



## BOARD/COMMISSION RECOMMENDATION

### Economic Prosperity Commission

#### Recommendation Number: 20161116-004: Recommendation regarding the Mayors omnibus music and creative arts proposal

WHEREAS, Music, Art, Film, Fashion and the other Creative Arts have been an engine of Austin's growth and prosperity throughout Austin's history;

WHEREAS, Austin Artists, from O. Henry to Gary Clark, Jr., from Elisabeth Ney to Stevie Ray Vaughan, from Richard Linklater to Doug Sahm, from Janis Joplin to Willie Nelson, have forged Austin's global image and served as a magnet drawing talent and economic development to Austin;

WHEREAS, Austin is the Live Music Capital of the World;

WHEREAS, the South-by-Southwest Festival, Austin City Limits, and countless other Live Music and Creative Arts Events and venues in Austin draw hundreds of thousands of visitors and put Austin's best, most creative foot forward;

WHEREAS, by its cultivation of Music and the Creative Arts, Austin has established itself in the global imagination as a creative, fun, and desirable city to visit, work, build, and create;

WHEREAS, the economic impact of the Austin Music Industry is estimated at \$1.8 billion, and the impact of all Creative Arts impact at over \$4 billion;

WHEREAS, Austin's Music and Creative Arts economy has a direct, significant, and positive fiscal impact in the form of hotel occupancy and sales tax revenues, with South-by-Southwest alone estimated to account for \$1.8 million in hotel occupancy tax revenues for the City of Austin;

WHEREAS, on February 26, 2016, Mayor Adler introduced the "Austin Music & Creative Ecosystem Omnibus Resolution";

WHEREAS, on June 27, 2016, the staff of the City Council Economic Opportunity Committee released the "Music & Creative Ecosystem Stabilization Recommendations";

WHEREAS, on September 22, 2016 Mayor Adler announced that Austin had been named a Neighborly Bonds Challenge 2016 winner, which will allow the city to leverage Neighborly technology to issue \$10 Million in crowd-funded, non-municipal bonds, with bond issuance fees waived, to purchase and preserve iconic venue spaces and to facilitate the building of new spaces;

WHEREAS, the city's 2016/2017 Proposed Budget approved \$475,000 for Music and Creative Arts, including \$200,000 for the City's entertainment services group, \$200,000 for performing arts and creative affordable space needs, and \$75,000 to develop a revenue development program and platform;

NOW, THEREFORE, BE IT RESOLVED, that the Economic Prosperity Commission recommends adoption of such provisions of the “Austin Music & Creative Ecosystem Omnibus Resolution” as are economically feasible and supportive of Austin’s creative culture and Economic Development; and

NOW, THEREFORE, BE IT RESOLVED, that the Economic Prosperity Commission recommends that the Mayor and Council direct staff to convene five task groups to study and present recommendations to Council by the first quarter of 2017 in the following five areas:

Venue Preservation and Expansion: Policies to support the preservation and creation of venues and spaces for Music and the Creative Arts, potentially including but not limited to an Agent of Change ordinance, Entertainment Licensing reforms, Land Use regulation reforms, and Permitting and Licensing reforms;

Revenue Development: Policies to increase the revenue earned by Austin musicians and creative artists and the City’s revenues, potentially including but not limited to developing new technologies, markets for music export, professional development opportunities, and cultural tourism opportunities to benefit Austin’s Music and Creative Arts economy;

Finance: Incentives, tools, and loan programs, potentially including but not limited to mini-bonds, Neighborly challenge funds, a transitional venue fund and other affordable sources of financing to support Austin’s Music and Creative Arts economy;

Music Genre Development: Policies to promote inclusion, diversity, and equity within Austin’s Music and Creative Arts economy; and

Social Net: Policies to provide social, health, and human resources for musicians and creative artists.

Date of Approval: 11/16/2016

Record of the vote: Unanimous on a 6-0 vote

Attest:

  
Roberto Rondon de Mosier