

OMNIBUS PROGRESS REPORT

ARTS & MUSIC JOINT-COMMISSION MEETING

3/30/2017



10 priorities expressed in the staff response:

- AFFORDABLE SPACE
- AGENT OF CHANGE PRINCIPLE
- CULTURAL TOURISM
- ENTERTAINMENT LICENSE
- INCENTIVES, TOOLS AND LOANS
- LAND USE REGULATIONS
- MUSIC GENRE DEVELOPMENT
- PERMITTING AND LICENSING
- PROFESSIONAL DEVELOPMENT
- REVENUE DEVELOPMENT

The top four that emerged from both Commissions:

ARTS COMMISSION:

1. AFFORDABLE SPACE
2. INCENTIVES, TOOLS AND LOANS
3. LAND USE REGULATIONS
4. PERMITTING AND LICENSING

MUSIC COMMISSION:

1. AGENT OF CHANGE PRINCIPLE
2. LAND USE REGULATIONS
3. PERMITTING AND LICENSING
4. ENTERTAINMENT LICENSE

Recent programs, efforts or initiatives

ENTERTAINMENT SERVICES GROUP

- Two new hires: **Entertainment Services Manager** hired in early March (assist with permitting, agent of change, entertainment license, etc.), with hiring of **Music Program Specialist** in progress

TRANSITIONAL CREATIVE SPACE SUPPORT

- Program created to offer **\$200,000 in transitional funding** for creative spaces in crisis (assist with capital improvements, rental or relocation costs) – Council in May

REVENUE DEVELOPMENT

- Staff writing a **request for proposal** for a revenue development program
- **License Austin Music Project** – Music Division staff is developing the steering committee and scope of the initiative
- **Live Music Venue Best Practice Guide**- provides a framework for music venues to follow, launches Summer of 2017
- **ATX Music Talks**- a forum to foster industry discussion

Programs, efforts or initiatives currently in place

CULTURAL TOURISM

- Working with an inter-departmental team on next steps for implementation
- **Showcasing Austin's local arts and music** to national and international audiences

CODENEXT & CODE-RELATED VIOLATIONS

- Staff is **reviewing draft code** and providing feedback
- Small Business Program and Music & Entertainment Division staff provide **case management and troubleshooting** to artists or musicians experiencing permitting, code, or other development services-related issues

PARTNERSHIPS

- **Creative Learning Initiative** with City of Austin, Mindpop, and Austin Independent School District
- City of Austin, Austin Creative Alliance, and Partners for Sacred Places – **Austin initiative for creative spaces in faith communities**
- Conversations with hotels, developers, community organizations

CREATIVE INDUSTRIES

- Development of **Fashion Incubator** with Austin Community College
- UNESCO Creative Cities (**Media Arts**)
- **Faces of Austin** film showcase with increased artist stipends

Programs, efforts or initiatives currently in place

PROFESSIONAL DEVELOPMENT

- **Artist INC-** 8 week intensive professional development series
- **Getting Connected-** event offering entrepreneurial resources
- **Professional Development Workshops-** Music & Entertainment and Cultural Arts Division hosting revenue and career development workshops, lectures and panels
- **Capacity Building Funding Program-** offers funding for skill building
- **TEMPO Program (AIPP)** temporary public art
- **LaunchPAD Program (AIPP)** offers artist apprenticeships
- **Artist-in-Residence Program** to embed a local artist into the working of City government to encourage creative problem solving and civic engagement
- **Educational workshops** hosted by Small Business Program
- **Coaching** offered by the Small Business Program

Programs, efforts or initiatives currently in place

CREATIVE SPACE ASSISTANCE/ARTS-LED DEVELOPMENT TOOLS

- **Cultural Asset Mapping Project (CAMP)** to identify cultural assets and inform strategic planning (final report in progress)
- **Best practice research** on innovative creative space financing with consultant
- **Economic Development Corporation** research to help leverage public-private partnerships to assist with creative structuring and financing of arts-centric development projects
- **\$85,000** set aside for community creative space expansion efforts this year

EQUITY MEASURES

- **ALAANA (African-American, Latino, Asian, Arab, Native American) artists in Austin-** Culture Alive funding program and built into other programs (AIR, etc.)
- **Funding modifier** to boost the budgets of qualifying ALAANA organizations by 10%
- EDD one of five departments participating in City's Equity Office pilot of **Equity Assessment Tool** for budgeting and program development

Programs, efforts or initiatives currently in place

AGENT OF CHANGE/ ENTERTAINMENT LICENSE

- After an initial round of stakeholder feedback, the Music & Entertainment Division will make one final round of stakeholder presentations before taking the final policy draft to **Council in June, 2017**

INDUSTRY DEVELOPMENT

- **Music Industry Sector Summits** held for sub-sectors within the local industry
- **ScoreMore Panels** offers dynamic panel style programming for college-aged audience
- Music & Entertainment Division hired consultant to create a long term **music industry development strategy**

QUESTIONS?



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