

RESOLUTION NO. 20110825-073

WHEREAS, the Center for Music National Service (MNS) is a national nonprofit organization that supports music as a strategy for public good; and

WHEREAS, in December 2008, the William and Flora Hewlett Foundation awarded a grant to launch MusicianCorps, now heralded as MNS's flagship program; and

WHEREAS, MusicianCorps has since expanded beyond the pilot program in the San Francisco Bay Area through partnership with the federal AmeriCorps*VISTA program to include New Orleans, Seattle and Chicago; and

WHEREAS, in the 2009-10 academic year, 20 MusicianCorps Fellows were recruited and trained to serve in under-resourced community settings in San Francisco, Oakland, Chicago, New Orleans and Seattle; and

WHEREAS, MusicianCorps Fellows included certified teachers and therapists, youth development experts and talented performers of all ages. Together they engaged nearly 3,600 youth in ongoing school-based, afterschool and community-based programming, and reached more than 7,000 additional community members through special one-time events; and

WHEREAS, Austin's "Live Music Capital of the World" brand along with previously stated policy goals to assist and synergize efforts with Austin Independent School District make Austin's inclusion in MusicianCorps a natural fit; and

WHEREAS, the financial requirement for Austin to become a MusicianCorps Member City is \$50,000 which will fully incorporate Austin into the MusicianCorps program; and

WHEREAS, the City of Austin Music Loan Program Fund has been dormant for nearly 10 years and contains funds sufficient to cover the participation in the program; and

WHEREAS, in addition, there is sufficient funding within the Music Loan Program Fund to repurpose the loan program funds to better meet the needs of the Austin music industry; **NOW, THEREFORE**,

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

The City Manager is hereby directed to fund the City of Austin's participation in MusicianCorps by committing \$50,000 to the partnership from the city's Music Loan Program Fund.

BE IT FURTHER RESOLVED:

The City Manager is directed to use the remainder of the fund balance to initiate music-focused programs including, but not limited to:

- Music Business Accelerator Program -- to facilitate learning, foster personal growth, and support the participants in building a profitable music business.

- Leadership Music Austin – Providing a selection-based program designed to further communication among facets of the entertainment business and to assist established leaders in their roles as industry decision makers.
- ATXport Music – Promoting Austin musicians and music professionals.

BE IT FURTHER RESOLVED:

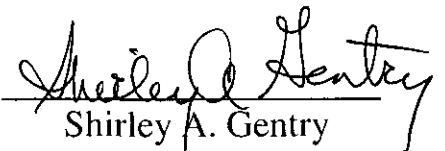
Programs created using the Music Loan Program Fund should consult music-industry stakeholders and be presented to the Austin Music Commission for consideration prior to initiation.

BE IT FURTHER RESOLVED:

The City Manager is directed to provide an accounting of the Downtown Venue Relocation Program, created by Resolution No. 990415-39, and should funds remain, provide recommendations on how to tailor the program to better suit the current needs of the music community in 90 days.

ADOPTED: August 25, 2011

ATTEST:


Shirley A. Gentry
City Clerk