

**RESOLUTION NO. 20150806-055**

**WHEREAS**, Fun Fun Fun Fest (the “Festival”) is an Austin-based event that will celebrate its 10th anniversary in 2015; and

**WHEREAS**, the Festival has operated on Vic Mathias Shores at Town Lake Metropolitan Park (“Vic Mathias Shores”) since 2011 and was previously hosted at Waterloo Park prior to renovations; and

**WHEREAS**, the Festival has been recognized for its musical lineup, comedy acts, action sports, and local vendors by publications such as Huffington Post, Rolling Stone, Billboard Magazine, and was recognized by Time Out Magazine as one of the “50 Best Music Festivals in the World;” and

**WHEREAS**, Transmission Events is a small, local independent company with roughly 18 employees primarily based in Austin that wholly owns and produces the Festival; and

**WHEREAS**, Transmission Events incorporates an extended network of local businesses into their operations by including a local branding and design firm, a local Public Relations company, local printers, as well as local lighting and design for events; and

**WHEREAS**, Transmission Events works with local artists for Festival promotions and contributes to local nonprofits including the Austin Parks Foundation, ATX Safer Streets, Austin Music Foundation, and Grounded in Music; and

**WHEREAS**, the Festival employs a core staff of over 300 employees for production crews, bar staff, and box office operations, as well as many local vendors and their professional staff; and

**WHEREAS**, the Festival maintains a priority of promoting local Austin talent by showcasing over 40 local bands, more than 40 local comedians, over 40 local athletes, and dozens of local professional skateboarders and BMX riders; and

**WHEREAS**, Transmission Events books more than 400 hotel room nights over the weekend of the Festival for artists, production staff, and sponsors; and

**WHEREAS**, Fun Fun Fun Fest is the first music festival in Austin to employ real-time mobile sound monitoring throughout the Festival, and uses technology such as cardioid subwoofers that limit the dispersing of low-end frequencies, as well as using directional line array speakers on all stages to focus and direct sound to specific areas inside the park; and

**WHEREAS**, Transmission Events has paid for necessary safety and maintenance measures including parks maintenance, street closures, off-duty police officers, and closures in adjacent neighborhoods to prevent attendees from parking in adjacent neighborhoods; and

**WHEREAS**, Transmission Events has not requested fee waivers from the City for the Festival; and

**WHEREAS**, a recent census commissioned by the City of Austin's Music and Entertainment Division ("Music Census") identified the City of Austin as having an essential role in developing and executing a long-term plan for music industry retention and growth to retain and develop Austin's creative assets; and

**WHEREAS**, the Music Census identified several challenges facing the local music industry which included a need for better opportunities for growth of entrepreneurs and small business operators in the music industry; and

**WHEREAS**, additional challenges identified by music venues were expensive leases, high operating costs, and productivity losses from perceived regulatory inefficiencies; and

**WHEREAS**, recommendations from the Music Census included several policy considerations for the City such as working with private industry and local nonprofits to develop a long-term strategy to retain Austin musicians and foundational assets; and

**WHEREAS**, the Music Census stated that if the fault lines identified in the music community were left unchecked, it may allow the erosion and disintegration of critical parts of the Austin music community; and

**WHEREAS**, ensuring that the Festival takes place this year at Vic Mathias Shores, as planned, is in line with the goals stated in the Music Census and is one step the City can take to protect the stability of the local music ecosystem; and

**WHEREAS**, the festival organizers state that the Parks and Recreation Department could not accommodate the necessary park acreage needs for the festival to occur on Vic Mathias Shores without additional flexibility provided by Council action; and

**WHEREAS**, renovations to Vic Mathias Shores were authorized with the commitment to accommodate the Festival with a flex space while creating a new off-leash dog park with trail and water access; and

**WHEREAS**, flex space was built into the design of Vic Mathias Shores to allow for large scale events like the Festival, but organizers state the flex space allotted will not properly accommodate the festival; and

**WHEREAS**, Transmission Events has proposed a layout that would allow the space needed for the Festival while still leaving the majority of the off-leash dog park open throughout the event including access to the waterfront and trail;  
**NOW, THEREFORE,**

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

The City Manager is directed to continue negotiations on the Event Use Agreement with Transmission Events for the Fun Fun Fun Fest planned for November of 2015, and is authorized to include in the Agreement provisions allowing the Festival to use up to, but not more than, 1 acre of the Vic Mathias shores off-leash dog area.

**BE IT FURTHER RESOLVED:**

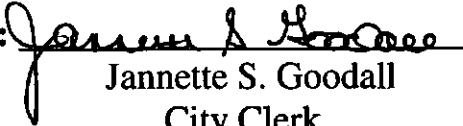
City Council desires that street closures should accommodate the needs of the various stakeholders and events at the Long Center and the Palmer Events Center. This should include keeping the roundabout on W. Riverside Dr. across from Vic Mathias Shores open to vehicular traffic to accommodate surrounding events occurring on the weekend of November 5, 2015 through November 8, 2015 so long as the roundabout remaining open to vehicular traffic is feasible and safe.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to initiate a review of the processes used by the Parks and Recreation Department, the Transportation Department, the Long Center, and Palmer Events Center to coordinate their annual event schedules. The Council desires that procedures involve early planning and communication among various stakeholders to best avoid conflicts between major events. This process shall include gathering feedback from event organizers, stakeholders, and neighborhood groups, regarding the appropriate balance between ensuring access

for park users, addressing neighborhood concerns, and accommodating long standing events at the park, the Long Center, and the Palmer Events Center. An opportunity for the public, with specific outreach to nearby neighborhoods to provide input, shall be included as part of the Parkland Events Task Force process.

**ADOPTED:** August 6, 2015

**ATTEST:**   
Jannette S. Goodall  
City Clerk