



Austin's Creative Consortium

Presented by Cory Baker, CEO



Recognizing a Need

- Now more than ever, the creative sector in Austin desperately needs a **reliable support system** with the resources and infrastructure to sustain itself, enabling growth to accommodate and better reflect the rapidly expanding population.
- We believe that Austin is missing a critical piece to ensure a healthy creative sector – **centralized support and services** as called for in the Imagine Austin and Austin Music and Creative Ecosystem Omnibus Resolution:

23. Review the feasibility of existing efforts to partner or support the creation of a music “HUB” that supports the music industry by offering a collection of resources and services for musicians and artists under one roof. (Development a sustainable business model to support the musician and artistic community and the music and creative industry)

Opportunity

Emulate other organizations across the country that support the creative sector through creating efficiencies, raising revenue and awareness and cultivating collaboration

The screenshot shows the Pittsburgh Cultural Trust website. At the top is the logo with the text "PITTSBURGH CULTURAL TRUST" and a stylized face icon. Below the logo is a navigation bar with a "MENU" button, a search icon, and a shopping cart icon. The main content area is titled "Shared Services" in green. Below this is a video player showing a woman in a hat looking at art. The video title is "Pittsburgh Cultural Trust Collaboration Video" and it is attributed to "The Pittsburgh Cultural Trust". The video player has a play button, a progress bar showing 03:35, and a Vimeo logo. To the right of the video player are social media icons for heart, clock, and share. Below the video player is a text block that reads: "The Pittsburgh Cultural Trust is a world leader in collaboration among arts organizations. Through its Shared Services department, the Trust increases efficiencies and decreases costs for Pittsburgh Cultural District member organizations including Pittsburgh Ballet Theatre, Pittsburgh CLO, Pittsburgh Opera, Pittsburgh Public Theater, and Pittsburgh Symphony Orchestra." At the bottom of the text block is the heading "Cultural District Collaborators" in orange.

PITTSBURGH CULTURAL TRUST

MENU

Shared Services

Pittsburgh Cultural Trust Collaboration Video
from The Pittsburgh Cultural Trust

03:35

vimeo

The Pittsburgh Cultural Trust is a world leader in collaboration among arts organizations. Through its Shared Services department, the Trust increases efficiencies and decreases costs for Pittsburgh Cultural District member organizations including Pittsburgh Ballet Theatre, Pittsburgh CLO, Pittsburgh Opera, Pittsburgh Public Theater, and Pittsburgh Symphony Orchestra.

Cultural District Collaborators



Creative Consortium

The Creative Consortium, a new initiative under the umbrella of The Long Center, would be an administrative hub offering services and generating resources for creative and cultural organizations.

The Consortium will operate as an equitable and inclusive membership-based hub for the creative sector.

Build Support and Revenue for the Creative Sector

- Identify new funding to support the creative ecology in Austin **that would be unavailable to individual organizations**
- Leverage scale and visibility of a multi-member consortium to successfully tap into **corporate giving**
- Create a unified plan and voice to **market the creative sector** and build partnerships with key allies like the hospitality and tourism industries



Increase efficiencies & Decrease costs through shared infrastructure

- Consolidate and **reduce overhead expenses** freeing up time and resources for artist pursuits
- **Maximize savings** through pooled purchasing
- Provide a level of **high caliber infrastructure** and business services currently out of reach for many creative organizations, venues and artists



Additional Benefits:

- Opportunity to prioritize **support for under-served and under-represented** organizations
- Cultivate **collaboration** and strengthen **communication** across the Creative Sector
- Provide educational resources and best practice recommendations promoting **Diversity, Equity & Inclusion**
- Elevate **visibility** of and **advocacy** for the creative sector



Potential Consortium Structure



- Membership organization with independent advisory board and by-laws
- Commitment to intentional Equity and Inclusion
- Long Center serves as administrative hub with centralized business unit and staff to manage services and members
- Funds managed and housed separately from Long Center

Why the Long Center?

- Mission alignment
- Agnostic
- Strong Foundation – staff & infrastructure
- Experience
- Existing Support from the Community





We're not the answer; we can be a catalyst for the solution.



Current conversations and focus groups aren't about securing clients but rather looking to recruit partners to build with.

A photograph of a woman with curly hair singing into a microphone on a stage. She is wearing a light-colored, patterned short-sleeved shirt and shorts. In the background, a man is playing a keyboard, and another person is partially visible. The stage is dimly lit with some blue and red lights. The image is partially obscured by a white semi-transparent box on the right side, which contains the text and list.

Potential Tier 1 services

- Human resources support & health insurance
- Finance & accounting services
- Pooled purchasing
- Professional development
- Shared office and venue space
- Ticketing & Box Office

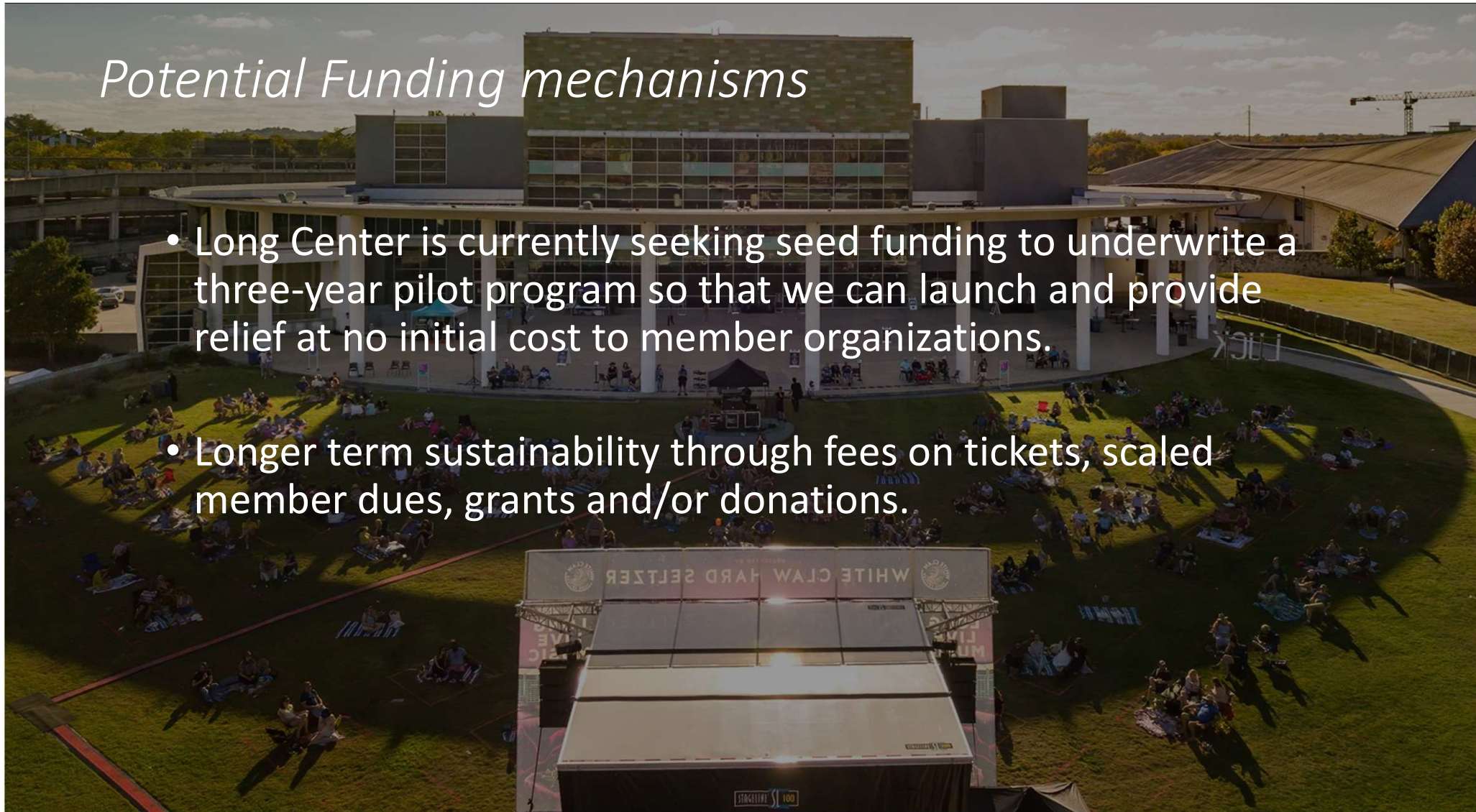
Potential future programs

- Collaborative Fundraising
- Joint Marketing
- Business Development & Strategic Planning
- Venue-Specific Services



Potential Funding mechanisms

- Long Center is currently seeking seed funding to underwrite a three-year pilot program so that we can launch and provide relief at no initial cost to member organizations.
- Longer term sustainability through fees on tickets, scaled member dues, grants and/or donations.





Thank you!

Questions?