

## RESOLUTION NO. RS2018-1118

### **A resolution celebrating and recognizing April 14-21, 2018 as Nashville Content Week in Nashville and Davidson County, Tennessee.**

WHEREAS, Craft Content Nashville is a broad community of digital media and content creators and enthusiasts; and

WHEREAS, in its 11<sup>th</sup> year, Craft Content Nashville's annual Spring event has established itself as the premier digital media "unconference" in the Mid-South; and

WHEREAS, Craft Content Nashville continues to live by the following "unconference" "rules" established by its predecessor, PodCamp Nashville: content is driven by the attendees, the event is easily accessible, the "law of two-feet" is applied allowing attendees to attend simultaneous sessions, conversation is encouraged, and impromptu session opportunities are available and welcomed; and

WHEREAS, Craft Content Nashville was originally founded in 2008 as PodCamp Nashville, and was adopted from the original PodCamp held in Boston, Massachusetts in 2006 and created by Christopher S. Penn and Chris Brogan; and

WHEREAS, the first PodCamp Nashville was held at Cannery Ballroom on February 9, 2008 and provided a forum for bloggers, marketers, educators, podcasters and other content creators to gather, network and learn about the latest trends, tricks and technologies available in the interactive world; and

WHEREAS, in March of 2009, PodCamp Nashville moved to Vanderbilt Owen Business School, which proved to be a massive success and brought hundreds of people together to share stories, tips and case studies about using the rapidly evolving tool known as social media and real-time web; and

WHEREAS, in 2010, PodCamp Nashville moved to Cadillac Ranch on Lower Broadway, now known as Tequila Cowboy, where the event remained for three consecutive years; and

WHEREAS, this event continued to grow and draw digital content creators and marketers of all experience levels before moving to Hotel Preston in 2013; and

WHEREAS, 2014 marked the first year the "unconference" was held at Nossi College of Art, a visually-stunning and inspiring 55,000-square foot campus located just off Ellington Parkway at the gateway to Madison, TN; and

WHEREAS, in 2015, PodCamp Nashville was reimagined, and Craft Content Nashville was born and now offers a fresh voice to engage an ever-evolving spectrum of digital content creators; and

WHEREAS, 2018 marks the fourth consecutive year Nashville Content Week and the "unconference" will be held at Nossi College of Art; and

WHEREAS, Craft Content Nashville aims to inspire increased participation from video producers, graphic designers, photographers, developers, and all others who craft unique and innovative content that plays to our eyes, ears, and minds through creative use of words, pictures and sound; and

WHEREAS, it is fitting and proper that the Metropolitan Council recognizes the week of April 14-21<sup>st</sup> as Nashville Content Week and celebrate the content creator community.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY:

Section 1. The Metropolitan Council hereby goes on record as recognizing April 14-21, 2018 as Nashville Content Week in Nashville and Davidson County, Tennessee.

Section 2. The Metropolitan Council Office is directed to prepare a copy of this Resolution to **CRAFT CONTENT NASHVILLE**, a community of digital content creators, marketers and educators.

Section 3. This Resolution shall take effect from and after its adoption, the welfare of The Metropolitan Government of Nashville and Davidson County requiring it.

INTRODUCED BY:

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Anthony Davis

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Nancy VanReece  
Members of Council