

**RESOLUTION NO. 20110825-068**

**WHEREAS**, the City Council has previously commissioned studies relating to the impact of cultural activities on the local economy; and

**WHEREAS**, in 2001 the City Council commissioned a study titled "The Role of Music in the Austin Economy" to analyze the status of the music industry and the economic and fiscal impact of music in Austin; and

**WHEREAS**, in 2004 the City Council commissioned a study titled "Film and Visual Media Study" to analyze the economic impact of the film and visual media industries in Austin; and

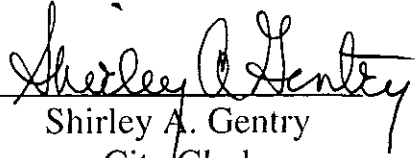
**WHEREAS**, in 2005 the City Council commissioned a study titled "The Role of the Cultural Sector in the Local Economy" to analyze the connection between culture, creativity and economic activity; and

**WHEREAS**, in 2006 the City Council commissioned a study titled "The Economic Impact of Austin's Entertainment Software/Digital Media Industry" to help determine what is required for the local entertainment software/digital media industry to thrive; and

**WHEREAS**, the City Council finds that the City of Austin will benefit from an update to these commissioned studies; **NOW, THEREFORE:**

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

The City Manager is directed to conduct an update of the 2001 Music Study, 2004 Film and Visual Media Study, 2005 Cultural Arts Update, and 2006 Entertainment Software/Digital Media Software (Gaming) Study and report back to Council within 150 days.

**ADOPTED:** August 25, 2011    **ATTEST:**   
Shirley A. Gentry  
City Clerk