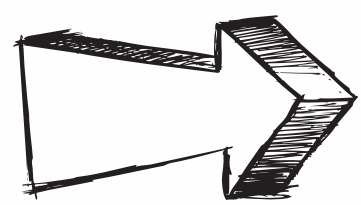


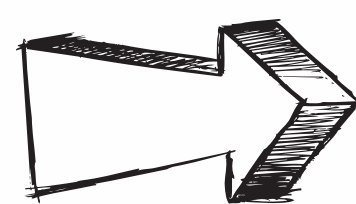
Trofaiach Tunes: Uniting Beats, Hearts, and Community

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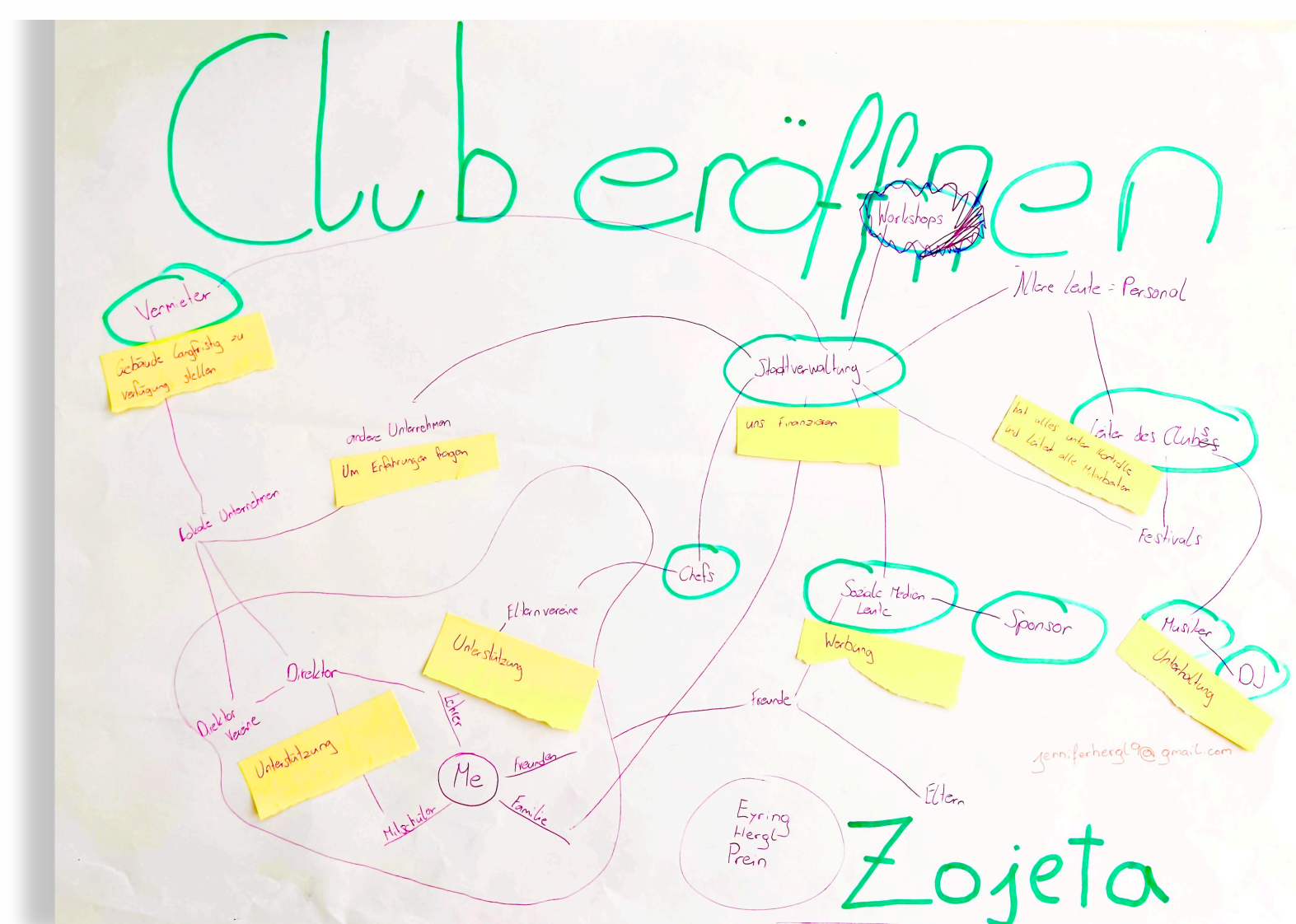


The Nightlife Conundrum

Trofaiach's students are confronting a nightlife drought. The town's lack of suitable spots for clubbing leaves young people with few options for evening entertainment. Traveling to clubs in nearby cities is hardly ideal, posing both convenience and safety issues. Nightclubs, after all, are more than just party venues—they're social hubs where young people can mingle and broaden their horizons. The students' solution? To breathe new life into an unused building by transforming it into Music Club.

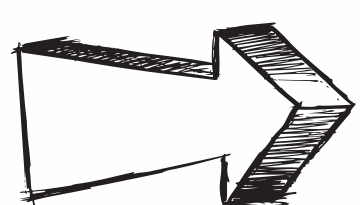


Stakeholder Ensemble



The initiative has identified a network of stakeholders, beginning with the students' inner circle—friends, family, and educators—who serve as the nexus to wider community involvement. This includes:

- The Parents Association and employers, who can advocate for the project and co-create the program.
- Local businesses and school principals, who can offer support and resources.
- The Association of School Principals, extending the project's reach into the educational sphere.
- These connections lead to pivotal contributors:
- The building's owner, who will negotiate the lease.
- Local authorities, tasked with granting approvals and allocating funds.
- The club manager, responsible for staffing, booking artists, and overall management



Influence and Outreach

The team takes cultural, social and economic dimensions into account and focuses on intergenerational cooperation. In doing so, it uses its influence through:

- Promoting the club on social media by sparking conversations about desired events and music genres.
- Securing sponsorship and investment to demonstrate the club's potential as a sustainable business. At the same time, public funding is also leveraged, enabling different revenue models that allow prioritizing community values over profits.
- Incorporating festivals and workshops into the club's offering to cater for a wide range of interests.

By studying successful models of similar ventures in other cities the students aim to emulate what works and avoid pitfalls to ensure that the Music Club strikes the right chord with young people in Trofaiach.

