



**AUSTIN CULTURAL TOURISM AND LIVE MUSIC ECONOMY**  
**Red River Cultural District Support Recommendation 20200604-001**

**WHEREAS**, the Imagine Austin plan states that creativity is a cornerstone of Austin's identity and economic prosperity, and arts, culture, and creativity are essential keys to the City's unique and distinctive identity, and further are valued as vital contributors to our community's character, quality of life and economy, and collectively, the Austin music and creative ecosystem generates rich, social, cultural and economic benefits; and

**WHEREAS**, on March 3, 2016, Council approved Resolution 20160303-019, 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**, on March 26, 2020, Council approved Resolution 2020326-91, directed the City Manager to “develop programs to support Austinites that have been economically impacted by the public health crisis, including, but not limited to, the small and local businesses, musicians, and workers in the creative, hospitality, service, retail, restaurant, music, child care, construction, and film industries and other associated industries impacted by the COVID-19 related cancellation of major events, including, but not limited to the 2020 SXSW Festival” ; and

**WHEREAS**, on May 7, 2020, Council approved Resolution 20200507-023, directing the City Manager to develop an initial program directed towards sustaining small and local non-profit organizations and businesses using a portion of federal dollars designated for pandemic-related relief, and partner in the creation of a regional Economic Response Dashboard; and

**WHEREAS**, on May 21, 2020, Council approved Resolution 20200521-095, directing the City Manager to prepare and take appropriate action to ensure the long-term sustainability of Austin's creative culture, including its arts and music industries; and

**WHEREAS**, on May 21, 2020, Council approved Resolution 20200521-096, related to economic recovery and revitalization associated with the live music ecosystem, including in the Red River Cultural District, and authorizing the City Manager to implement feasible strategies; 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; and

**WHEREAS**, the recent impacts of the COVID-19 pandemic has eliminated most fundraising opportunities for the local music nonprofits; and

**WHEREAS**, the recent impacts of the COVID-19 pandemic has eliminated revenue streams and work opportunities for artists, musicians and other creative-sector workers; **NOW, THEREFORE, BE IT RESOLVED:**

The Red River Cultural District adopts the following recommendations and urges the City Council of Austin, Texas to take action immediately.



**COVID-19 AND ECONOMIC DISASTER RELIEF**

The following items represent actions that would support current small business retention and later recovery.

| <b>Music Economy Relief</b>   | <b>Support</b>   | <b>Description</b>  | <b>Actions</b>   |
|---|--|---|--|
| CLEAR   | Support staff fiscal and program recommendations 20200528.           | Council approved <a href="#">Resolution 20200507-023</a> + <a href="#">Resolution 20200521-96</a> | <i>Action:</i> Support staff recommendations submitted at City Council meeting 20200528 for CLEAR funding including additional relief for employers/employees, like live music venues.   |
| ANCHOR Fund   | Inclusion of Music nonprofits in eligibility categories for support. | Council approved <a href="#">Resolution 20200507-023</a>  | <i>Support Action outlined in Spending Framework on 5/19: Deploy dollars from current or additional CRF fund the following music nonprofits outside of five identified categories in the Council approved Resolution 20200507-023. Austin Music Foundation, Austin Texas Musicians, Black Fret, EQ Austin, Health Alliance for Austin Musicians, HOME, Mosaic Sound, Red River Cultural District, The SIMS Foundation, TALA.</i> |
| Creative Sector Assistance, Austin Music Disaster Relief Fund, Austin Creative Space Disaster Relief Fund | \$6mil<br>\$1.5mil<br>\$1mil   | Council approved <a href="#">Resolution 20200507-023</a>  | <i>Action:</i> Support staff recommendations submitted at City Council meeting 20200528 for the Creative Sector Assistance & allow for all three programs' growth.   |



Sincerely,

A handwritten signature in black ink, appearing to read "Cody Ross Cowan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

**The Red River Cultural District [501(c)3]** is a world-wide cultural tourism destination for authentic live music, entertainment, food and hospitality experiences in the heart of downtown Austin, Texas. Located between 6th and 12th streets, the district represents an association of over forty-seven local small businesses. The district's diverse programming regularly showcases both local and touring live music performances - seven days a week, showcasing Austin's live music brand between Rainey St and the University of Texas at Austin. Visitors to the district also experience over a dozen festivals annually, including not only SXSW Conference & Festivals, ACL Music Festival After-Shows, Creek Show, Levitation Fest, Oktoberfest + Hot Luck, but also to our annual district-grown music programs -Free Week and Hot Summer Nights. The District experience also provides excellent short-term & extended stay accommodations for all visiting guests and bands, culturally diverse dining experiences at restaurants + food trucks, as well as the promise of cold beers, excellent cocktails & good times for all.

FROM THE OFFICE OF      CODY ROSS COWAN      RED RIVER CULTURAL DISTRICT  
EXECUTIVE DIRECTOR  
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