

AGENDA



Thursday, June 11, 2009

**Convention Center
RECOMMENDATION FOR COUNCIL ACTION****Item No. 13**

Subject: Authorize the negotiation and execution of a co-sponsorship agreement between the City and the Capital of Texas Public Telecommunications Council, KLRU TV-18/Austin, to sponsor the Austin City Limits concert series, from October 1, 2008 to September 31, 2011, in an amount not to exceed \$225,000 annually, for a total contract amount not to exceed \$657,000.

Amount and Source of Funding: Future years funding is contingent upon available funding in the future Operating Budgets of the Austin Convention Center.

Fiscal Note: A fiscal note is not required.

For More Information: Mark Tester, Director, Austin Convention Center 404-4040 or Michele Gizelbach, Chief Financial Officer, Austin Convention Center, 404-4054

Prior Council Action: On October 11, 2001 - Council approved a \$200,000 sponsorship of the Austin City Limits Gala per Resolution No. 011011-13.

This agenda item authorizes the City to enter into a co-sponsorship agreement with the Capital of Texas Public Telecommunications Council, dba KLRU-TV 18/Austin to sponsor the Austin City Limits concert series. The City has sponsored the Austin City Limits concert series since FY 2002. This sponsorship is a continuation of the partnership. The co-sponsorship agreement provides a formal agreement with KLRU-TV 18/Austin that specifies the rights, responsibilities, and duties of the parties to the agreement with respect to the Austin City Limits concert series.

The cost of the Austin City Limits concert series sponsorship, including the amount to be contributed by the Convention Center Department, will be determined by available funding.

This authorization provides for funding of services related to a music series that reaches hundreds of millions of national and international television viewers, promotes Austin as the "Live Music Capital of the World", and showcases music legends and new Austin talent that stimulate interest in visiting Austin.