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600 to 900 blocks of Red River Street as the Red River Cultural District, and directed the City Manager to investigate the process for a state designation as well; and

WHEREAS, on March 3, 2016, Council approved the Music and Creative Ecosystem Omnibus Resolution which affirmed support for the music and creative ecosystem through short- and long-term goals specific to cultural tourism, revenue development, and venue retention; and

WHEREAS, Council passed Resolution No. 20100808-144 to reaffirm its direction to complete the streetscape and place-making work in the Red River Cultural District; and

21 **WHEREAS**, the Planning and Zoning Department committed more than
22 \$1.3 million of Great Streets funding for Red River Cultural District streetscape
23 improvements for Fiscal Year 2020, with Economic Development managing that
24 project; and

25 **WHEREAS**, in May 2019 Council approved Resolution No. 20190523-029
26 to create the Palm District Master Plan, which includes the Red River Cultural
27 District as a prominent component; and

28 **WHEREAS**, Resolution No. 20180215-082 directed the City Manager to,
29 among other things, analyze and provide next steps for collaboration and support
30 of an “Austin Cultural Trust” that could create spaces that support artists and arts
31 organizations, preserve historic and iconic cultural buildings and spaces for
32 creative and cultural uses, and function in a way that provides for cultural assets to
33 exist in all parts of the City; and

34 **WHEREAS**, Resolution No. 20190808-072 reiterated prior Council
35 direction to create an economic development entity that could manage a portfolio
36 of projects including affordable housing developments, public-private partnerships
37 with private-led development such as along the South Central Waterfront, and a
38 Cultural Trust to support acquisition and preservation of creative space; and

39 **WHEREAS**, the Economic Development Department contracted with a
40 consultant to provide recommendations to Council on the options for structuring

such an entity, and the timely creation of such an entity could leverage opportunities during this time to stabilize and retain creative space in addition to accessing funds available to such entities from the Economic Development Administration; and

WHEREAS, the recent impacts of the COVID-19 pandemic on the local economy and specifically to small businesses such as live music venues, restaurants, and bars may result in permanent closures of iconic venues if support is not provided to these industries; **NOW, THEREFORE,**

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

The City Manager is directed to evaluate the following strategies, and if feasible, to implement immediately:

- Removal or downward adjustment of Parking and ROW (tour bus parking) in the Red River Cultural District to assist in market recovery and reopening;
- Removal or downward adjustment of fees associated with patio cafes; and
- Expedited permitting processes and fee adjustments associated with upgrading structures to be compliant with any new safety protocols associated with safe reopening.

59 **BE IT FURTHER RESOLVED:**

60 In addition, the City Manager shall explore Transfer of Development Rights
61 (TDRS), land banking, and acquisition strategies for stabilizing assets in the Red
62 River Cultural District and shall provide options to City Council as soon as
63 possible. Such options shall include identification of strategies, timing, and
64 funding sources, but shall not include 2016 bond funds.

65 **BE IT FURTHER RESOLVED:**

66 The City Manager is directed to consult with the Music Commission to
67 explore using the Live Music Fund for re-employment/payroll assistance for
68 venues during safe re-opening and to evaluate other investments that would help
69 restore and enhance the live music and cultural tourism economy.

70 **BE IT FURTHER RESOLVED:**

71 The City Manager is directed to expedite for Council review
72 recommendations regarding the creation of an economic development entity,
73 including providing documents necessary for the creation of the entity no later
74 than June 11th and recommending ways such an entity could leverage opportunities
75 to advance community benefits during this pandemic and during recovery,
76 including but not limited to the retention, stabilization, or acquisition of creative
77 space for a cultural trust.

BE IT FURTHER RESOLVED:

Adoption of this resolution serves as an endorsement by the City Council for the Red River Cultural District State Cultural District designation application.

ADOPTED: _____, 2020 **ATTEST:** _____

Jannette S. Goodall
City Clerk