

AGENDA



Recommendation for Council Action

Austin City Council	Item ID	10859	Agenda Number	9.
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Meeting Date:	12/15/2011	Department:	Austin Convention Center
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Subject

Authorize the negotiation and execution of a co-sponsorship agreement between the City and the Capital of Texas Public Telecommunications Council, d/b/a KLRU TV-18 Austin, to sponsor the Austin City Limits concert series, from October 1, 2011 to September 30, 2016, 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.

Fiscal Note

A fiscal note is not required.

Purchasing Language:	
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Prior Council Action:	October 11, 2001 - Council approved co-sponsorship of the Austin City Limits concert series in an amount not to exceed \$200,000; August 20, 2009 – Council approved co-sponsorship of the Austin City Limits concert series from 2008 to 2011, in an amount not to exceed \$225,000 annually.
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For More Information:	Mark Tester, Director, Austin Convention Center 404-4040 or Michele Gizelbach, Chief Financial Officer, Austin Convention Center, 404-4054
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Boards and Commission Action:	
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MBE / WBE:	
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Related Items:	
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Additional Backup Information

This agenda item authorizes the City to enter into a co-sponsorship agreement with the Capital of Texas Public Telecommunications Council, dba KLRU-TV 18/Austin to sponsor the Austin City Limits concert series. The City has sponsored the Austin City Limits concert series since FY 2001-2002.

This sponsorship is a continuation of the relationship. The co-sponsorship agreement provides a formal agreement with KLRUTV that specifies the rights, responsibilities, and duties of the parties to the agreement with respect to the Austin City Limits concert series.

The cost of the Austin City Limits concert series sponsorship in future years, including the amount to be contributed by the Convention Center Department, will be determined by available funding.

This authorization provides for funding of services related to a music series that reaches hundreds of millions of national and international television viewers, promotes Austin as the "Live Music Capital of the World", and showcases music legends and new Austin talent that stimulate interest in visiting Austin.

Specifically, the music series has the potential to reach an audience of 300 million with actual digital viewers of approximately 10,000 per week. The program airs in 300 markets within the US and the Armed Forces Radio and TV Network cover every military installation in the world. The Austin Convention Center has a 15-second promotional spot that appears twice per airing, at the beginning and end of each episode.

Austin City Limits provides a major tourist impact and is the primary vehicle for Austin's "Live Music Capital of the World" message. The music series creates demand based on tourist feedback. With the opening of the new venue Austin City Limits Live at the Moody Theater has generated more exposure of downtown as a destination. Additionally, the program serves as a brand driver for the annual ACL Music Festival, bringing in thousands of out of town visitors.

Austin City Limits is in its 37th season and is now the longest running music series in history. This program impacts the local music industry by positioning the city among music legends, featuring Austin bands each season and reinforcing Austin as a creatively progressive artistic community.