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## AUSTIN CITY LIMITS MUSIC FESTIVAL AND THE CITY OF AUSTIN

### 2003 FESTIVAL RECAP

- September 19–21, Zilker Park
- 130 bands, eight stages, 40 Austin-area food vendors, 40 local and regional art vendors
- 155,000 attendees over three days

### 2004 FESTIVAL PREVIEW

- September 17–19, Zilker Park
- 130 bands, eight stages, 40+ Austin-area food vendors, 40+ local and regional art vendors
- Estimated 200,000 attendees

### THE FESTIVAL'S IMPACT ON AUSTIN

#### Economy

- In 2003, 30% of Festival attendees came from outside Austin, contributing \$11.2 million into the local economy. [SOURCE: CLICKIN RESEARCH AND AUSTIN CONVENTION & VISITORS BUREAU]
- In 2004, the economic contribution from out-of-town Festival attendees is estimated to be \$13 million. [BASED ON FORMULAS PROVIDED BY THE AUSTIN CONVENTION & VISITORS BUREAU]

#### Public Image

- "In the short term, [the Festival] brings in tourist dollars, and that's good. In the mid- to long term, it increases the community's visibility. If someone is thinking of relocating or moving a company, and Austin is a little closer to the top of their mind, (that's) a positive effect."  
JON HOCKENYOS, MANAGING DIRECTOR OF TEXAS PERSPECTIVES INC., AN ECONOMIC CONSULTING FIRM, TO THE AUSTIN AMERICAN-STATESMAN, SEPTEMBER 17, 2003
- "Austin is fortunate enough that the ACL Festival burnishes an already exciting music scene that is the envy of the nation and famous around the world. The Festival is a welcome addition that brings even more energy, glitz and fame to this lively city."  
AUSTIN AMERICAN-STATESMAN EDITORIAL
- "I was really impressed with Austin—killer food, amazing music, Zilker Park is sweet and the people we met were all very cool and friendly ... Can't hardly wait 'til next year!"  
BENJAMIN, MINNEAPOLIS

#### Safety

- In the ACL Festival's two years of existence, 225,000 people passed through the gates, and there were only two medical transports and one arrest (for selling counterfeit tickets).
- "We insure over 1,500 special events every year and this was the most professionally run, well-organized and safe event we have covered."  
JAMES CHIPPENDALE, PRESIDENT, CSI ENTERTAINMENT INSURANCE

#### Volunteer Support

The ACL Festival relies on the efforts of about 550 dedicated volunteers for vital patron services such as providing general information, overseeing lost and found, assisting with accessibility needs, managing the recycling program, and managing the Tag-A-Kid program.

#### Market Research

- 81% of respondents said the ACL Festival is the ideal festival.
  - 91% said they would recommend the Festival to their friends.
  - The audience believe the Festival is a significant music event, provides an opportunity to interact with the performers, and has a friendly audience.
- (SOURCE: CLICKIN RESEARCH)

#### Neighborhood Relationships

Since its inception, the ACL Festival has actively sought input from area neighborhood associations to develop solutions for minimizing impact on the Zilker Park neighborhood. In 2004, the Festival will continue to foster an open dialog with neighborhood associations.

#### Contributions to the City of Austin

In 2003, the City of Austin received \$145,000 in fees and donations from the Festival.



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