

**AUSTIN MUSIC PEOPLE'S  
MUSIC CITY REPORT CARD FOR THE  
CITY OF AUSTIN**

**A SUPPLEMENT TO THE AMP BIENNIAL WHITE  
PAPER: 2015**

# Our Mission

AMP exists to strengthen the music sector for the ongoing benefit of the regional economy.

Together, we are empowering Austin's live music community with powerful advocacy tools, participation in policy development, and representation of live music interests in public and private forums to ensure the economic development of the Austin live music industry is a priority for our political, civic and cultural leaders.

# How We Work

- ★ **RESEARCH**

Explore ideas, policies, issues and initiatives facing the music industry focused on solutions, success and sustainability.

- ★ **ADVOCACY**

Constantly monitor development initiatives, lawmaking and constituent behaviors, opportunities and challenges facing the local music economy with an eye toward sustainability, growth and leadership

- ★ **ENGAGEMENT**

Mobilize an informed local electorate, helping fans make their support of Austin music known and nurturing collaboration between the music community and community stakeholders

- ★ **MEDIATION**

Bring parties together and facilitate discussions with a deep awareness of the issues and the histories involved to create better, lasting solutions

- ★ **AMPLIFYING ARTISTIC VOICE**

Support policies and initiatives that help Austin's artists survive, thrive and create

# Austin's Complex Ecosystem

- \* Diverse Ecosystem, Genres & Styles of Music
- \* Growing Tourism Revenue
- \* Robust Non-Profit Community
- \* Maturation & Size in Industry

# Austin's Complex Ecosystem

- \* 33 Major Industry Sector Categories
- \* 74 Subsectors
- \* Respondents in 72 of 74 Subsectors
- \* Multiple means of employments = integration with other industries

# Austin's Complex Ecosystem

- \* \$1.8B Industry
- \* Tourism \$\$ are on the rise
- \* Losing boots on the ground
- \* Venues are at risk

# What is Excellence?

- \* Coherent focus
- \* Tracking back to a larger vision
- \* Consistent application of priorities and transparency
- \* Using what's already proven

**“AUSTIN IS THE LIVE MUSIC  
CAPITAL OF THE WORLD...BUT  
WE ARE NOT YET A MUSIC CITY”**

**FRANK RODRIGUEZ**

# The Mastering of a Music City



## BENEFITS

- ▶ ECONOMIC IMPACT
- ▶ MUSIC TOURISM
- ▶ CITY BRAND BUILDING
- ▶ CULTURAL DEVELOPMENT & ARTISTIC GROWTH
- ▶ STRENGTHENING THE SOCIAL FABRIC
- ▶ VALIDATING MUSIC AS A RESPECTED & LEGITIMATE INDUSTRY
- ▶ ATTRACTING & RETAINING TALENT & INVESTMENT OUTSIDE OF THE MUSIC INDUSTRY

# The Mastering of a Music City: Key Elements

- \* Artists and musicians
- \* A thriving music scene
- \* Access to spaces and places
- \* A receptive and engaged audience
- \* Music-related businesses
- \* Further, the study notes the importance of **government support** for music, a broader **city infrastructure** conducive to the sector, and **music history and identity**.

# The Mastering of a Music City: Key Strategies

- \* MUSIC-FRIENDLY AND MUSICIAN-FRIENDLY POLICY
- \* MUSIC OFFICE
- \* MUSIC ADVISORY BOARD
- \* COMMUNITY ENGAGEMENT
- \* SPACE
- \* AUDIENCE DEVELOPMENT
- \* MUSIC TOURISM

# MUSIC-FRIENDLY AND MUSICIAN-FRIENDLY POLICIES

- \* Agent of Change Principle
- \* Designated Loading/Unloading Zones
- \* Cultural District Designation
- \* Historical Designation
- \* Musician Training
- \* Reasonable Liquor Laws and Business Licensing
- \* Affordable Housing

# IMAGINE AUSTIN: COMPLETE COMMUNITIES INDICATORS (Creative)

- \* Dedicated municipal funding for arts (dollars per capita)
- \* Private finding for arts (dollars per capita)
- \* Arts programs in schools and neighborhood recreation centers
- \* Attendance at arts/cultural events
- \* Money brought into economy from arts/cultural events
- \* Live music venues
- \* Households within 1/2 mile distance of arts/cultural venue (percent)

# MUSIC OFFICE

- \* Lead City's Music Strategy
- \* Education/Networking Programs
- \* Internal Advocacy for Music
- \* Liaison with Music Advisory Board (Music Commission)
- \* Navigating City Hall
- \* Mediation
- \* ***Not listed as a best practice: Involvement in Permitting Process***

# MUSIC COMMISSION

- \* Business Leaders
- \* Political Engagement
- \* Consensus-Building
- \* Regulatory Advice
- \* Music-City Communication
- \* Connection with Tourism

# COMMUNITY ENGAGEMENT

- \* Grassroots Facilitation
- \* Collaboration
- \* Crisis Intervention
- \* Big and Small Operators



**HAAM:**  
Health Alliance  
for Austin Musicians



**Austin Music Foundation:**  
Business Education &  
Career Development



**Black Fret:**  
Grants to Local Musicians



**SIMS Foundation:**  
Mental Health &  
Addiction Recovery



**Austin Music People:**  
Advocacy &  
Civic Engagement

**+130** more  
*music-related  
nonprofits*

# ACCESS TO SPACES & PLACES

- \* Recording Studios
- \* Public Spaces
- \* Education Facilities
- \* Venue Ladder
- \* Hubs and Accelerators

# AUDIENCE DEVELOPMENT

- \* Transportation Grid
- \* Promotion
- \* All-Ages Events
- \* Engaging Youth
- \* Local Artist Appreciation

# MUSIC TOURISM

- \* Branding & Marketing
- \* Music Ubiquity
- \* Historical Landmarks
- \* Festival Development
- \* Year-Round Scene

# 2015 Report Card

- \* MUSIC-FRIENDLY AND MUSICIAN-FRIENDLY POLICIES: C
- \* MUSIC OFFICE: C
- \* MUSIC ADVISORY BOARD: B
- \* COMMUNITY ENGAGEMENT: D
- \* SPACE: C
- \* AUDIENCE DEVELOPMENT: D
- \* MUSIC TOURISM: D
- \* **AVERAGE GRADE: Needs Improvement**

# POTENTIAL BENEFITS

- \* Economic Impact
- \* Music Tourism
- \* City Brand Building
- \* Cultural Development & Artistic Growth
- \* Strengthening the Social Fabric
- \* Validating Music as a Respected and Legitimate Industry
- \* Attracting & Retaining Talent & Investment Outside of the Music Industry

# STRENGTHS AND OPPORTUNITIES

- \* Interest from elected officials
- \* Interest from private sector
- \* Local awareness of challenges

# WEAKNESSES AND THREATS

- \* Playing too small
- \* Thinking short-term
- \* Scope creep

# RECOMMENDATIONS

- \* Adopt report card categories and Imagine Austin Complete Community Indicators (Creative) as evaluation metrics
- \* List report card category(ies) and/or IA indicators next to each omnibus initiative in Exhibit A
- \* Identify any current or past city resources directed to that project
- \* If an initiative doesn't move one of those metrics:
  - \* *Put it in parking lot*
  - \* *Invite/encourage private industry to pick it up*
  - \* *Drop it*

# AMP PRIORITIES

- \* **Overhaul permitting process**
- \* **Preserve venues**
- \* **Export Austin music**
- \* **Increase music tourism with programs benefiting local musicians**
- \* **Recruit and place new music businesses**
- \* **Appropriate and sustained staff and funding for the Music & Entertainment Division**