant

JAMES LOCKRIDGE**JAMES THACKSTON**

General Manager,
DoubleTree by Hilton
Lafayette

JANIS BURKLUND

Manager, Creative Industries
Division City of Dallas, Office
of Economic Development

JARIN HART

Executive Director,
Des Moines Music Coalition

JAY BURTON

SOLO Songwriters Festival
& Workshop

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Studio Manager,
Shadow Sound Studio

JENNIFER APPEL

Director of Education,
Musicians Desk Reference

JERAD SEARS

Executive
Director, Narrative City

JEREMY BENOIT

Musician/Producer/
Saxophonist, JB Saax

JESSE ELLIOTT

Director, The Music District

JILL KIDDER

CEO/President,
Louisiana Travel Association

JIM RAWLINSON

Economic
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JOE RANDEL

Sr. Program
Officer – Arts & Culture,
Walton Family Foundation

JOEL ROBIDEAUX

Mayor-
President, City of Lafayette

JOEL DINERSTEIN

Professor of American
Studies, Tulane University

JOEY STUCKEY

Official Music Ambassador,
Macon, Georgia

JOHN DOYLE

Executive Director,
Memphis Rock 'n' Soul/
Memphis Music Hall of Fame

JOHN SOMMERLAD

Director Business and
Community, Tamworth
Regional Council

JOHN MCKENNA

Founder, Kennascope

JOHNATHAN WILLIAMS

Founder, Love of People &
Quality of Life Services

JOHNNY PALAZZOTTO

Producer/Music Publisher,
Pal Productions/Rhythm
Nation

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Program Director, WYMS
88NINE, Radio Milwaukee

JOSH CAFFERY

Center for Louisiana Studies

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JULIE BORDELON

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Southern Screen

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KAREN WAGAMAN

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KAYLA MILES

LUS Fiber

KELLI MIRGEAUX

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Polyphonic Solutions

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Executive Director, KDHX

KELLY STRENGE

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Louisiana Division of the Arts

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Shepherd Entertainment
and Recording Academy
National Trustee

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& Workshop

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KEVIN NAQUIN

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Side Door Access

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Arkansas School of Music

LIANA VALENTE

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Festival International

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Harbourfront Centre

LOUIS DAVID

Vice President
Industry, Attraction and
Retention, New Orleans
Business Alliance

LOWELL DUHON

Chief
Administrative Officer, LCG

LUKE JONES

Events
Manager, Sound Diplomacy

MANUEL PENA

ACLALatin Music Festival

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Louisiana

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Chamber Music America

MARIA PIZZATI

Downtown Lafayette

MARIA MCCALLIE

Production Assistant,
Fayetteville Roots Festival

MARIBEL LOUIE

Economic
Development Director,
The City of West Hollywood

MARK DEWITT

Professor of
Music, UL Lafayette

MARK FALGOUT

Blue Moon/
Warehouse 535/SOLO

MARY HOULE

Student,
University of Louisiana

LAFAYETTE 2018 ATTENDEES

MATT MCARTHUR

Founding Executive Director,
The Record Company

MATT VALENTIN

Videographer,
Apple Pie Media

MATT CARTER Executive
Director, MusicCrossroads

MATTHEW KOWAL

Director, Majestic
Collaborations

MATTHEW GALLAGHER

Student, University of
Louisiana

MATTHEW VANWINKLE

Student, University of
Louisiana

MELANIE SPELDEWINDE

Teacher, Film, Media and
Communications, Diploma
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MELISSA REESE General
Manager, The Music District

MICHAEL BANKS Student,
University of Louisiana

MICHAEL ASHLEY Student,
University of Louisiana

MICHAEL DOUCET
Beausoleil

MICKEY DAVIS Community
Placemaker, McClure

MIKE HENRY

CEO, Paragon

MIKE TRITSCH

Student, University of
Colorado Denver

MIKE TAVENER**MIROSLAV WIESNER**

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SPC Creative Associates

MISHA RAO US Strategist,
Sound Diplomacy

MOLLY RAWN

Executive Direction,
Experience Fayetteville

**NANCY NICHOLSON
SCHOEFFLER**

SOLO Songwriters Festival
& Workshop

NATALIE HUTCHINSON

Graphic Designer,
Louisiana Travel Association

NEIL GREENHAW

Owner/Producer,
Haxton Road Studios

NICK TANNER Student,
University of Louisiana

**NOLFRIS "SLIM KUTTA"
WILLIAMS**

Musician/Music Executive

O DAVIS

Special Agent, Northwestern
Mutual, Financial Advisor

ORSON WEEMS

COO, Al Bell Presents

PAM PARHAM

Operations Director,
Memphis Rock 'n' Soul/
Memphis Music Hall of Fame

PAT MOULD

Festivals Acadiens et Créoles

PEGGY FEEHAN

CODOFIL

PETER SCHWARZ

Co-Founder,
Sound Music Cities

PETRA BARRAN Founder &
Creative Director, KERB

RACHAEL SUDUL

Director of Development,
Acadiana Symphony
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RACHELLE DUGAS

SOLO Songwriters Festival
& Workshop

RANDY CARTER Student,
University of Louisiana

RANI LEGE Director of
Project Development, LEDA

REBEKKE MILLER

Program Coordinator,
Lafayette Public Trust

REID WICK Sr. Membership
& Project Manager,
The Recording Academy

RHEA GHOSH

Global Head of Marketing,
Downtown Music

RIC TROUT

Screenplay & Songwriter,
LaCroix Enterprises

ROBERT MELANSON

Le Centre

ROBERT GINSBURG

Executive Director,
North Arkansas Jazz Society

ROBIN MILLER

Programming Assistant,
Louisiana Folk Roots

RUTHIE SCHULDER

Co-founder & CEO,
The Participation Agency

RYAN CAZARES Founder,
Musical Instrument Library

RYAN DEJEAN

Sickbay

RYAN SPEARMAN

Folk School of KDHX
Special Programs,
KDHX Community Media

SADE LEWIS-FULLER

Student, University of
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SALLY LEGER

Alcohol and Noise Control
Manager, Lafayette
Consolidated Government

SAMUEL OLIVER Assistant
Director for Operations,
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SAMUEL RIVERA LOPEZ

Director/Artist, The Station

SARA DOUGA

SOLO Songwriters Festival
& Workshop

SARAH WITTMAYER

Student, University of
Colorado Denver

SCOTT DURBIN

Coordinator for the Music
Business Program, University
of Louisiana at Lafayette

SCOTT FEEHAN

Festival International

SCOTT CLAUSE

Photographer, The Advertiser

SCOTT DURBIN Instructor/
Coordinator, UL at Lafayette

SEAN ARDOIN Owner,
Sean Ardoin + Zydekool's

SHAIN SHAPIRO

CEO, Sound Diplomacy

SHARMOND TANNER

Student, University of
Louisiana

SHARON YAZOWSKI

Executive Director, Mortimer
& Shimi Levitt Foundation

SHERRI MCCONNELL

Assistant to The Secretary
For Special Projects & Public
Policy, Louisiana Economic
Development

SHEY BLAND

Director, Main Street Rogers

SID WILLIAMS

El Sido's

SKIP SHANNON

Photographer, LCEF

SMOOV RAS

SOLO Songwriters Festival
& Workshop

SONIA OUTLAW-CLARK

Executive Director,
West TN Delta Heritage
Center/Tina Turner Museum

STACY HEBERT

Assistant Director,
Louisiana Folk Roots

STEPHANIE COOMER

Deputy Director,
Tupelo Convention and
Visitors Bureau

STEVE RILEY

Musician

STORM GLOOR Associate
Prof., Music & Entertainment
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SUNG CHO Founder & CEO,
Chartmetric.io

SUSAN NORTON

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City of Fayetteville

SUSANNAH JOHNSON**MALBREAUX**

Commissioner, LCVC

TARA HERNANDEZ

CEO, JCH Properties+

TAYLOR DAVIS

AcA

TERRENCE SIMIEN

Terrance Simien

TIFFANY WOOD

Apple Pie Media

TIFFANY DICKERSON

Deputy Assistant Secretary,
Louisiana Office of Cultural
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Artist in
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Center City Partners

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Booking
Agent/Director, Emerg
Entertainment/Shindig Music

TROY WAYMAN

One Acadiana

TROY CAMPBELL Founder,
The House of Songs

WILLIAM SABO BILL Director
of Food and Music, New
Orleans Business Alliance

XIAO-LU LI

Host Committee

YNGVIL VATN GUTTU

Musician/Executive Director,
NCE- AKIMI

YUKI MAGUIRE

CEO/Creative Director,
Three Tree Initiatives LLC

CONTACT US

Please feel free to get in touch with us regarding any Music Cities Events inquiries.

General Information

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VERY GOOD

25.7%

**100% OF SURVEY
RESPONDENTS SAID
THE EVENT WAS VERY
GOOD OR EXCELLENT**

64.3%

EXCELLENT