

**RESOLUTION NO. 20160303-019**

**WHEREAS**, the City supports the music and creative ecosystem as a powerful means of connecting people that bridges linguistic and cultural divides, and is a vehicle for identity and expression like no other; and

**WHEREAS**, the Imagine Austin plan states that creativity is a cornerstone of Austin's identity and economic prosperity, and arts, culture, and creativity are essential keys to the City's unique and distinctive identity, and further are valued as vital contributors to our community's character, quality of life and economy, and collectively, the Austin music and creative ecosystem generates rich, social, cultural and economic benefit; and

**WHEREAS**, the recently released Economic Impact of Music 2016 Study shows the collective impact of music and music-related tourism accounted for just over \$1.8 billion in annual economic activity, supporting over 21,000 jobs and producing almost \$40 million in City tax revenue; and

**WHEREAS**, the CreateAustin Cultural Master Plan, accepted by City Council in 2010, found creative industries, including music, had a total impact of \$4.35 billion on the Austin economy, identified Austin's creative assets and challenges, goals, and established recommendations to invigorate Austin's culture of creativity, including ten principal recommendations covering a broad range of artistic disciplines and strategies; and

**WHEREAS**, the City's Economic Development Department seeks to support creative sector infrastructure by assisting creatives with training, funding needs, and creating exposure to local, national, and international audiences; and

**WHEREAS**, the City's Economic Development Department's Music and Entertainment Division regularly assists outdoor live music venues, arts organizations, individual creatives, and local and small businesses with the City-required permit process and works closely with festivals, performances, and creative events and helps to mediate agreements related to outdoor music issues, certificates of occupancy, etcetera; and

**WHEREAS**, the City's Economic Development Department's Music and Entertainment and Cultural Arts Divisions have identified and begun action on some immediate opportunities for improvement in areas of: (1) collaboration and communication between the City, nonprofits and the private sector; (2) discussions on streamlining the permit process for venues, creative organizations and individuals; and, (3) investments in new expert-level seminars for creatives to identify and increase revenue streams as well as build business skills; and

**WHEREAS**, the City has passed various resolutions directed at supporting Austin's musicians and music industry and recently, in particular, Resolution No. 20140925-081, requested solutions to create an entertainment license to support consistent enforcement of the sound ordinance, safety, and security provisions; and staff has proposed several actions to implement these options as described in a July 17, 2015 memo to City Council; and

**WHEREAS**, in spite of the City's significant contribution to the music and creative industries, a new business model is needed that integrates new technologies, marketing and export strategies, and, builds its commercial music and creative industries, to tackle the challenges for the future of the City's \$4.35 billion creative industry, generally, in the face of an unprecedented affordability crisis, an outdated land development code, and ill-fitting permitting process; and

**WHEREAS**, a comprehensive framework of strategies and best practices is needed to help the City reach their music and creative goals including a coordinated set of actions that provide for short-term and immediate changes that will have an impact; larger ideas that can be accomplished within two years; and, big ideas to set Austin's music and creative ecosystem up for sustained success; and

**WHEREAS**, multiple stakeholders have come forward over time in identifying various issues via (1) Economic Impact of Austin Music Update; (2) Creative Sector Economic Impact Studies Staff Report and Action Plan; (3) the Austin Music Office's Austin Industry Census; (4) Austin Music People's White Paper(s); (5) the Austin Music Commission's recommendations; (6) the CreateAustin Cultural Master Plan; (7) Building Austin's Creative Capacity; (8) Imagine Austin plan; (9) the Austin Arts Commission's recommendations; (10) ArtSpace Market Study for Individuals, Nonprofits, and Businesses; (11) Cultural Asset Mapping Study/Creativity Census; (12) advocates such as Health Alliance for Austin Musicians (HAAM), the SIMS Foundation, the Austin Creative Alliance, and Austin Music Foundation; and, (13) other organizations within the wider creative ecosystem; and

**WHEREAS**, in order to foster new ideas and creative practice and to prepare the next generation for the future, innovation space is needed where musicians and other creative artists can design, test, scale, and launch enterprising new ideas; and, these spaces known as "HUBs" can take different forms, temporary to permanent, digital to physical, local to global and might be makerspaces, incubators, or labs; and, they allow inventive and imaginative people to share workspace and access experience, tools, and investment; and

**WHEREAS**, all creative activity like arts, entertainment, and music continue to cluster and the location of employed or professional musicians and creative artists are related to recording, rehearsal, and art studios, film and television production facilities, theaters and performing arts venues, museums and galleries; and for self-employed musicians and creative artists, there needs to be enough venues and performing and presentation opportunities; and

**WHEREAS**, all creatives in Austin are facing the same challenges and issues related to affordability, lack of space, permitting, and other related needs, that are impediments to their ability to prosper; and

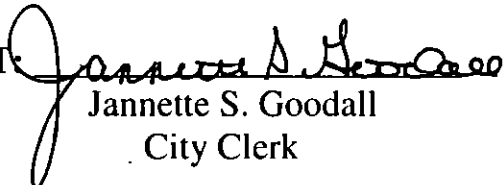
**WHEREAS**, the issues raised for musicians and creatives can be categorized as follows: (1) grow and enhance (short-term/immediate recommendations) for action; (2) sustain and grow (medium-term recommendations for action); and, (3) build the music and creative ecosystem (long-term recommendations); and **NOW, THEREFORE**,

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

The City Council directs the City Manager to explore options for implementation of the goals and objectives described in this resolution and its Exhibits A and B, referred to as the Music and Creative Ecosystem Omnibus Resolution, including options for consideration of protections for existing studio spaces in the zoning and development process in order to maintain existing spaces. The City Manager is directed to consider and bring forth the items addressed in this Resolution to the City Council Economic Opportunity Committee, and return to the City Council in ninety (90) days for a plan of action to address the items related to this Resolution. This plan of action should also include any necessary resources required such as third party consultant(s) or business services.

ADOPTED: March 3, 2016

ATTEST

  
Jannette S. Goodall  
City Clerk

# 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	Ensure that the ongoing CodeNext process considers the priority of the impact to the music and creative industry
		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
		Develop a strategy to integrate Austin's music diversity through genres and sub-genres, including different ethnicities and communities, through the development of a business support infrastructure that promotes new emerging talent
		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
	Venue Preservation	Work with Austin Convention and Visitors Bureau to showcase Austin's musical exports with roadshows, etc.
		Review the feasibility of encouraging live music establishments to add a gratuity to the bill for music (like San Francisco)
	Support codified entertainment district	Review the feasibility of zoning incentives as it relates to cultural and creative uses Review the inclusion of the "Agent of Change" principle into CodeNEXT, permitting and development review
	Streamlined Regulatory Environment	Codify entertainment and artistic presentation in city development services in addition to Chapter 9 of the City Code
	Entertainment License	Combine multiple annual permits/fees into single permit process with single fee
		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.
		Review feasibility of synchronizing all City of Austin required permit renewal periods.

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 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

Review the feasibility of creating a foundation to capture music sponsorships from major corporations located in Austin, nationally, and internationally

Musician and Artist safety net 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

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"

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

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

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.

Review the permitting duties of the Austin Music Office Review City Code section 9-2-50 and Ordinance No. 20110210-029, Music Office permitting duties. 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>Enable the creation and evolution of commercial music businesses that will sustain future market sector growth and stability</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>Develop a sustainable business model to support the musician and artistic community and the music and creative industry</p>	<p>Consider the development of a standalone organizational unit that consolidates all culture and creative development</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 ecosystem 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>



## 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	<p>Investigate additional funding sources and non-financial support to sustain and expand Austin's Creative Sector*</p> <p>Develop public/private partnership to grow revenue for creatives.</p> <p>Develop creative entrepreneurial training focused on business skill such as marketing, finances, writing about your work, legal, grant writing and technology</p> <p>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.</p> <p>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</p> <p>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), Austin Independent Business Association, all chambers of commerce, 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</p> <p>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</p> <p>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</p>
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	<p>Conduct a market analysis of Austin's creative sectors to determine opportunities for growth and prosperity.</p> <p>Create an ongoing Working Group between the Live Music Sector and the Creative Sector</p> <p>Regular creative sector dialogues on specific topics</p> <p>Opportunities to bring all members of sector together</p> <p>Build database of creative community members</p> <p>Develop discipline specific dialogue at Getting Connected.</p>

	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.)
	Investigate current and new models for Funding and Capital for creative spaces	Expand a program like Partners for Sacred Places to include excess space in schools and businesses
		Adjust code to allow first and second floor retain for creative businesses and artist studios.
	Address land development code and zoning supportive of the creative sector as part of the codeNEXT process	Leverage City real estate assets
		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
	Support the development of cultural and cultural heritage districts	Identification, development and promotion of space would help maximize utilization of existing space resources
		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

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

buildings) for impromptu and small scale performances and events

Incorporating a physical space with meeting spaces, online resources, back office for multiple local and 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