

#20
03-04-04

RESOLUTION NO. 04

WHEREAS, the City of Austin's official slogan since 1991 has been "The Live Music Capital of the World;"

WHEREAS, in September 2001 the City Council was presented a report prepared by Texas Perspectives on "The Role of Live Music in the Austin Economy;"

WHEREAS, the study found the measurable economic and fiscal impact of music in Austin is significant, accounting for \$616 million in economic activity;

WHEREAS, the study also found that almost 11,200 jobs, and over \$11 million in City tax revenues can be attributed to influence of music on the local economy;

WHEREAS, the City is host to the South by Southwest Film, Interactive and Music Festivals with over 12,000 participants from all over the world generating an estimated local economic impact of \$25 million;

WHEREAS, the City is host to Austin City Limits Music Festival with an estimated local economic impact of \$7 million;

WHEREAS, the Austin Convention and Visitors Bureau promotes the Austin live music industry through the Music Marketing Office;

WHEREAS, the City of Austin supports the live music industry by sponsoring live music at Austin Bergstrom International Airport, and City Council meetings and through the administration of the Music Loan Program;

WHEREAS, the City Council appoints members to the City's Music Commission which reviews issues relating to the music community;

WHEREAS, the Austin Music Network is a vital tool in promoting Austin music and film;

WHEREAS, several studies suggest there is a significant relationship between the breadth and scope of cultural offerings (music, the arts, etc) and the growth of a technology-based economy;

WHEREAS, the task force for the current City Council initiated economic development effort includes a component for enhancing music, arts and creative industry in that context;

WHEREAS, the promotion of creative industries, including arts, music and film, are important components in the City's economic growth strategy;

WHEREAS, The Austin Music Network is becoming increasingly more effective at leveraging the limited public dollars invested into its operation, as originally envisioned;

WHEREAS, in the last year the Austin Music Network has added popular programs such as:

- In Austin
- Frankie Goes to High School
- AMN Kids Hour
- Prime Time Tejano
- AMN Film Showcase

thus expanding the diversity of programming and its viewership; **NOW, THEREFORE;**

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

That the Council directs the City Manager, in preparation for next year's budget, to facilitate through the forum provided by the Council's Telecommunications Infrastructure Subcommittee, the development of a new mechanism for the operation of the access channel currently known as the Austin Music Network that would assure that the cable channel is an effective

economic development tool that functions as a regional showcase for Austin area arts and music, without any contributions from the City's general fund.

ADOPTED: _____, 2004 **ATTEST:** _____

Shirley A. Brown
City Clerk

M:\GC\GLA\RCA\4769 Austin Music Network no contribution\Sally Henly\bjl

DRAFT