

## **RESOLUTION NO.**

**WHEREAS**, Austin is widely-recognized as the “Live Music Capital of the World” and has a growing international reputation as a center of creativity attracting new residents and creating commerce with a direct demonstrable impact to the city; and

**WHEREAS**, the City of Austin has a decade-long practice of measuring the economic impact of the Creative Sector in Austin; and

**WHEREAS**, previous economic impact studies were conducted for music in 2001, film in 2004, an update of multiple creative sectors in 2005, and gaming in 2006; and

**WHEREAS**, in February 2012, the economic impact study for the creative sector was updated to reflect changes in the industry that reflected a vibrant sector that accounted for \$4.35 billion dollars in economic activity, \$71 million in direct impact to City tax revenue and more than 48,000 jobs; and

**WHEREAS**, among this broad look at the creative sector, categories of activity were distilled into six broad heading: music; film and visual media; gaming and digital media; not-for-profit arts groups; visual arts; and culture-related tourism; and

**WHEREAS**, the recent economic impact update provides for six

recommendations related to the Creative Sector in Austin; and

**WHEREAS**, numerous departments and divisions, as a part of their current functions are working on a host of projects and issues that directly relate to the health of the Creative Sector; and

**WHEREAS**, these current functions are often informed or driven by previous planning documents like the CreateAustin Master Plan and the Live Music Task Force Final Report; and

**WHEREAS**, having a current-state and unmet needs assessment from all departments and divisions that interact with the creative sector will help guide future policy discussions and decisions; **NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN**

That the City Manager is directed to provide an update and response to Council regarding the recommendations outlined in the Economic Impact of the Creative Sector in Austin – 2012 Update that includes:

- Current functions among City departments and/or divisions that are already addressing the recommendations, including overlap and coordination among departments and divisions;
- Unmet needs and/or resources, including staff and funding, required to actualize the recommendations;
- Where and how previous planning documents conflict or agree with the

recommendations; and

- Plan of action for implementation with an associated timeline.

**BE IT FURTHER RESOLVED**

The City Manager is directed to return to Council with this update and response by May 24, 2012.

**ADOPTED:** \_\_\_\_\_, 2012

**ATTEST:** \_\_\_\_\_

Shirley A. Gentry  
City Clerk

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