

BILL ANALYSIS

Senate Research Center
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H.C.R. 75
By: Thompson, Senfronia (Hancock)
Administration
5/25/2015
Engrossed

AUTHOR'S / SPONSOR'S STATEMENT OF INTENT

Texas musicians have made enormous contributions to American culture, and the state would realize significant benefits through the establishment of a major museum to celebrate the richness and diversity of the music created by its sons and daughters.

Around the world, music fans recognize the Lone Star State as the birthplace of such giants as Van Cliburn, Bob Wills, Buddy Holly, Roy Orbison, Willie Nelson, Janis Joplin, Stevie Ray Vaughan, Beyoncé, George Strait, Ornette Coleman, and the members of ZZ Top. A state museum would attract a host of visitors eager to learn more about these legends, and it would provide an opportunity to raise awareness of the important role Texas has played in the evolution of a wide array of genres, including folk, blues, country, rock 'n' roll, gospel, Tejano, jazz, R&B, and hip-hop. In addition, it would introduce young Texans to seminal figures in the evolution of American music, among them Scott Joplin, Sippie Wallace, Lightnin' Hopkins, Dale Evans, George Jones, Lefty Frizzell, Lydia Mendoza, Flaco Jiménez, Selena Quintanilla Perez, and many others.

Austin's status as the state's capital and its reputation as "the Live Music Capital of the World" make the city an obvious choice for the site of such a museum. Moreover, Central Texas has long been identified with musicology, not only through the pioneering work of internationally known folklorists John and Alan Lomax, but also through programs of The University of Texas at Austin, Texas State University, the Texas Historical Commission, and the Bullock Texas State History Museum.

Indeed, the Bullock Museum would be an ideal home for a music museum, given its mission to engage a broad public audience in the unfolding story of the history, culture, and people of Texas, as well as its strong record of incorporating the arts in exhibitions and in such programming as the popular Music Under the Star concert series. A new music museum within the Bullock Museum could develop fruitful partnerships with other relevant institutions and agencies, among them the Texas Music Office, the Economic Development and Tourism Division of the Governor's Office, the Austin Music Commission, the Texas Music Museum, the Texas Music Hall of Fame, and museums devoted to specific genres.

The Rock and Roll Hall of Fame in Cleveland drives more than \$107 million in economic impact each year. In Nashville, the Country Music Hall of Fame and Museum has an annual economic impact in excess of \$30 million, with annual attendance of more than 564,000.

Establishing a music museum within the Bullock Texas State History Museum would be a natural extension of that institution's mission, and it would heighten appreciation for one of the most important aspects of Texas culture while drawing greater attention to a growing industry and spurring further economic development.

RESOLVED

That the 84th Legislature of the State of Texas hereby encourage the State Preservation Board and the director of the Bullock Texas State History Museum to establish a museum of Texas music history and dedicate the third floor of the Bullock Museum to this permanent and integral program.

That the Texas Legislature encourage the State Preservation Board and the director of the Bullock Texas State History Museum to explore initiatives to generate revenue for the project, such as the use of the facility for catered events.

That the Texas Legislature encourage the State Preservation Board and the director of the Bullock Texas State History Museum, in order to expedite the establishment of a museum of Texas music history and to benefit from the Texas Music Office's experience, resources, and proven record of success, to assign primary responsibility for developing and operating this museum to the Texas Music Office.

That the Texas Legislature encourage the Texas Music Office to consider contracting with third parties to assist in the development and operation of the museum of Texas music history.

That the Texas secretary of state forward official copies of this resolution to the executive director of the State Preservation Board and to the director of the Bullock Texas State History Museum.