

RESOLUTION NO.

WHEREAS, the City of Austin is widely recognized as the Live Music Capital of the World; and

WHEREAS, music is a significant economic driver for the city with a diverse mix of special events and live music venues throughout the city; and

WHEREAS, the music economy is evolving rapidly creating opportunities for music-centered cities, like Austin, to develop global and international partnerships that could potentially yield dividend for our local music economy; and

WHEREAS, it is widely understood that for strong music-centered cities, long-term commercial growth and sustainability requires the development of not just top level artists, but also capable professionals involved in all the ancillary aspects of the music industry; and

WHEREAS, similarly situated cities have vast potential to increase their collective success through a formalized shared alliance that can establish healthy lines of communication and explore mutual growth opportunities; and

WHEREAS, the City of Austin and the City of Toronto share many of the same characteristics including a diverse and robust music economy that drives

economic development through jobs, investments and an enhanced quality of life; and

WHEREAS, the City of Toronto during a delegation visit to Austin, proposed a Music City Alliance to further these ends and establish a formal dialogue between the two cities that would create meaningful trade partnerships with respect to knowledge, talent, music products and services; and

WHEREAS, a formalized structure would demonstrate the City of Austin's commitment to music and the music industry and establish official lines of dialogue with the City of Toronto;

WHEREAS, the City of Toronto is in the process of officially considering adopting the concept and structure of a Music City Alliance with Austin; and

WHEREAS, Toronto's passage of an official measure is expected later this summer; **NOW, THEREFORE**,

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

The concept of a Music City Alliance, as demonstrated in Exhibit A, is hereby endorsed by the City Council and the City Manager is directed to begin discussions with the City of Toronto to finalize a Music City Alliance as soon as similar legislation is passed by the City of Toronto.

BE IT FURTHER RESOLVED:

The City Manager is directed to identify staff for participation in the Music City Alliance and work with members of the Toronto delegation to achieve next steps announcing the alliance's formation and schedule of work.

ADOPTED: _____, 2013

ATTEST: _____

Jannette S. Goodall
City Clerk

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