



Appendix C



JOINT MUSIC CITY ALLIANCE AGREEMENT

**HIS WORSHIP ROB FORD
MAYOR OF TORONTO**

**THE HONORABLE LEE LEFFINGWELL
MAYOR OF AUSTIN**

ON THURSDAY, OCTOBER 3, 2013

The City of Toronto, Ontario, Canada and the City of Austin, Texas, USA represented by the Mayor of Toronto, His Worship Rob Ford, and the Mayor of Austin, the Honorable Lee Leffingwell, hereby confirm a Music City Alliance to establish a formal dialogue and create meaningful trade partnerships to the mutual benefit of both cities.

The City of Austin, widely recognized as the Live Music Capital of the World, and the City of Toronto, one of the most economic and culturally diverse cities in the world, will work collaboratively to develop and expand all elements of the music industry, including but not limited to artists, venues, festivals, studios, management and promotion.

The music industry plays an important role in enhancing our quality of life and fostering creativity and innovation. Based on common goals and shared areas of interest, the two cities agree to continue to strengthen ties, and support and encourage opportunities for mutually beneficial practical exchanges in the field of music and culture. The Alliance will encourage business and cultural partnerships, joint programming and exhibitions, act as a gateway for new and emerging entrepreneurs, as well as established professionals, and facilitate the sharing of best practices and expertise to stimulate job creation, economic growth and tourism.

FOR THE CITY OF TORONTO

FOR THE CITY OF AUSTIN

Mayor Rob Ford

Mayor Lee Leffingwell