

MUNICIPAL ORDER 50-2022

A MUNICIPAL ORDER AFFIRMING SUPPORT AND ENDORSEMENT FOR THE ADVANCEMENT OF OWENSBORO, KENTUCKY AS THE QUINTESSENTIAL BLUEGRASS MUSIC CAPITAL OF THE WORLD.

WHEREAS, on December 12, 2021, Thomas H. Watson, Mayor of Owensboro, Kentucky, along with the other members of the Owensboro Board of Commissioners, Daviess County Fiscal Court, the Mayor of Whitesville, the Greater Owensboro Economic Development Corporation, and the Greater Owensboro Chamber of Commerce proclaimed Owensboro, Kentucky as the “Bluegrass Music Capital of the World”; and

WHEREAS, bluegrass music is an internationally recognized original American art form attributed to Bill Monroe and the Blue Grass Boys; his band named after the bluegrass region of Kentucky; and

WHEREAS, Bill Monroe, dubbed the “Father of Bluegrass Music,” was born and raised just south of Owensboro in Rosine, Kentucky; and

WHEREAS, according to 2012 data, there were 18.7 million bluegrass consumers in the U.S. with 56% between the ages of 25-54 and 30% having a minimum of a college degree, 61% being married, and 87% being registered to vote; and

WHEREAS, *Bluegrass Unlimited*, a publication of the Bluegrass Music Hall of Fame & Museum, is produced in Owensboro, Kentucky and is the most important print and digital media resource in bluegrass music, with subscribers in all 50 states and countries worldwide; and

WHEREAS, the annual ROMP Music Festival has become a nationally recognized Bluegrass and Roots Music Festival, attracting over 24,000 people to the Owensboro-Daviess County region each year from nearly every state in America and over a dozen countries; and

WHEREAS, the International Bluegrass Music Association (IBMA), a trade association to promote bluegrass music, was established and originally headquartered in Owensboro in 1985; and

WHEREAS, in 1987 IBMA first established the World of Bluegrass in Owensboro. Having moved to Raleigh, North Carolina in 2013, this combination trade show, concert, and awards presentation, combined with an outdoor bluegrass street festival, generated over \$18 million in economic impact in 2021; and

WHEREAS, in 1988 IBMA announced creation of the International Bluegrass Music Museum in Owensboro; and in 1991 created the International Bluegrass Music Hall of Honor at the International Bluegrass Music Museum to recognize lifetime contributions to bluegrass, both by performers and non-performers; and

WHEREAS, on October 20, 2018, Owensboro, Kentucky opened the multi-million-dollar state of the art Bluegrass Music Hall of Fame & Museum as the only cultural center in the world dedicated solely to bluegrass music, where both fans and artists take an active role in both preserving the history and pointing toward the future of bluegrass music; and

WHEREAS, the business community includes hoteliers, restaurateurs, nightspots, manufacturers and retailers who depend on a strong marketplace for bluegrass music events and expos, and many other businesses that benefit from high tourism rates; and

WHEREAS, the strength of the international bluegrass music industry and the bluegrass music visitor-based economy has a direct financial benefit for the City of Owensboro and Daviess County; Ohio County and Muhlenberg County, Kentucky; the western Kentucky region; the Commonwealth of Kentucky as well as the nation as a whole; and

WHEREAS, based on its history, commitment and demonstrated desire, Owensboro, Kentucky is the preeminent location to honor, celebrate and grow the entire bluegrass music industry, its artists and musicians.

NOW, THEREFORE, BE IT ORDERED BY THE CITY OF OWENSBORO, KENTUCKY, AS FOLLOWS:

Section 1. The Mayor of the City of Owensboro and the Owensboro Board of Commissioners does hereby affirm their wholehearted support, endorsement and assistance for the advancement of Owensboro, Kentucky as the quintessential Bluegrass Music Capital of the World.

INTRODUCED, PUBLICLY READ AND FINALLY APPROVED ON ONE READING, this the 13th day of December, 2022.

Thomas H. Watson, Mayor

ATTEST:

Beth Davis, City Clerk