

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	59186	Agenda Number	10.
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Meeting Date:	8/4/2016	Department:	Austin Convention Center
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## Subject

Authorize the negotiation and execution of an agreement with the Capital of Texas Public Telecommunications Council, KLRU TV-18 Austin, for production underwriting of the Austin City Limits television concert series from October 1, 2016 to September 30, 2021 in an amount not to exceed \$250,000 annually, for a total contract amount not to exceed \$1,250,000.

## Amount and Source of Funding

Future years funding is contingent upon available funding in the future Operating Budgets of the Austin Convention Center Department.

## Fiscal Note

A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	June 11, 2009 (Item 20090611-013 attached as backup) – Council approved co-sponsorship of the Austin City Limits concert series from 2008 to 2011, in an amount not to exceed \$225,000 annually; December 15, 2011 (Item 20111215-009 attached as backup) - Council approved co-sponsorship of the Austin City Limits concert series from 2011 to 2016, in an amount not to exceed \$250,000 annually.
For More Information:	Mark Tester, Director, Austin Convention Center Department, 512-404-4040, or Van Jobe, Division Manager, Austin Convention Center Department, 512-404-4047.
Council Committee, Boards and Commission Action:	
MBE / WBE:	
Related Items:	

## Additional Backup Information

This agenda item authorizes the Austin Convention Center Department to enter into an agreement continuing the relationship with the Capital of Texas Public Telecommunications Council (dba KLRU-TV 18/Austin), for production underwriting of KLRU's Austin City Limits (ACL) concert series.

KLRU has produced the award-winning Austin City Limits concert series since 1975. Austin City Limits is the longest running music series in American television history and has become an institution synonymous with Austin. The ACL series reaches national and international audiences via multiple innovative viewing platforms, promotes Austin as the "Live Music Capital of the World," showcases music legends and local Austin talent, and stimulates viewers to consider Austin as a destination site.

The Austin Convention Center Department has been one of four production underwriters of the Austin City Limits series since Fiscal Year 2008-2009. The expenditure for the production underwriting will remain flat from the current

agreement. The agreement supports only the production of the Austin City Limits concert series; the City's production underwriting does not extend to the ACL music festival.

As an underwriter, the Department receives the greatest level of show-related visibility, including: a fifteen second Department advertisement at the beginning and end of each domestically televised ACL episode; a fifteen second Department advertisement rotating within online ACL episode views on the KLRU website; and the Department logo and link rotating on the ACL internet homepage. Additionally, the City of Austin and the Austin Convention Center receive national recognition in Austin City Limits press and promotions.

Television Ratings Analysis Consortium (TRAC) Media Services, a respected national media research firm specializing in PBS stations, has audited and confirmed that the Austin Convention Center underwriting credit aired 308,456 times in domestic PBS markets during the last contract term. In addition, the Austin Convention Center underwriting credit is regularly viewed internationally via online ACL views.