



BOARD/COMMISSION RECOMMENDATION

Austin Arts Commission

Recommendation 20160222-5.a.x.-b: Request for support for funds and resources for the creative community

WHEREAS the *Imagine Austin Comprehensive Plan* identifies Austin's arts and entertainment scene as central to the city's identity and asserts that arts and entertainment are important elements of the city's economy that leverage additional economic growth, and

WHEREAS the *Impact of the Creative Sector on Austin* report measured the financial impact of Austin's combined creative industries at over \$4.35 billion in 2012, a number that has only risen in the following four years, and

WHEREAS the *Imagine Austin Comprehensive Plan* embraces Austin's creative culture as a cornerstone of the city's identity, as well as of its economy, and affirms a commitment to support the creative industry including, but not limited to, educational and economic programs as well as programs that provide affordable transportation, work space, housing and healthcare, and

WHEREAS the *CreateAustin Cultural Master Plan* identifies the need to strengthen business development and technical assistance services available to the creative community, including business management, marketing, fundraising, individual professional development and other skills in order to create an stronger, sustainable cultural eco-system long term, and

WHEREAS, the Cultural Arts Division of the City of Austin's Economic Development Department commissioned the *Building Austin's Creative Capacity* needs assessment study in FY 2015 to gather and calculate the demonstrated support needs of the Austin creative community, and

WHEREAS the aforementioned needs assessment study identifies specific requests for creative and business incubation, including, but not limited to, fundraising assistance, business and marketing training, sharing of resources, identification of additional funding sources and other support relating to creative business infrastructure and individual professional development, and

WHEREAS, as demonstrated through the Austin Music Census (2015), Austin creative artists continue to face low incomes, challenges with affordable housing and lack of access to healthcare, and

WHEREAS these issues are common across disciplines,

NOW THEREFORE, BE IT RESOLVED that the Austin creative community, through the Arts Commission, encourages the Austin City Council to explore, implement and support, through any and all resources available, the arts eco-system, including, but not limited to, incubation opportunities, affordable co-working space, shared resources, marketing support and an artists' safety net. Resources may include, but are not limited to, allocation of city funds, the

encouragement of public-private partnerships, and any and all other means within the Austin City Council's power deemed necessary to secure the growth and stability of Austin's creative community.

Date of Approval: February 22, 2016

Record of the vote: passed 8-1; Commissioners Barnes, Nimura, Castillo, Polgar, Mok, Flores, Willenzik for; Commissioner White against; Commissioners McCain and Stillwell absent

Attest: Ami Gonzalez

(Staff or board member can sign)