

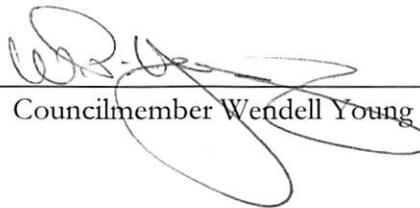


April 29, 2021

## MOTION

WE MOVE for City Council to grant \$100,000 to the Cincinnati Music Festival for its virtual event in 2021 from the American Rescue Plan Act funding.

We FURTHER MOVE that City Council grant \$250,000 to the Cincinnati Music Festival for its 2022 live event from the American Rescue Plan Act funding.



Councilmember Wendell Young

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## STATEMENT

The Cincinnati Music Festival is one of the longest running in the nation, and one of the largest. In 2019, total attendance at the three-day festival surpassed 70,000. That year, the University of Cincinnati Economics Center studied the effect of the Cincinnati Music Festival on Cincinnati's economy and found that the economic impact of the weekend was more than \$107 million. Cincinnati's tourism industry, including hotels, restaurants, and retailers, as well as small businesses and Cincinnati's budget reaped huge rewards from the Cincinnati Music Festival. Due to the COVID pandemic, the Cincinnati Music Festival had to be cancelled in July 2020 and again in July 2021. We must support this institutional tradition in our City that has brought tremendous benefits to our city.