



City of Austin

Recommendation for Action

File #: 26-2164, **Agenda Item #:** 12.

8/27/2026

Posting Language

Authorize negotiation and execution of an agreement with the Capital of Texas Public Telecommunications Council, d/b/a KLRU and Austin PBS for production underwriting of the Austin City Limits television concert series for a term of five years and a total agreement amount not to exceed \$1,327,284. Funding: \$1,327,284 is available in the Operating Budget of the Austin Convention Center Department.

Lead Department

Austin Convention Center Department.

Fiscal Note

Funding in the amount of \$1,327,284 is available in the Operating Budget of the Austin Convention Center Department.

Prior Council Action:

July 29, 2021 - Council approved negotiation and execution of a production underwriting agreement of the Austin City Limits 2021 to 2026 television concert series with KLRU.

August 4, 2016 - Council approved negotiation and execution of a production underwriting agreement of the Austin City Limits 2016 to 2021 television concert series with KLRU.

December 15, 2011 - Council authorized negotiation and execution of co-sponsorship agreement of the Austin City Limits 2011 to 2016 television concert series with KLRU.

June 11, 2009 - Council authorized negotiation and execution of co-sponsorship agreement of the Austin City Limits 2008 to 2011 television concert series with KLRU.

For More Information:

Katy Zamesnik, Interim Director, Austin Convention Center Department, 512-404-4208.

Additional Backup Information:

This action authorizes the Austin Convention Center Department (ACCD) to enter into an agreement with the Capital of Texas Public Telecommunications Council d/b/a KLRU and Austin PBS, for production underwriting of KLRU's Austin City Limits (ACL) concert series. The agreement is for a period of one year that will automatically be renewed for four one-year terms. The total agreement amount for all five years combined would be \$1,327,284. Payments would be made twice annually throughout the course of the agreement with the total annual amount in the first year not to exceed \$250,000.

KLRU has produced the award-winning ACL concert series since 1975. ACL is the longest running music series in American television history and has become an institution synonymous with Austin. The ACL series reaches national and international audiences via multiple innovative viewing platforms, promotes Austin as the "Live Music Capital of the World", showcases music legends and local Austin talent, and stimulates viewers to consider Austin as a destination site.

ACCD has been one of four production underwriters of ACL. The agreement supports only the production of the ACL televised concert series; the City's production underwriting does not extend to the ACL Music Festival or the non-televised concerts.

The City and ACCD receive national recognition via ACL visual recognition in the form of underwriting credits, announcements and ACL press releases. Underwriters receive the greatest level of show-related visibility, including: a 15-second Sponsor Acknowledgement at the beginning and end of each domestically televised ACL episode; a 15-second Sponsor Acknowledgement rotating within online ACL episode views; and the ACCD logo and link rotating on the ACL internet homepage.

TRAC Media Services, a respected national media research firm specializing in Public Broadcasting Stations, has audited and confirmed that the ACCD underwriting credit was aired nationwide 291,000 times during the contract term. In addition, ACL has been aired across 98% of Public Broadcasting Stations in the United States and is regularly viewed through digital media via the KLRU website.