



MUSIC COMMISSION BUDGET RECOMMENDATION FY23-24 20230403-6

Date: April 4, 2023

Subject: Music Commission budget recommendations for FY23-24

Motioned By: Chair Patterson

Seconded By: Commissioner Lauryn Gould

Recommendation:

Directive to City Council for the City to invest in Austin music economy initiatives to sustain, grow, and transform our music industry.

Description of Recommendation to Council:

The Music Commission, in support of the music community, recommends that the Austin City Council designate a minimum \$3.36 Million investment for FY2024 to fuel Austin music industry growth and support the music community.

The commissions recommends that the funds be invested in:

- **Fiscal support for the Austin Economic Development Corporation (AEDC).** Funding for staff, administration, completion of current projects, community engagement, and initiation of new projects, while developing outside funding streams. AEDC real estate projects help provide affordable, sustainable space for music venues, production facilities, and other music businesses.
\$2.5 Million per year for 2 years / City General Fund
- **Fiscal support for Music and Entertainment Division musician performance program.** Funding for city-sponsored music events – music showcases, street performance program, City Council and Music Commission performances — showcasing artists from each of the 10 council districts and compensated at the city-approved rate of \$200/hr per musician.
\$90,000 for FY 24 / City General Fund
- **Initiation and fiscal support for a new disaster-related Stormy Weather Fund.** Financial compensation for musicians and music workers demonstrating financial loss caused by declared disaster emergencies and resulting power failures.
\$800,000 per year ongoing, subject to adjust based on frequency of emergencies / Austin Energy Annual Revenue

Rationale

The music industry is vital to the economic and cultural life of our city and deserves the same investment as other key growth industries in Austin.

- Music and musicians contribute significantly to Austin's economy. In 2015, the music industry in Austin generated \$1.8 billion in economic activity and supported nearly 19,000 jobs.

- The cost of living in Austin has been rising. From 2011 to 2021, the median home price in Austin increased from \$193,000 to \$517,000, and the median rent increased from \$815 to \$1,387.
- Many musicians struggle to make a living in Austin due to affordability issues. According to a 2018 survey by the Austin Music Census, nearly three-quarters of musicians in Austin reported making less than \$18,000 per year from music-related income.
- Affordability issues can lead to a decline in the music industry in Austin, which could have a significant impact on the city's economy. In addition to generating \$1.8 billion in economic activity in 2015, the music industry in Austin also supported over 4,900 local businesses.
- Funding activities that provide more paid work to Austin musicians can help protect the city's economic growth. This includes supporting music venues, festivals, and events that hire local musicians, as well as initiatives that provide training and resources for musicians to build their careers and generate more income.
- By investing in the music industry and supporting musicians in Austin, the city can maintain the vibrancy of its cultural identity and ensure the continued contribution of the music industry to the local economy.

Vote

For: 8 (Chair Patterson, Vice Chair Medicharla, Commissioners Bartell, Davila, Gould, Rosenthal, Strickland, Sullivan)

Against: 0

Abstain: 1 (Commissioner Jonathan “Chaka” Mahone)

Absent: 2 (Commissioners Pike and Quesada)

Attest: Kim McCarson, Staff Liaison