

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: August 9, 2018

Item Number: 043

Purchasing Office

Authorize negotiation and execution of a multi-term contract with Austin Music Foundation, to provide a workforce development and continuing education program for local musicians, for up to three years for a total contract amount not to exceed \$225,000. (Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this procurement, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

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| Lead Department | Purchasing Office. |
| Fiscal Note | Funding in the amount of \$75,000 is available in the Fiscal Year 2017-2018 Special Revenue Fund Budget of the Economic Development Department. Funding for the remaining contract term is contingent upon available funding in future budgets. |
| Purchasing Language | Professional Service. |
| Prior Council Action | March 3, 2016 - Council approved amended Resolution No. 20160303-019, item 19, on a 9-1 vote with Council Member Zimmerman voting nay and Mayor Pro Tem Tovo off the dais. |
| For More Information | Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov or to the buyer, Kim Larsen, at 512-974-2261 or kim.larsen@austintexas.gov . |

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| Client Department(s) | Economic Development Department. |
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Additional Backup Information:

The contract will provide workforce development and continuing education for local musicians through curriculum developed by Austin Music Foundation (AMF) and delivered through AMF staff and faculty, as well as local higher education partners. At the direction of Council in accordance with Resolution 20160303-019, staff researched programs across the United States that provide workforce development and continuing education training for musicians aimed at building sustainable music careers and incomes, networking and collaborating within the music industry and across industries, and providing access to resources and services and determined that AMF is uniquely qualified to provide these services. AMF is a 501(c)3 nonprofit organization whose core mission is to strengthen, connect, and elevate the local music industry and community. With expert educational panels and workshops, tailored consultations, mentoring and networking, AMF's innovative programs provide the necessary resources, tools, and opportunities to help Austin's creative class thrive in today's music business climate. Over the past 15 years, AMF has served over 15,000 musicians and music industry professionals by delivering career development and continuing education training.

This is a new contract with a requested annual authorization of \$75,000 to provide curriculum development, maintenance, documentation, and organization and development of an online delivery system and curriculum delivery scale. The AMF price is lower than other music business programs and is expected to provide education to an estimated 4,000 musicians through this contract.

Contract Detail:

| Contract Term | Length | Contract of Term Authorization |
|--------------------------|---------------|---|
| Initial Term | 1 yr. | \$ 75,000 |
| Optional Extension 1 | 1 yr. | \$ 75,000 |
| Optional Extension 2 | 1 yr. | \$ 75,000 |
| TOTAL | 3 yrs. | \$225,000 |

Note:Contract Authorization amounts are based on the City's estimated annual usage.