

The City of Austin Music & Entertainment Division within the [Economic Development Department](#), in partnership with Trammell Crow Company, recently launched the Street Performance Program Pilot within the Seaholm District as a draw to residents and visitors to newly opened public spaces and buildings in downtown Austin.

The pilot will secure and activate prime performance spots throughout the development for musicians registered and selected through the program.

The program will utilize a one-time \$150,000 allocation of funding from the Green Water Treatment Plant Redevelopment, within the Seaholm District, earmarked for music programming to compensate all local musicians selected to perform.

The program pilot serves as an opportunity to integrate performance culture into Austin's Music Friendly Community designation while increasing the number of local musicians who are registered as City of Austin vendors, a designation that could provide future opportunities.

Musicians are encouraged to apply for the Street Performance Program Pilot by submitting an application which can be found at atxmusic.org, for performance consideration.

Performances will be vetted and curated by the City's Music & Entertainment Division. All genres are encouraged to apply.

About the City of Austin Music & Entertainment Division: The City of Austin Economic Development Department's Music & Entertainment Division is highly engaged in developing and executing initiatives that help accelerate the growth of the music industry infrastructure by focusing on job creation, talent export, trade development, and industry revenue growth. The Music & Entertainment Division has also organically developed an important role for the Austin music industry by facilitating introductions, communication, and shaping discussions between music business operators who may not otherwise have knowledge of each other, resulting in new business and connections. www.atxmusic.org

About Trammell Crow Company

Trammell Crow Company (TCC), founded in 1948, is one of the nation's leading developers and investors in commercial real estate. The Company has developed or acquired more than 2,600 buildings valued at more than \$60 billion and over 565 million square feet. As of September 30, 2016, TCC had \$7.1 billion of projects in process and \$3.7 billion in its pipeline.

Trammell Crow Company's teams are dedicated to building value for its clients with professionals in 16 major cities throughout the United States. The company serves users of and investors in office, industrial, retail, healthcare, multi-family residential, through its operating subsidiary High Street Residential and mixed use projects. For those who occupy real estate, TCC can execute the development or acquisition of facilities tailored to meet its clients' needs. For investor clients, the company specializes in joint venture speculative development, acquisition/re-development ventures, build-to-suit development or providing incentive-based fee development services.

TCC is an independently operated subsidiary of CBRE Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, and the world's largest commercial real estate services and investment firm (in terms of 2015 revenue). For more information, visit www.TrammellCrow.com.

