

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	Eliza Gilkyson	Marcia Ball
Toni Price	The Flatlanders	The Gourds
Charlie Sexton	Vallejo	Spoon
White Ghost Shivers	Slaid Cleaves	Bob Schneider
Patty Griffin	James McMurtry	Guy Forsyth

FINANCIAL IMPACT: Music contributes \$616 million in economic impact and \$11 million in tax revenue to the Austin economy. View a full report at <http://www.ci.austin.tx.us/telecom/musicstudy.htm>.

12,600 JOBS IN THE AUSTIN MUSIC INDUSTRY 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 \$27 million.

SOUTH BY SOUTHWEST (SXSW) is one of Austin's largest conventions, bringing music industry professionals and fans from around the world and generating **\$38 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 2006 included Tom Petty & the Heartbreakers, the Raconteurs, KT Tunstall, Van Morrison and John Mayer.

AUSTIN-AREA GRAMMY WINNERS include:

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

For More Information:

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