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**CITY OF SAN ANTONIO
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

TO: Mayor & City Council

FROM: Councilman Cris Medina, District 7

COPIES TO: Sheryl Sculley, City Manager; Leticia Vacek, City Clerk; John Petereck, Chief of Staff; Christopher Callanen, Assistant to the City Council; Martha G. Sepeda, Acting City Attorney

SUBJECT: COSA Live Music and Entertainment Division

DATE: February 29, 2016

Issue Proposed for Consideration

I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the Governance Committee:

A request for a comprehensive study and strategic plan that evaluates and enhances San Antonio's music and entertainment industry through the creation of a Live Music & Entertainment Division and San Antonio Music Commission. Duties of the said commission include: to increase the number of live music venues in the city, increase music/entertainment/tech industry business and job opportunities, improve area schools' music education programs, and establish procedures to maximize live music and entertainment tourism opportunities.

Brief Background

San Antonio, with its deep history of cultural and musical diversity, has the potential to be a premier live music destination. The music, arts and live entertainment industries combined are an economic development juggernaut that attract thousands of jobs in design, education, arts, music and entertainment, and whose economic function is to create new ideas, new technology and creative content.

Examples such as Austin's Economic Development Department's Music and Entertainment Division and Nashville's Music City Council are two of the most successful in the country. And with events such as ACL and SXSW in Austin and Bonnaroo (Manchester, TN), and CMA Week in Nashville, the annual economic impacts of the music and entertainment industries in both cities are \$1.6 and \$9.7 billion, respectively.

Submitted for Council Consideration
by:

Councilman Cris Medina, District 7

Supporting Councilmember's Signatures (4 only)

District No.

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2.



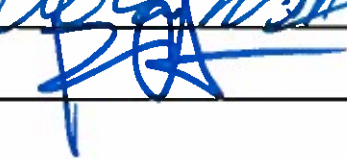
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