

COUNCIL AGENDA 6/27/2013

ITEM NO. 073

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Late Backup



3800 North Lamar Blvd
Suite 730-259
Austin, Texas 78756
512.646.4986

Music City Alliance Partnership Program Memorandum

Background:

In the modern music economy, it is widely understood that revenue sources have become fractured, and the traditional industry is evolving to find new ways to target and build market demand. Now more than ever, this is a global exercise, particularly for cities that brand themselves as music-centric and look to attract both the dollars, talent, tourism, and industry cornerstone companies that will drive future growth.

For strong music-centered cities to continue long-term commercial music industry growth, both the artistic and the entrepreneurial talent pools need to have the means to continually regenerate, producing top level artists, capable entrepreneurs, savvy marketers, and the next generation's music companies and executives.

Developing mutually beneficial partnerships between music-centered cities with a clear purpose to build trade, commerce, and share both government and private industry knowledge is an innovative approach that carries tremendous potential for fast tracking growth and economic development of the creative industries.

With regard to Austin and Toronto, there are many characteristics shared by both cities, including a focus on the commercial music industry as both a cultural and economic engine that drives jobs, investments, and quality of life for residents.

To date there is no other such Music City Alliance that creates a partnership between government and private sector resources across cities. As such, both Austin and Toronto have a unique opportunity to define, build, and brand how a best-in-class Alliance can function, and to message that success globally.

Music City Alliance Stated Purpose:

The purpose of the Music City Alliance is to create music industry trade and export and to establish ongoing lines of communication to explore mutual growth opportunities, both government-to-government as well as industry-to-industry.

Specifically, the Alliance will work to:

- Identify opportunities and concurrent activities that will jointly assist in growing the music industry market sector in terms of jobs, revenue, and salaries;
- Create meaningful trade partnerships for artistic talent and music products and services;
- Enable the growth of new commercial music businesses that will create market sector stability and expansion of the future;
- Create new relationships for ongoing information exchange, both government-to-government and industry-to-industry; and
- Jointly message and promote Alliance accomplishments and successes.

Participants and Organizational Structure:

The Music City Alliance will not have an official entity status; instead it will simply function as a coalition of individuals representing government and private interests for each city who are committed to align efforts to increase trade, commerce, and economic development of their commercial music industries. As such there will be no official governing board, but rather an Advisory Board comprised of volunteer, uncompensated people who are appointed by their respective cities. A successful Alliance will require participation from three component parts in order to be effective: City Council and/or Council staff; City Staff from relevant departments; and private industry professionals. For the launch year, there will be 14 total members, 7 from each city, comprised as follows:

Austin:

- 2 Government City Council members and/or Council staff;
- 2 Government City Staff members, including the head of the Austin Music Office and one other to be determined;
- 3 Music Industry Professionals, including one member of Austin Music Commission

Toronto:

- 2 Government City Council members and/or Council Staff;
- 2 Government City Staff members, including the head of the Toronto Music Office (or a substitute until Music Office head has been hired) and one other to be determined;

- 3 Music Industry Professionals, including one member of Live Music Task Force

Advisory Board members will be expected to actively contribute to Alliance goals. All members will participate in a monthly conference call jointly held between the two cities, and will be committed to work diligently on stated Alliance goals throughout the year. The Alliance will also write and jointly release a quarterly press release to both local and national media outlets highlighting Alliance activities and successes.

Advisory Board member terms will expire after one year; each member can automatically continue service for up to one additional consecutive term. If a member wishes to leave at the end of their expired term, they will identify and propose a replacement member to the Alliance.

After the initial launch year, the Advisory Board can consider if additional representation is needed or desired; for instance, it may be beneficial to add representation from the Austin Convention and Visitor's Bureau and Tourism Toronto to work on mutually beneficial music tourism efforts.

Next Steps and Action Items:

Within 30 Days:

Austin:

- An item from City Council needs to be drafted, sponsored, and passed that will approve participation in the Alliance and direct Austin City Manager to participate in the Alliance as outlined in this Program Memorandum;
- Identify Council, City Staff, and private Industry members who agree to serve on Alliance under terms outlined in this Program Memorandum;
- Work with Toronto members on a joint press release announcing formation of the Music City Alliance and set date for joint release and promotion of announcement

Toronto:

- Identify Council, City Staff, and private Industry members who agree to serve on Alliance under terms outlined in this Program Memorandum;
- Work with Toronto members on a joint press release announcing formation of the Music City Alliance and set date for joint release and promotion of announcement
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Within the First Year:

Government and private sector Alliance Advisory Board members will collaborate to accomplish the following:

- Identify twelve month goals for the Alliance, state them in writing and set agenda for group to accomplish those goals
- Those goals should be centered on City knowledge sharing of best practices and implementation around:
 - Best practices used in each city for policy development and implementation tactics for favorable regulatory environment to enable commercial music industry growth; including access to capital, entrepreneurship, licensing, and empowering a healthy market environment;
 - Building a mutual pipeline for ease of music product trade, export and import, including talent, products, digital media trade opportunities, & tourism; implementation of those ideas for Toronto-Austin;
 - Best practices in public-private partnerships and activities to support commercial music industry economic development;
 - Best practices in role of industry, nonprofits, & advocacy groups; and
 - Coordinate joint messaging and announcements for activities and achievements.

Potential Future Activities:

- Grow to include other mutually agreed-upon cities and markets
- An annual Music City Alliance Summit for Alliance cities to share case studies, best practices, and outline Alliance agenda, goals, and activities for the coming year
- Expand scope of Alliance to include participation of digital media and technology incubators such as (Austin) Austin Technology Incubator, Capital Factory, (Toronto) Ryerson Digital Media Zone, MaRSCOMMONS, both Chambers of Commerce, and venture capital or angel capital organizations.