

RESOLUTION NO. 20120405-053

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 accounting 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 headings: 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 City 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:

The City Manager is directed to provide a response to Council regarding the recommendations outlined in the 2012 Update to the Economic Impact of the Creative Sector in Austin 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;

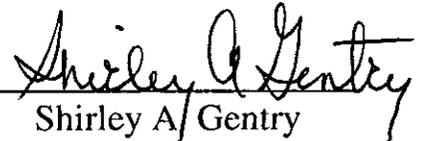
- Where and how previous planning documents conflict or agree with the recommendations; and
- Plan of action for implementation with an associated timeline.

BE IT FURTHER RESOLVED

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

ADOPTED: April 5, 2012

ATTEST:


Shirley A. Gentry
City Clerk