

RESOLUTION NO.

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2
3 **WHEREAS**, Citywide events that are free and open to the public reflect the
4 City’s cultural identity as the ‘Live Music Capital of the World’ for all Austinites
5 and its visitors; and

6 **WHEREAS**, the City of Austin recognizes the economic and social benefits
7 of supporting free community events, attracting visitors, fostering local business
8 growth, and creating opportunities for residents to engage with their city in
9 meaningful ways; and

10 **WHEREAS**, the City of Austin acknowledges the rising costs and
11 challenges faced by community event organizers and stakeholders; and

12 **WHEREAS**, access to private and philanthropic contributions is essential to
13 supplement public support and ensure the long-term sustainability and growth of
14 community events like 'Blues on the Green,' acknowledging the valuable role
15 private and philanthropic contributions play in enhancing the vibrancy and
16 accessibility of such events, and

17 **WHEREAS**, the City of Austin’s Small Business Division provides
18 business training, educational events, and coaching to empower entrepreneurs to
19 foster job creation and support the growth of new and existing businesses by
20 providing capacity-building information, tools, and resources¹; and

¹ From <http://www.austintexas.gov/department/small-business-division>

21 WHEREAS, The City of Austin Small Business Division offers a
22 comprehensive directory of resources offered by local, state, and federal
23 governments and non-profit agencies to increase awareness and use of the
24 programs that provide aid in business development²; and

25 **WHEREAS,** Blues on the Green is a free live music event that has been
26 drawing thousands of attendees from communities all over the city together for
27 over 30 years; and

28 **WHEREAS,** the Blues on the Green experience has evolved to a concert
29 series with a various lineup of bands and genres to reflect the diversity of Austin;
30 and

31 **WHEREAS,** Blues on the Green features local food and drink vendors as
32 well as sponsor booths; and

33 **WHEREAS,** Council adopted Resolution No. 20230720-123, establishing
34 the City's standard pay rate for commissioning live music performances; and

35 WHEREAS, The Music and Entertainment Division of the City of Austin
36 provides various programs and services to facilitate the growth and innovation of
37 Austin's commercial and nonprofit music and entertainment industries. It also
38 serves as a valuable connection point and a resource for the local music industry,

² From <http://www.austintexas.gov/small-business-resources>

39 promoting job and compensation growth, sector development, nightlife
40 compatibility, and talent export³; and

41 **WHEREAS, Austin has several higher education institutions such as**
42 **Huston-Tillotson University, The University of Texas at Austin, and Austin**
43 **Community College, that provide opportunities for students to engage and learn in**
44 **the music and arts sector to develop and advance local talent; and**

45 **WHEREAS, Huston-Tillotson University offers a specialized Music**
46 **Business Certificate Program open to adult learners featuring a curriculum**
47 **developed and taught by working industry professionals⁴; NOW, THEREFORE,**

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

49 The City Manager is directed to identify ways to support and sustain an
50 annual event currently known as ‘Blues on the Green,’ as a free and publicly
51 accessible event that showcases Austin’s live music talent.

52 **BE IT FURTHER RESOLVED:**

53 The City Manager is directed to negotiate with the organizers of Blues on
54 the Green regarding the potential of becoming a City co-sponsored event with
55 commitments to achieve the following goals:

- 56 - Sustaining a cherished Austin tradition without interruption,

³ From <http://www.austintexas.gov/department/music-entertainment-division>

⁴ From <http://www.htu-musicbusiness.com/>

- 57 - Preserving free access to the public,
- 58 - Ensuring diverse local musicians are provided performance opportunities,
- 59 and
- 60 - Requiring the City of Austin’s adopted musician pay scale is observed

61 **BE IT FURTHER RESOLVED:**

62 The City Manager is directed to return to Council by February 29, 2024 with
63 an ordinance for any associated fee waivers, co-sponsorships, or related budget
64 authorizations needed to effectuate these goals.

65 **BE IT FURTHER RESOLVED:**

66 The City Manager is directed to establish public safety requirements before,
67 during, and after community events like 'Blues on the Green,' ensuring adequate
68 resources and planning are in place to address potential safety concerns and
69 promote a secure environment for all attendees, participants, and residents of
70 Austin. This includes collaborating with relevant City departments, law
71 enforcement agencies, and event organizers to implement effective safety protocols
72 and communication strategies.

73 **BE IT FURTHER RESOLVED:**

74 The City Manager is directed to explore and provide recommendations on
75 ways to support and preserve accessible, inclusive, open-to-the-public events and
76 Citywide traditions comparable to ‘Blues on the Green’ and community festivals.

77 The City Manager is directed to solicit the input of the Arts, Music, and Quality of
78 Life commissions in developing any recommendations.

79 **BE IT FURTHER RESOLVED:**

80 The City Manager is directed to identify and utilize partnerships across all
81 areas of expertise involved in the live music and arts event space to further expand
82 opportunities for the City to co-sponsor community events that are centered around
83 locality, diversity, and inclusivity. These partnerships should encompass a wide
84 range of stakeholders, including educational institutions, such as Huston-Tillotson
85 University, The University of Texas at Austin, and Austin Community College, as
86 well as industry organizations, non-profit entities, and other relevant community
87 groups.

88 **BE IT FURTHER RESOLVED:**

89 The City Manager is directed to create an equitable and accessible
90 application process for City co-sponsorship of free or low-cost, open-to-the-public,
91 events. The application process could include, but should not be limited to:

- 92 - Technical assistance for applying and adhering to guidelines,
- 93 - Education on event management and sustainable business planning best
94 practices, and
- 95 - Connectivity to local resources and other City partners who can provide
96 additional opportunities and resources related to event production.

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98 **BE IT FURTHER RESOLVED:**

99 The City Manager is directed to enhance the application program's eligibility
100 criteria by providing comprehensive assistance to potential applicants. This
101 assistance should include education on event planning and organizing, marketing
102 strategies, as well as guidance on loan and grant qualifications, and sustainable
103 business development strategies.

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107 **ADOPTED:** _____, 2024 **ATTEST:** _____

108 Myrna Rios
109 City Clerk
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