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Initial: MT



Application for Naming a Public Facility or Property

Please follow the instructions below when submitting an application for naming a facility or property.

1. Complete the application by providing detailed information about the proposed park name. Please include supplemental information such as articles, letters of support and signature list with the application.
2. City of Austin Parks & Recreation Department must receive the application within the 90 day public comment period in order for the application to be considered.
3. Send all submittals to: Austin Parks and Recreation Department, Attn: April Thedford, 919 W. 28 ½ Street, Austin, TX 78705; (512) 974-9408; april.thedford@austintexas.gov.

Proposed Name for the Facility or Property: __ Brent Grulke Plaza

If proposing the name of an individual, include a biographical description of nominee:

Brent Grulke was the Creative Director of the SXSW Music Festival for 20 years before his untimely death in August 2012. Brent was an ambassador to the world for Austin and one of its signature events. Businesses and artists around the globe were introduced to Austin because of Brent's never-ending travels seeking out musicians from the most far-flung corners of the earth to play at SXSW. His efforts at SXSW helped Austin earn its self-proclaimed title as "Live Music Capital of the World".

Describe the individual's involvement in the Austin community:

Brent was a tireless advocate for the local music scene from his early days as a tour manager and sound engineer through his tenure at SXSW, but also a mentor and friend to everyone he met. Over the years he used his influence and connections to help hundreds of Austin artists launch tours or play festivals around the country and around the world. He was an avid supporter of HAAM (Health Alliance for Austin Musicians) and AMP (Austin Music People) among other community organizations.

Describe the individual's connection to the facility or property, if any:

Brent was the curator and champion of SXSW's free concert series which began at Waterloo Park and later moved to Auditorium Shores. For years he ensured SXSW brought world-class talent (and the occasional fireworks display) to Auditorium Shores for the citizens of Austin to enjoy for free. The SXSW concerts are arguably the best-known and best-attended festival show at Auditorium

Shores and helped to introduce music fans from around Austin and around the world to the park as a top-notch venue for live music and festivals of all kinds.

Name of requester: Mike Shea, Executive Director SXSW

[REDACTED]
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