

**RESOLUTION NO. 20140327-036**

**WHEREAS**, the South by Southwest Music Conference and Festival (SXSW) has been an Austin institution since 1987; and

**WHEREAS**, festivals play an integral role in preserving Austin's status as the self-proclaimed Live Music Capital of The World; and

**WHEREAS**, these festivals are a significant and vital part of the local economy and culture; and

**WHEREAS**, SXSW is a City Co-Sponsored event requiring significant city resources devoted to the safe enjoyment of the festival, timely issuance of permits and maintaining the quality of life for its citizens; and

**WHEREAS**, during SXSW some 2200 bands perform at nearly 100 stages over the course of 6 days and in addition, hundreds of ancillary events take place thorough out the city using existing venues and other property; and

**WHEREAS**, it is the desire of the City Council to engage with stakeholders to obtain yearly feedback; and

**WHEREAS**, stakeholders shall include not just the requisite city departments and representatives from SXSW, but also event producers and venue owners who work hand in hand with the Festival to ensure successful showcases; and

**WHEREAS**, neighborhoods adjacent to venues should also be included as stakeholders; and

**WHEREAS**, the Festival has initiated conversations with stakeholders regarding traffic management, street closures and general crowd dynamics in years previous, and

**WHEREAS**, these conversations relative to crowd dynamics and safety should be extended into planning for overall safety inside venues during SXSW with input from venue owners and event producers; **NOW**,

**THEREFORE**,

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

The City Manager is directed to conduct a full post-event evaluation of all events taking place during SXSW with respect to the following:

- Coordination with existing venues on issues related to safety and capacity for festival showcases and day parties;
- Traffic management including city street closures, ancillary traffic flow, and access for pedestrians and bicycles;
- City personnel, the deployment of public safety, and the availability of permitting resources;
- Event sprawl of ancillary events and potential impact on residential areas;
- Citywide capacity for temporary events;
- Provision of adequate staff with event management experience;
- Management of crowds outside venues;
- Impact of queuing of lines into open streets; and
- Coordination of advertising, promotion, and credentials relative to the venue;

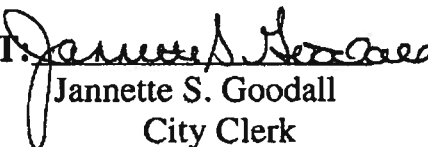
**BE IT FURTHER RESOLVED:**

The post-event evaluation should include stakeholder feedback gathered from online surveys and public meetings as well as input from the Music Commission. Additionally, the evaluation should include any feedback provided by the Texas Alcohol and Beverage Commission related to free or donated alcohol at events, and feedback from the Urban Transportation Commission related to traffic management.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to report back to Council with the results of the post-event evaluation and any proposed code changes within 90 days.

**ADOPTED:** March 27, 2014

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