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R E S O L U T I O N

WHEREAS, the City of Austin is, indisputably, the Live Music Capital of the World; and

WHEREAS, there are hundreds of venues that offer live music on a regular basis; and

WHEREAS, Austin's musical diversity is legendary, encompassing all conceivable styles of music; and

WHEREAS, Austin's live music venues serve as a major cornerstone for Austin's tourism, hotel and convention business; and

WHEREAS, Austin has achieved international recognition for its live music industry; and

WHEREAS, Austin's live music industry provides the basis for employment, economic development, creative and cultural growth and greatly enhances our quality of life; NOW, THEREFORE,

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

That the City Manager or her designee is authorized to adopt "LIVE MUSIC CAPITAL OF THE WORLD" as the official slogan of the City of Austin, to be proudly displayed in connection with all correspondence, promotion, public relations and publicity.

ADOPTED: August 29, 1991

ATTEST: James E. Aldridge
James E. Aldridge
City Clerk

29AUG91
DL:lw