

Vibrant Nightlife Takes Top Billing in the Live Music Capital of the World®

Once known mostly for its country and blues music, today Austin's music scene is as diverse as its ever-growing population. The Texas capital is a cradle of musical talent for the likes of the late Stevie Ray Vaughan and Janis Joplin, as well as for such famed melody makers as Willie Nelson, Spoon and Alejandro Escovedo.

Many newer homegrown talents are climbing the music charts including Ghostland Observatory, Bob Schneider, Kat Edmonson and Seth Walker. Austin's musical strength lies with perennial songwriters and performers who pack the dazzling array of clubs, performance halls and amphitheaters that dot the city and the surrounding Texas Hill Country. What's more, the city caters to its music fans through restaurants, concerts, festivals and television programs. The 35-year-old landmark show *Austin City Limits* broadcasts on hundreds of PBS stations around the country and is known as a platform for both recognized and little-known performers.

The city's nearly 200 live music venues cater to numerous musical styles—country, blues, Latino, folk, punk, indie rock, alternative and jazz. The majority of the venues are located either in the Sixth Street and Red River entertainment districts, which feature some 50 clubs, or the Warehouse District just west of the central business district.

The dean of the country music scene, The Broken Spoke, survives as Austin's premier honky tonk original, where owner James White has booked country and western legends for decades, everybody from the late Bob Wills and Dolly Parton to Willie Nelson and Jerry Jeff Walker.

South Congress Avenue continues to be known as the hippest spot in Austin. One of the city's most celebrated venues is the Continental Club, where Tuesday local and visitors alike highlight the lineup. Guests of Guero's Taco Bar, a favorite among celebrities, enjoy the restaurant's famed Tacos el Pastor while listening to local Latino acts.

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The blues live on at Antones, “Austin’s Home of the Blues.” The well-known club carries an international reputation as *the* place in Texas to hear the finest blues performers in the world. For almost 35 years, such legends as Pinetop Perkins, the late Stevie Ray Vaughan and Buddy Guy have cooked up a tasty blues gumbo at this institution.

Stubb’s, on Red River, provides a major venue for rock/alternative bands and also features a Sunday gospel brunch. Elysium caters to the goth/industrial crowd, while Headhunters and Emo’s grind out nightly punk rock and hip-hop.

While fans enjoy live music daily in clubs and bars, not every venue encourages a night out. Even grocery stores Central Market and Whole Foods Market feature singer/songwriters and full bands seasonally. Austin-Bergstrom International Airport offers three stages for Austin musicians to showcase their talent to arriving and departing passengers.

Local radio stations KGSR, 107.1 FM, and KUT, 90.5 FM, are heavily involved in the music community, bringing live music from the airwaves to the great outdoors. From June through August, KGSR hosts Blues on the Green, which features live performances in Austin parks. Families can bring their blankets and have a picnic or watch the sun set as Austin favorites such as Marcia Ball and Guy Forsyth perform.

Also during the summer, Austin City Hall presents “Live from the Plaza,” a noon-time concert series featuring free live music performances every Friday at city hall.

Music has become a lucrative business for the city of Austin with thousands of music industry leaders, hundreds of bands and a legion of music lovers migrating to the city every March for the South by Southwest Music, Film & Interactive Conference and Festival (SXSW) to hear legendary bands, rising stars, and yet-to-be-discovered acts. The festival is only one of more than 92 annual music events including the 8-year-old, award-winning *Austin City Limits* Music Festival in September.

Some 1,650 music-related businesses flourish in Austin, including guitar makers, publishing companies, record labels and recording studios. The industry employs more than 9,400 Austinites.

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New musicians flock to Austin to join more than 2,037 recording acts with an estimated total of 1,900 recording acts creating great music in the area. Live music also contributes to tourism's annual economic impact of \$2.8 billion, with \$103 million coming from SXSW alone and another \$34.5 million from the three-day *ACL* Music Festival.

Organizations to help local musicians have been created in this musically-driven community. The Health Alliance for Austin Musicians (HAMM) started to keep music in Austin alive and well. Now in its third year, HAMM provides access to affordable dental and health care for local musicians.

The "Hire an Austin Musician" program connects meeting and event planners with nearly 2,000 music acts in the city. This program was created by The Austin Music Office, a division of Austin Convention and Visitors Bureau. The office strives to provide exposure for and resources to local musicians to keep diverse musical styles and traditions alive in the city.

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A Solid Bass Line: the Facts on Austin Music

NEARLY 200 LIVE MUSIC VENUES

1,900 AREA RECORDING ARTISTS including:

Monte Montgomery	Dale Watson	Kelly Willis
Malford Milligan	Willie Nelson	WC Clark
Alejandro Escovedo	Marcia Ball	Guy Forsyth
Ghostland Observatory	The Flatlanders	The Gourds
Charlie Sexton	Vallejo	Spoon
Dixie Chicks	Iron & Wine	Bob Schneider
Patty Griffin	James McMurtry	Black and White Years
Grupo Fantasma	David Garza	Okkervil River

FINANCIAL IMPACT: Music generates \$4.7 million in annual revenue for the city. View a full report at <http://www.ci.austin.tx.us/culturalplan/coareports.htm>.

MUSIC SUPPORTS MORE THAN 5,500 JOBS IN AUSTIN including:

- More than 1,631 music businesses employ 9,400 Austin citizens
- More than 50 classical and performing arts groups with 1,850 employees
- 45 radio stations with 630 employees
- 700 public school music teachers and nine music-related university and college programs available with more than 200 music faculty

AUSTIN CITY LIMITS, the longest running music show on television, is named as *Paste Magazine's* 2006 "Best Place for Music on Television." Since its inception in 1976, more than 400 artists have graced the stage, including Johnny Cash, Etta James, Coldplay and The Flaming Lips. The show's pilot episode featured Willie Nelson. *Austin City Limits* is currently shown on 833 PBS stations in the US and beyond. In addition, the Austin City Limits Music Festival takes place each September and generates an economic impact of \$34.5 million.

SOUTH BY SOUTHWEST (SXSW) is one of Austin's largest conventions, bringing 157,000 music industry professionals and fans from around the world and generating **\$103 million** for the city.

Austin City Limits (ACL) Music Festival —The popularity of the *AUSTIN CITY LIMITS* television show spawned the ACL Music Festival, which takes place annually in mid- September. The three-day music extravaganza encompasses more than 16 acres in Zilker Park with 130 renowned music acts performing on eight stages. Headliners in 2008 included Foo Fighters, Beck, John Fogerty, Vampire Weekend and The Raconteurs.

AUSTIN-AREA GRAMMY WINNERS

Pinetop Perkins	Asleep at the Wheel	Ruben Ramos
Stevie Ray Vaughan	Little Joe y La Familia	Jimmy Vaughan
Dixie Chicks	Willie Nelson	Eric Johnson
Johnny Gimble	Los Super Seven	Shawn Colvin
Los Lonely Boys	Lucinda Williams	Joel Guzman

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Music industry statistics compiled by: Texas Music Office, Office of the Governor