



Recommendation for Action

File #: 21-1543, **Agenda Item #:** 31.

3/25/2021

Posting Language

Ratify a contract with Joyce James Consulting to provide equity training and strategic equity plan reviews for Austin live music venues that received funds from the Austin Live Music Venue Preservation Fund for a total amount not to exceed \$79,000.

Lead Department

Economic Development Department.

Fiscal Note

Funding in the amount of \$79,000 is available in the Fiscal Year 2020-2021 General Fund Emergency Reserve Fund's Operating Budget.

Prior Council Action

December 3, 2020 - Resolution No. 20201203-013 was approved establishing enhanced program guidelines for the Austin Live Music Venue Preservation Fund, a \$5,000,000 program to help support Austin-based live music venues impacted by the COVID-19 pandemic.

October 15, 2020 - Resolution No. 20201015-072 was approved establishing the Business Preservation Fund and allowing no more than \$1,500,000 to be used for emergency relief provided by the Austin Live Music Preservation Fund and the Austin Legacy Business Relief Grant.

October 15, 2020 - Resolution No. 20201015-074 was approved establishing program guidelines for the Austin Live Music Venue Preservation Fund and directing staff to return with additional recommendations for enhanced program guidelines.

October 1, 2020 - Ordinance No. 20200901-052 was approved amending certain Fiscal Year 2020-2021 department budgets to fund the Save Austin's Vital Economic Sectors (SAVES) Fund to support COVID-19 emergency relief.

September 17, 2020 - Resolution No. 20200917-062 was approved directing the City Manager to explore and identify ways to support and to increase the survivability of those most vulnerable in Austin's hardest hit sectors: childcare, music and arts venues, restaurants and bars.

For More Information

Sylvia Holt-Rabb, Acting Director, Economic Development Department, 512-974-3131; and Dusty McCormick, Economic Development Liaison, 512-974-6390.

Additional Backup Information

Joyce James Consulting will provide workshops and services to help Austin Live Music Venue Preservation Fund Phase 1 grant recipients fulfill the requirements as outlined in the program guidelines, which Council approved via Resolution No. 20201203-013 on December 3, 2020. All Phase 1 grant recipients must complete

the Equity Strategic Plan process to quality for Phase 2 funds.

Joyce James Consulting will provide the following services:

- Conduct three one-day workshops for groups of no more than 25 participants to increase awareness and elevate the consciousness of the participants by building a common language and understanding of racism as the underlying factor that contributes to racial inequities in systems. This increased knowledge can be a catalyst for developing strategies to build more effective programs, strengthening community partnerships, and beginning the journey towards transformation of all systems to better understand and respond to the needs of all populations.
- Conduct two one-day debrief sessions with up to 35 participants. The debrief sessions will present analysis of pre/post surveys and participant evaluations.
- Conduct two one-day strategy sessions for participants. The strategy sessions will include discussions that create mutual ownership and accountability for the strategies and goals for a racial equity plan for live music venues.

Review up to 70 applications submitted by grant recipients to ensure plans are actionable for achieving goals as outlined by the program guidelines and for implementation within one year of the grant award.

Economic Opportunity and Affordability.