

# Late Backup

#19

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## EXHIBIT A

### AUSTIN MUSIC POLICIES AND ISSUES

Priority	Goal	Objective
Grow and Enhance Austin's Music Sector as a first step to supporting the creative ecosystem generally	Grow revenue, jobs and salaries in the music industry	<p>Ensure that the ongoing CodeNext process considers the priority of the impact to the music and creative industry</p> <p>Review Best Practices from great music cities and identify new set of priorities focusing on an environment for the music industry to grow, innovate, and to increase its global presence</p> <p>Develop a strategy to integrate Austin's music diversity through genres and sub-genres through the development of a business support infrastructure that invests in new markets and promotes new emerging talent</p> <p>Create a joint tourism and market development plan that aligns with the City sponsored Music Census report findings that includes representatives from ACVB, Economic Department, CAD, Arts Commission, the Music and Entertainment Division, Music Commission, AMP, and other cultural tourism stakeholders. Also include a strike team dedicated to music tourism as an economic engine in its own right. Convene an annual meeting with Austin Chapter of the Hotel Lodging Association</p>
	Venue Preservation	<p>Work with Austin Convention and Visitors Bureau to showcase Austin's musical exports with roadshows, etc.</p> <p>Review the feasibility of encouraging live music establishments to add a gratuity to the bill for music (like San Francisco)</p>
	Support codified entertainment district	<p>Review the feasibility of zoning incentives as it relates to cultural and creative uses</p> <p>Review the inclusion of the "Agent of Change" principle into CodeNEXT, permitting and development review</p>
	Streamlined Regulatory Environment	<p>Codify entertainment and artistic presentation in city development services in addition to Chapter 9 of the City Code</p>
	Entertainment License	<p>Combine multiple annual permits/fees into single permit process with single fee</p> <p><u>Review the feasibility of a code amendment that would create an entertainment license for businesses that host music or other entertainment through and by amplification. Seek stakeholder feedback on the proposed code amendment and identify sufficient staffing to regulate the entertainment licenses.</u></p> <p><u>Review feasibility of synchronizing all City of Austin required permit renewal periods.</u></p>

New Creative Space		Review changes to Planned Unit Development and Variable Mixed Use ordinances that might provide for new creative space as well as preservation of existing spaces for not only musicians but also all creative industries
Funding and Capital		<p>Explore funding options and review the potential expansion of the Business Retention and Enhancement program to include additional eligible uses that focus on creative/music venues</p> <p>Review the feasibility of creating a foundation to capture music sponsorships from major corporations located in Austin, nationally, and internationally</p>
Musician and Artist safety net		<p>Identify the components of a musician and 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</p> <p>Work with education resources to aid musicians and creative artists in expanding their skillsets and helping them find employment in other creative ventures to enhance their own productivity, i.e., "Learn here, earn here"</p>
Informant discussions and review of best practices		Actively engage music industry representation inside and outside of Austin in all aspects of discussions concerning process improvements; cluster development; special events; and, other music city best practices
Review organizational structure of City's Austin Music Office and approach to delivering creative arts programs	<p>Leverage Austin music office to not only provide assistance with permits and compliance with city ordinances but also leverage larger role in music economic development</p> <p>Review the permitting duties of the Austin Music Office</p>	<p>Review roles and responsibilities and ways to enhance such as: (1) strategic planning; (2) Industry voice; (3) policy and community relations: and, (4) advocacy. The music office should act as a liaison between the City Manager, City Council, and local music businesses to help achieve mutual goals and build on existing private sector initiated music ventures.</p> <p>Review City Code section 9-2-50 and Ordinance No. 20110210-029, Music Office permitting duties to determine if these duties should be carried out in another department such as Development Services in order to maximize the efficiency and effectiveness of these duties as well as creating capacity for the Music Office to focus on strategic business activities such as venue development and retention and audience development and export</p>

	<p>Scale the growth of the local creative industry by increasing awareness of the impact and value of arts and culture to the city</p>	<p>Consider the development of a standalone organizational unit that consolidates all culture and creative development</p>
<p>Enable the creation and evolution of commercial music businesses that will sustain future market sector growth and stability</p>	<p>Develop a sustainable business model to support the musician and artistic community and the music and creative industry</p>	<p>Address the pressing need in Austin for the development of affordable, accessible creative arts space of all kinds to meet the needs of artists, cultural organizations, and creative sector businesses</p>
		<p>Review the feasibility of existing efforts to partner or support the creation of a music "HUB" that supports the music industry by offering a collection of resources and services for musicians and artists under one roof</p>
<p>Expand the Music and Creative eco-system through cluster development</p>	<p>Review the contribution and impact of certain music clusters that could develop with appropriate support or could contribute more support to local musicians</p>	<p>Identify the layers of activity that operate internally in Austin to determine if certain cluster development should be addressed; i.e., production and distribution, publishing, management and talent, and touring and performance</p> <p>Since music tourism in Austin accounts for most of the economic impact of music, identify ways for tourism to benefit the local musician community and infrastructure</p>