



Legislation Text

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Acknowledging and recognizing Amplify Philly, a partnership of public and private organizations, that joined together to highlight Philadelphia's startup and tech community and promote Philadelphia as a hub for startups at the 2018 South by Southwest Conference & Festival in Austin, Texas.

WHEREAS, South by Southwest ("SXSW") is a conference and festival that offers the unique convergence of independent films, original music and emerging technologies while fostering creative and personal growth; and

WHEREAS, SXSW is a launching pad for new creative content, media presentations, music showcases and film screenings and also provides conference panel discussions, which present a forum for learning, business activity and global networking opportunities; and

WHEREAS, SXSW also provides intellectual and creative intermingling among industry leaders which helps spark new ideas and carves the path for the future of each ever-evolving field, even after the festival is over; and

WHEREAS, Amplify Philly's initiative is the result of a grassroots community-driven effort to organize exhibitors and attendees for a larger Philadelphia impact at what is considered one of the most influential technology conferences in the world; and

WHEREAS, Amplify Philly, organized by REC Philly <<http://recphilly.com/>>, Witty Gritty <<http://www.wittygritty.com/>> and Philly Startup Leaders <<http://technical.ly/organization/philly-startup-leaders>>, transformed a two-story bar in Austin, Texas into the "Amplify Philly House," with two days of Philly-centric programming; and

WHEREAS, Attending SXSW in a coordinated effort reflects the growing tech scene in Philadelphia and showcases our City's dynamic environment for entrepreneurialism, innovation and collaboration; and

WHEREAS, We in this Council, are very proud of this collaboration of innovators who formed to bring Greater Philadelphia's story to SXSW which speaks to what a unique, vibrant, living and breathing technology community we have; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby acknowledges and recognizes Amplify Philly, a partnership of public and private organizations, that joined together to highlight Philadelphia's startup and tech community and promote Philadelphia as a hub for startups at the 2018 South by Southwest Conference & Festival in Austin, Texas.