

EXHIBIT B

CREATIVE ECOSYSTEM POLICIES AND ISSUES

Priority	Goal	Objective
Grow and Enhance Austin's Creative Sector	Grow revenue, jobs and salaries in the Creative Sector	Investigate additional funding sources and non-financial support to sustain and expand Austin's Creative Sector*
		Develop public/private partnership to grow revenue for creatives.
		Develop creative entrepreneurial training focused on business skill such as marketing, finances, writing about your work, legal, grant writing and technology
		Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, activity centers, and corridors for entrepreneurs, small and local businesses, and creative professionals.
		Coordinate with the different creative industry job sectors and area school districts, trade and vocational schools, colleges, and universities to develop and expand educational curricula to support the creative industries
		Create a joint tourism and market development plan that aligns with City-sponsored studies' recommendations that include representatives from Austin Convention and Visitors Bureau (ACVB), Economic Development Department, Cultural Arts Division, Arts Commission, the Music and Entertainment Division, Music Commission, Austin Music People, and other cultural tourism stakeholders. Convene an annual meeting with Austin Chapter of the Hotel Lodging Association
Establish Ongoing Creative Sector Dialogue	Regularly convene the creative sector by discipline and function to discuss all aspects of creative sector improvements including creative city best practices, capacity building, cluster development, special events, and other issues/opportunities	Identify the components of a creative artist safety net in human resources, health and wellness, healthcare, housing, and other basic needs and how those needs might be met either through existing services delivered in an efficient manner or expanding certain services based on need
		Support arts education and the Creative Learning Initiative partnership between the City of Austin, Austin Independent School District, mindPOP, and the creatives and organizations that teach creative learning
		Conduct a market analysis of Austin's creative sectors to determine opportunities for growth and prosperity.
		Create an ongoing Working Group between the Live Music Sector and the Creative Sector
		Regular creative sector dialogues on specific topics
		Opportunities to bring all members of sector together
		Build database of creative community members
		Develop discipline specific dialogue at Getting Connected.

	Convene all service providers on a regular basis to review programs, discuss partnerships, limit duplication, and ensure representation of the needs of today's creative sector	Uniform taxonomy of available services
Develop Program Delivery Strategies for capacity building	Engage networks and build alliances across the creative sector	Publicity campaign to increase awareness of offerings
	Expand online services and programming	Articles, videos, webinars and best practices
	Focus online resources on priority content areas	Publicity, donor cultivation, and communication (marketing/advertising)
Develop Centralized Online Resources for capacity building	Develop mentor program for professional and creative development	
	Build a centralized online resource database for services and programs across all providers	Develop "hub" of services On demand resources Curated lists of links to resources in program content areas User generated content such as job postings
Develop a multi-pronged approach to solving the need for affordable creative spaces of all kinds	Investigate current and successful models for providing affordable space for creatives that don't require a lot of funding	Conduct a creative facilities inventory and analysis to determine the need for specific kinds of creative spaces (e.g. theaters, visual art studios, etc.) Expand a program like Partners for Sacred Places to include excess space in schools and businesses
	Investigate current and new models for Funding and Capital for creative spaces	Adjust code to allow first and second floor retain for creative businesses and artist studios. Leverage City real estate assets
	Address land development code and zoning supportive of the creative sector as part of the codeNEXT process	Explore funding options and review the potential expansion of the Business Retention and Enhancement Program to include additional eligible uses that focus on creative spaces Identification, development and promotion of space would help maximize utilization of existing space resources
	Support the development of cultural and cultural heritage districts	Identify and implement an available software option for a searchable online directory of spaces for creative activities
	Streamline regulatory environment	Address affordable housing for creatives Use non-traditional venues (such as parks, schools, streets, and vacant buildings) for impromptu and small scale performances and events

Develop a Physical Space for the Creative Sector

Build a Creative Sector Hub / Incubator that is a physical resource center dedicated to nurturing and developing Austin's creative sector

Incorporating a physical space with meeting spaces, online resources, back office for multiple small creative organizations and businesses

Investigate the development of a Real Estate Investment Trust to purchase property

Staff, support services, reference materials, café, supplies, etc.

Expand the Creative Sector ecosystem through cluster development

Utilize the Cultural Asset Mapping Project as a tool to identify "naturally-occurring cultural districts"

Incorporate the arts and cultural preservation themes and elements into small area plans, such as neighborhood and corridor plans (i.e. Soul-y Austin through 40 over the next 10 years)

Work with ethnic centered Chamber of Commerce to expand development

Review organizational structure of City's Cultural Arts Division and approach to delivering creative sector support

From Imagine Austin Comp Plan and CreateAustin Cultural Master Plan

Strengthen Cultural Arts Division function to oversee all arts, creative, and heritage programs, such as:

- identifying funding sources for the arts
- promote the economic impact of arts and creativity
- publicizing best practice success stories
- developing an advertising program and website to promote local talent
- creating an annual awards program for local creatives
- developing a branding campaign for arts and creativity in Austin
- developing a mapping and wayfinding system for arts, creative, cultural, and historic resources
- developing an arts exchange program to market local artists regionally, nationally, and internationally
- developing impromptu and non-traditional venues for art exhibits and installations and performances
- facilitating the inclusion of public art

*The 20 disciplines identified in the 2010 Creative Austin Master Plan are as follows:

Architecture
Arts education
Community arts
Crafts
Culinary arts
Dance
Design and graphic arts
Gaming and digital media
Fashion design
Film and video
Heritage
Landscape design
Literary arts
Music
Photography
Performance art
Recording
Slam poetry
Theater
Visual arts

DRAFT