

Status of Omnibus Resolution

July 10, 2017

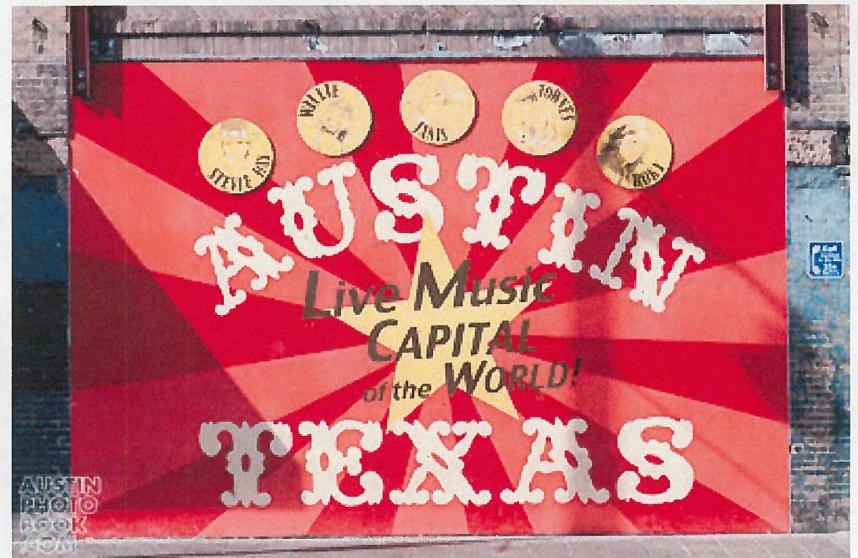
Frank Rodriguez, Office of the Mayor



Omnibus Resolution



- Music and the Creative Arts drives value to Austin's economy: the economic impact of the Austin Music Industry is \$1.8 billion. The total Creative Arts impact is over \$4 billion.
- A vibrant music economy fuels job creation, economic growth, tourism development and artistic growth, and strengthens the City brand: Austin, Live Music Capital of the World!
- A strong music economy also attracts highly skilled young workers in all sectors for whom quality of life is a priority. This in turn attracts business investment.



Omibus – What's happened?



- February 26, 2016 – Mayor introduces Austin Music and Creative days Ecosystem Omibus Resolution with a report for actions in 90 days
- From February to June, 2016 – multiple forms of input via music town halls, social media, commission meetings, public hearings, etc.
- June 27, 2016 – Staff releases 67 pages of analysis and recommendations
- April 2017 – Mayor's Office forms Omibus activation working committees

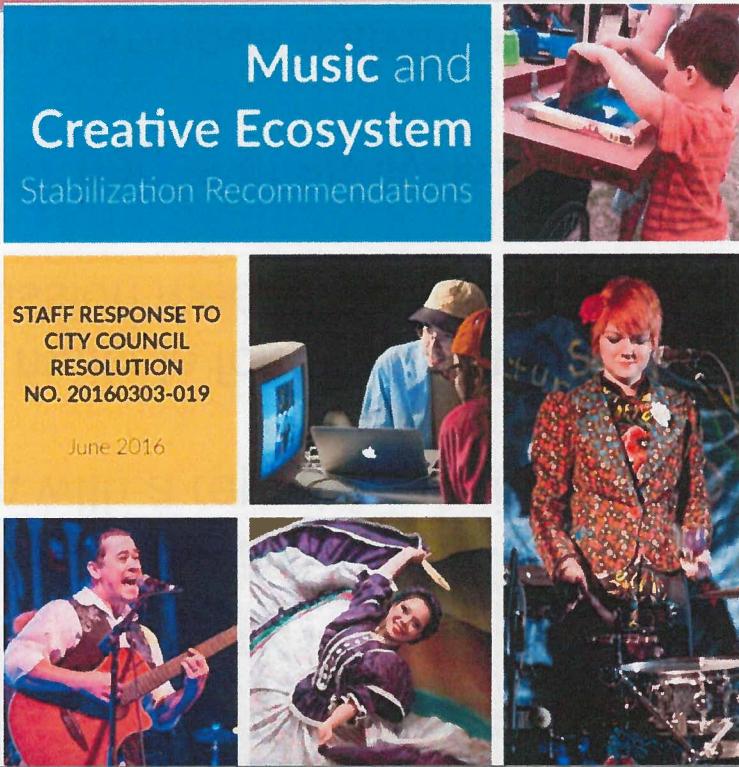
Staff report – 10 priority recommendations



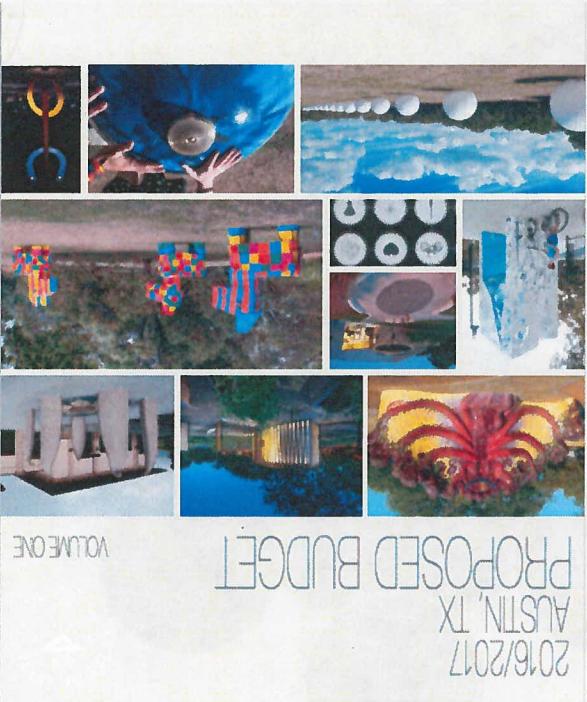
- Affordable space
- Agent of Change
- Cultural Tourism
- Entertainment License
- Incentives, Tools and Loans
- Land Use Regulations
- Music Genre Development
- Permitting and Licensing
- Professional Development
- Revenue Development

Music and Creative Ecosystem
Stabilization Recommendations

STAFF RESPONSE TO
CITY COUNCIL
RESOLUTION
NO. 20160303-019
June 2016



Office of the Mayor, Status of Omnibus



Omnibus and City Budget to date

- \$475,000 approved:
- \$200,000 to implement entertainment services group
- \$200,000 transitional funding for performing arts and creative
- affordable space needs
- \$75,000 for development of a revenue development program and
- platform

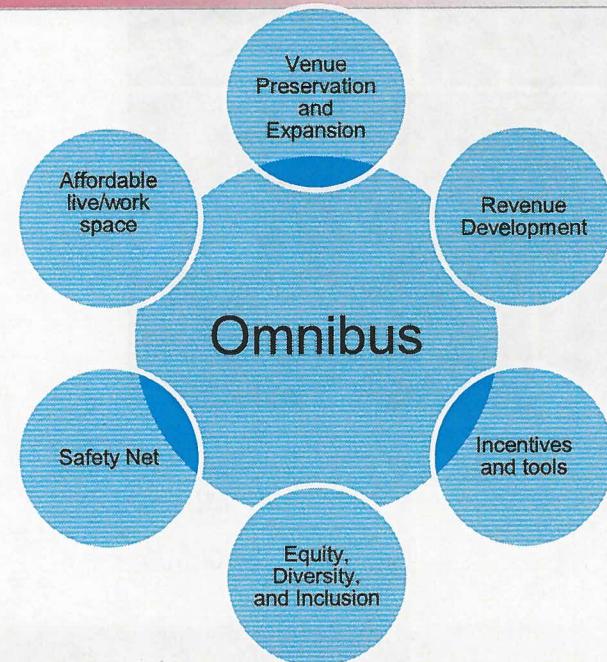


Omnibus Next Steps



In response to the Mayor's Omnibus Bill, there are five critical areas (pain points) of focus to reinvigorate the music industry:

- ✓ Venue Preservation and Creative District(s) development
- ✓ Incentives and tools
- ✓ Equity, Diversity, and Inclusion
- ✓ Affordable Live/Work Space
- ✓ Revenue Development for musicians and creatives
- ✓ Safety Net



- Working on Agent of Change Policy with major stakeholders
- Agent of Change will encompass elements of compatibility between residents and venues
- The elements may include for example: (1) the existing noise source are not allowed to cause physical damage to persons or property to the neighbors, even if the damage occurred at the changed part of the neighborhood premises; (2) the existing noise source must not be a nuisance before the change in neighborhood premises; (3) the existing noise source must be and has been in the past operating reasonably and lawfully; (4) the existing noise source needs to be managed in a considerate and effective way; and (5) there has been no increase in noise from the existing source since the change at the neighborhood premises occurred.
- Red River Extended Hours Pilot has yielded sound data and a formal report to the City Council is expected in August.



Affordable Live/Work Space



- The Challenge: a majority of spaces rented are leased from private owners and vulnerable to future displacement due to market-driven rents increases
- To mitigate an impending displacement crisis that threatens Austin's art and cultural infrastructure a real estate strategy will be developed rooted in a multi-sector collaboration that revolves around an innovative financing approach to securing permanent space for arts and cultural organizations
- The components may include: (1) a real estate holding company working exclusively on behalf of the arts and cultural sector to provide an entrée into property ownership; (2) Foundations to provide capital through grants/program related investment; (4) Bank lines of credit and also using New Market tax credits when possible; (5) creation of a community arts stabilization trust that helps nonprofits gain permanent affordable space; (6) city government to play a variety of roles; and (7) other funders as identified.

- Austin is challenge winner in Neighborhood Bonds Challenge
- Bonds are crowd-funded non-municipal bonds
- Will receive technology led financing and bond issuance fees waived
- Chosen based on project innovativeness, community impact, credit quality, and civic engagement of community need
- Neighbors technology enables direct investor participation in public issuances
- Proceeds of \$10 million bonds will be used to purchase and preserve iconic venue spaces, to facilitate the acquisition of new spaces, and to derive economic activity from ensuring the music industry has the space to perform and develop



Incentives and Tools: Austin's Mini-Bond Program

Incentives and Tools for Revenue Development



- \$75,000 allocated to develop a Revenue Development Program
- The Music Revenue Development Program would create a comprehensive, integrated and cost-effective approach towards helping local musicians by aligning 6 critical components to create and inclusive, empowered, and more connected music ecosystem: (1) critical knowledge and digital platform; (2) directory of local music resources; (3) help and support; (4) training and skill development; (5) marketing and outreach; and, (6) actionable metrics and demographics



- Austin is challenge winner in Neighboorly Bonds Challenge
- Bonds are crowd-funded non-municipal bonds
- Will receive technology led financing and bond issuance fees waived
- Chosen based on project innovativeness, community impact, credit quality, and civic engagement of community need
- Neighboorly's technology enables direct investor participation in public issuances
- Proceeds of \$10 million bonds will be used to purchase and preserve iconic venue spaces, to facilitate the acquisition of new spaces, and to derive economic activity from ensuring the music industry has the space to perform and develop



Incentives and Tools: Austin's Mini-Bond Program

Equity, Diversity, and Inclusion



- Equip the City with tools and resources to advance equitable opportunities for all persons of color as well as diverse genres
- Track racially disaggregated data and diversity of grantees
- Employ data-driven, targeted strategies, programs and resources focused on those underserved creatives of color
- Increase the use of strategies that make a difference and establish an equity and inclusion framework
- Develop the capacity of staff to reflect on race and ethnicity and advance strategies that connect creatives to pathways toward opportunity
- Support opportunities for creatives of color affected by public systems to advocate for needed policy reforms and to be an equal voice in development efforts

- Bring all the parties affecting creatives, health and quality of life together
- This includes the Dell Medical School, Central Health, Hospital Systems, Health Plans, Non-profits
- Review data for "holes in the safety net" to learn more about the extent and consequences for safety net nonprofits
- Identify most pressing safety net needs for creatives
- Recommend specific kinds of interventions to meet safety net needs



Convene five task groups and recommend specific actions
in 2017



- Venue preservation and expansion -- Agent of change, entertainment license, land use regulations, permitting and licensing
- Revenue development -- technology, music export, professional development, cultural tourism
- Affordable live/work space – new business model needed for survival and sustainability
- Incentives, Tools and Loans -- Mini-bonds and expansion of use, transitional venue fund, others
- Inclusion, diversity, and equity - Music Genre Development
- Social Net -- Expansion of social, health, and human resources for musicians and creatives

- Incentives, Tools and Loans –
- Fred Thomas, Banker,
- American Bank of Commerce
- Equity, Diversity, and Inclusion –
- Gavin Garcia, Revlynne Lawson,
- Austin Music Commission
- Safety Net – Carlos Tirado
- M.D., Psychiatry

- Affordable Live/Work Space –
- Hartline and Day, LLP
- Entertainment Law, Oaks,
- Andrea Villareal, Attorney,
- Revenue development –
- owner Antoness, Arlyn Studio expansion – Will Bridges,
- Venue preservation and
- Michelle Polgar

TASK GROUP CHAIRS

Task Group Coordinators – Graham Reynolds, Frank Rodriguez



