Report to:	Development Committee
Subject:	South by Southwest 2013
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	**Relevant Background Information**
1.1	Members will be aware that, at the meeting of the Development Committee, 6 November 2012, a proposal to support Council participation by the Chair and Deputy Chair of Development Committee (or nominees) along with two officers, at the annual South by Southwest (SXSW) music and media conference in Austin, Texas was approved.
1.2	SXSW is an annual event and the 2013 event takes place from 11–17 March and is a key event for assisting local creative companies secure new business opportunities as well as promoting Belfast as a key investment location for film, television, digital media and music related projects. It was agreed a proposed itinerary would be presented in relation to additional civic and city meetings to be organised between representatives from Belfast and the City of Austin.

2	**Key Issues**
2.1	SXSW is the premier global event focusing on the film, television, interactive and music industries. It involves a conference and exhibition as well as a series of pre-arranged meetings, film and music showcases and interactive media presentations.
2.2	The official SXSW Belfast/Northern Ireland creative industries showcase now takes place on 11 March at the UK Music Embassy in Austin, Texas, with local interactive, film and music businesses profiling their products and services to international buyers attending the conference. A second Belfast@SXSW showcase event is planned for the 13 March and a proposed civic itinerary is attached in Appendix 1. Belfast City Council will also be profiled throughout the week at SXSW as part of the UK Trade and Investment (UKTI) exhibition stand in the Austin Convention Center.

2.3	The City of Austin is considered to be one of the most proactive cities in relation to the development of the creative industries and as a test bed for new technologies and initiatives that accompany these technologies. The proposed itinerary has been drafted to include meetings with key elected members of Austin City Council, the City's head of creative industries and head of international development as well as the head of the new music division within Austin City Council. The purpose of these meetings will be to look at best practice and possible future collaboration as Belfast City Council develop our new creative industries support plan from 2013–2015.
2.4	Additional meetings are to be arranged with the City Manager, to discuss the City's innovative programmes to support open data and open government. This will provide us a unique opportunity to promote the Super Connected Cities programme but to also gain an insight into how the City of Austin is opening data streams to provide new opportunities for the digital media sector while providing technology solutions to city problems.
2.5	Members will be aware that at a meeting of the Development Committee on 21 February, 2012, approval was given to accept the invitation from Queen's University Belfast to participate in their visit to Nashville, and agreed the attendance of the Chair and Deputy Chair, or their nominees, and one member of staff. To maximise the benefits of being in the USA at SXSW and to reduce costs associated with a separate visit to Nashville. It is recommended that the 2 itineraries are combined where possible. An updated itinerary on the Queen's mission to Nashville will be brought to Committee upon receipt of details from Queen's.

3	**Equality and Good Relations Considerations**
	There are no specific equality and good relations considerations attached to this report.

4	**Recommendations**
	Members are asked to: 　1.　Note the contents of the report. 　2.　Note and agree the proposed itinerary in Appendix 1.

5	**Decision Tracking**
Progress report on outcomes to be presented to Committee in June 2013.	

6	**Key to Abbreviations**
SXSW – South by South West	

SXSW 2013 Itinerary

Sunday 10 March 2013

Travel Belfast to Austin

Monday 11 March 2013

AM   Conference Registration
      Trade Show attendance
      Austin Convention Centre

PM   NI / Belfast Creative Industries Showcase
      UK Embassy venue – Latitude 30

Tuesday 12 March 2013

AM   Meeting with the City of Austin

- **Jim Butler** head of City's creative industries
  The City of Austin values the creative industries as vital contributors to the community's character and prosperity. An economic impact study commissioned in 2011 estimates the total economic impact of gaming and digital media to be over $990 million, with projected growth over the next decade. The Cultural Arts Division works to develop the digital media and gaming industry in Austin in partnership with local economic development, workforce, and financing organizations.

- **Don Pitts** head of the City's Music Division
  The City of Austin Music Division is dedicated to promoting the artistic excellence and cultural diversity of Austin musicians and to creating a sustainable cultural and economic environment for the community that enhances the liveability and economic vitality of Austin. We implement and manage programs that support the Austin music industry and community through four initiatives.

- **Ben Ramirez** heads up the City's international economic development efforts.
  The International Economic Development Program is the City's focal point for international business, trade, educational and cultural activities. Their mission is to foster and expand Austin's global presence by:

  • Assisting companies with international business opportunities and expanding abroad.
  • Attracting foreign direct investment.
  • Fostering a healthy business climate to integrate the region's industrial, financial, and commercial
     institutions into the world economy.
  • Facilitating international exchanges in commerce, education, and culture.

PM   Conference and Trade show attendance

Wednesday 13 March 2013

AM   Meeting with the City of Austin and elected members

Efforts will be made to meet with the elected members of Austin City Council and the Mayor - Lee Leffingwell. Full bios of elected members is enclosed below.

It should be noted that due to spring break in the USA at this time of the year, it may be difficult to confirm all meetings.

- **Mark Ott** City Manager and staff

To discuss the City's Open Government strategy, **AustinGO.** AustinGO's mission is to create an innovative platform for open government and to implement City initiatives intended to increase government transparency, efficiency and collaboration utilizing innovative technology and strategies.

Austin Open Data Portal
The Austin Open Data Portal is designed to provide high value city data to users interested in finding out more about their city, researching specific topics or using data to develop software applications. The data found here is designed to be accessible, usable and customizable based on your needs.

Code for America Programme
The City of Austin has been selected as 2012 partner with the groundbreaking program Code for America. As a partner City, Austin will work with talented developers and peer cities to find creative and innovative solutions to common City problems.

PM   Belfast@SXSW business networking event
NI / Belfast Creative Industries Showcase
UK Embassy venue – Latitude 30

Belfast Music Showcase
Venue TBC

Thursday 14 March 2013

AM   Visit to the **Capital Factory** and meet Director **Jason Cohen**
Capital Factory's mission is to identify and nurture capital efficient technology startups in Austin, Texas. Capital Factory is comprised of mentors and investors who have built, scaled, and sold lean startups themselves. Joshua Baer, Bill Boebel, Jason Cohen and many other Capital Factory mentors have bootstrapped their technology businesses to millions of dollars in revenue.

PM   Conference and Trade show attendance
Free

Austin City Council Members

Mayor Lee Leffingwell
Official Term: June 15, 2009 – June 15, 2015

Lee Leffingwell is an Austin native who grew up in the Bouldin neighborhood in South Austin. First elected to the City Council in 2005, he became Austin's mayor in 2009. His father was an Austin firefighter and later a Travis County Deputy Sheriff; his mother worked as an admissions clerk at the University of Texas. Mayor Leffingwell attended Austin public schools then graduated from the University of Texas with a degree in mechanical engineering.

Mayor Pro Tem: Sheryl Cole (Council Member Place 6)
Official Term: June 15, 2006 – June 15, 2015

First elected to City Council in 2006, Council Member Sheryl Cole is the first African American woman elected to the Austin City Council. A resident of Austin for over 25 years, Council Member Cole earned her B.A. in accounting from the University of Texas and became a Certified Public Accountant in 1986, working for two years with the Big Five accounting firm Ernst & Young. In 1989, Council Member Cole returned to the University of Texas for law school, earning her J.D. in 1991 and joining the law firm Wright & Greenhill. In 1995, Council Member Cole became staff counsel at the Texas Municipal League, where she served until 2001.

Council Member Place 1: Chris Riley
Official Term: June 15, 2009 – June 15, 2014

Council Member Chris Riley was born and raised in Austin. The son of Peter and Eva Riley, he attended Austin High School and served as a Congressional Page for Congressman J. J. "Jake" Pickle before attending Harvard College, where he graduated with honors in Economics. He then earned his law degree from the University of Texas School of Law. In 1990, he passed the bar and moved downtown. He worked as an attorney at the Texas Supreme Court for five years before entering private practice with Shields & Rusk, P. C. (later known as the Rusk Law Firm).

Council Member Place 2: Mike Martinez
Official Term: June 15, 2006 – June 15, 2015

Council Member Mike Martinez has devoted virtually his entire career to public service. Before taking office in 2006, Council Member Martinez served as an Austin firefighter for 13 years. In 1993, Council Member Martinez served as a Drill and Ceremony team member of the Austin Fire Department's Honor Guard. During his tenure, he served as a leader in the firefighting community. In 2003, he was elected president of the Austin Firefighters Association where he led a successful public campaign to secure collective bargaining rights for Austin firefighters. He also served as the Chair of the Austin Firefighters Association Political Action Committee from 2001-2004, where he represented the interests of public safety professionals in elections and campaigns.

Council Member Place 3: Kathie Tovo
Official Term: June 15, 2011 – June 15, 2014

Prior to her election to City Council on June 18, 2011, Council Member Kathie Tovo worked extensively in public policy with a particular emphasis on issues related to families and schools. She served on the city's Planning Commission, where she was an officer and member of the Comprehensive Plan, Codes and Ordinances, and Neighborhood Planning subcommittees. Her other city task force and commission positions included the Waller Creek Citizens Advisory Council; the Downtown Street Closure Task Force; Create Austin; the Downtown Arts Master Plan; the Planned Unit Development Stakeholders Process; and the Families and Children Task Force.

Council Member Place 4: Laura Morrison
Official Term: June 15, 2008 - June 15, 2014

Council Member Laura Morrison was first elected to serve as an Austin City Council Member in June 2008 and was re-elected to another term in May 2011. Although she works on all issues, her primary focus has been sustaining neighborhood character, protecting the environment, promoting affordable housing, supporting local businesses, and improving public health and social services. When working on any issue, Council Member Morrison always integrates transparency, collaboration and community involvement.

Council Member Place 5: Bill Spelman
Official Term: June 15, 2009 – June 15, 2015

Council Member Bill Spelman tries to bridge the gap between theory and practice. In his day job, he is a professor at the LBJ School of Public Affairs at the University of Texas, where he teaches courses in applied math and statistics, urban policy, and public management. Between 1997 and 2005, he was also executive director of the Texas Institute for Public Problem Solving, which trained 13,000 police officers throughout Texas in the practice of community policing. Before coming to UT in 1988, he spent seven years with the Police Executive Research Forum, a national association of big-city police chiefs, working with local police departments nationwide to develop the (then-new) concepts of community policing and the epidemiology of crime.