



City of Austin

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Addressed to Mayor Rob Ford

Mayor Ford,

I would like to invite you and your team to meet with me during the upcoming South-By-Southwest Music Conference in Austin, Texas to begin to explore the potential to work together for the mutual benefit of our great cities. Toronto and Austin share many characteristics, including a focus on the commercial music industry as both a cultural and economic engine for our respective cities that drives jobs, investments, and quality of life for our residents.

The past two years of work conducted between our respective commercial music industry experts and policy advisors has culminated in the proposal of a new Music City Alliance partnership program, in which Austin and Toronto would be the founding members and jointly launch the Alliance. The purpose of the Alliance will be to create music industry trade and export and to establish ongoing lines of communication to explore mutual growth opportunities, both government-to-government as well as industry-to-industry.

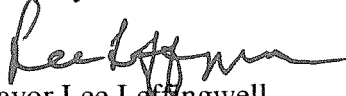
My office and the City of Austin are certainly interested in exploring such an Alliance. If you are also interested in advancing the program, I propose we discuss it next month during the SXSW music conference. I can offer a meeting time of Thursday, March 14th at 4:00pm at my offices.

I would also be pleased to follow our meeting with a reception on the Mayor's Terrace in which we would like to host Toronto government delegates and music industry professionals to meet key members of Austin City and Council staff.

Finally, I understand that you and your Council have recently passed a funding initiative that will in part support growth of the commercial music industry in Toronto. As you may know, we have an Austin Music Office, which was created in 2008 as a part of the City of Austin, and we would like to extend an invitation for you and any other appropriate Toronto personnel to take a tour of our Music Office, which would be provided by our Music Office Manager, Don Pitts.

I look forward to discussing these opportunities in the near future.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee Leffingwell". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Mayor Lee Leffingwell
City of Austin

cc: Mark Twohey, Chief of Staff to Mayor Ford
cc: Earl Provost, Deputy Chief of Staff to Mayor Ford
cc: Andy Mormon, Chief of Staff to Mayor Leffingwell
cc: Don Pitts, Austin Music Office Manager