

**RESOLUTION NO. 20090115-056**

**WHEREAS**, Austin enjoys an unusually high concentration of musicians and music-related activity and is recognized as “The Live Music Capital of the World”; and

**WHEREAS**, according to the January 2006 Economic Impact of the Cultural Sector in Austin the estimated measurable economic and fiscal impact of music in Austin is significant, with more than \$1 billion in economic activity, almost 19,000 jobs and over \$25 million in City tax revenues that can cumulatively be attributed to the influence of music on the local economy; and

**WHEREAS**, the City Council believed it was in the City’s best interests to develop clear policies that address the issues of concern to those whose livelihoods depend upon live music as well as the concerns of those affected by the output of live music and in January 2008 created the Live Music Task Force to develop recommendations to assist in the creation of such policies; and

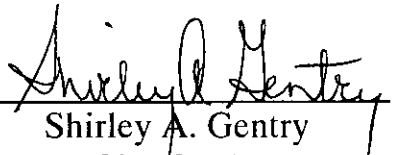
**WHEREAS**, the Live Music Task Force presented its recommendations to the City Council on November 20, 2008 and its primary recommendation was the creation of a Music Department; **NOW, THEREFORE**,

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

That the City Manager is directed to conduct a Citywide assessment of the City of Austin functions associated with promotion of live music, including cost and staffing estimates, and recommend a range of actions related to the creation of a Music Department to undertake and implement the Live Music Task Force recommendations to: (a) further develop the live music industry in Austin; (b) facilitate communication with all stakeholders; (c) advise policymakers on music issues; (d) manage live music issues; and (e) market and develop a live music marketing plan, and report back to the City Council with recommendations at the February 26<sup>th</sup>, 2009 City Council Meeting.

**ADOPTED:** January 15, 2009

**ATTEST:**

  
Shirley A. Gentry  
City Clerk