



City of San Antonio

Agenda Memorandum

File Number:16-2845

Agenda Item Number: 5.

Agenda Date: 4/27/2016

In Control: Governance Committee

DEPARTMENT: Department for Culture & Creative Development

DEPARTMENT HEAD: Debbie Racca-Sittre, Interim Director

SUBJECT: CCR from Councilman Cris Medina, District 7, for the creation of a Live Music and Entertainment Division of the City of San Antonio.

SUMMARY:

Consideration of a Council Consideration Request seeking the creation of a Live Music and Entertainment Division for the City of San Antonio.

BACKGROUND:

On February 29, 2016, Councilman Cris Medina, District 7, submitted a Council Consideration Request (CCR) seeking the creation of a Live Music and Entertainment Division for the City of San Antonio. The CCR was signed by councilmembers Roberto C. Treviño, Alan Warrick, Rey Saldaña, and Ron Nirenberg. Specifically, councilmembers are requesting a comprehensive study and strategic plan that evaluates and enhances San Antonio's music and entertainment industry. The goal of a Live Music and Entertainment Division would be to increase the number of live music venues, 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.

ISSUE:

Councilmembers are requesting a comprehensive study and strategic plan that evaluates and enhances San Antonio's music and entertainment industry and the creation of a Live Music and Entertainment Division for the City of San Antonio.

RECOMMENDATION:

Staff has researched examples of other cities, such as Austin's Economic Development Department's Music and Entertainment Division and Nashville's Music City Music Council, and recommends the Governance Committee assign the matter to the Economic and Human Development Committee for further review and

possible action.