

**RESOLUTION NO. 20230601-046**

**WHEREAS**, the Imagine Austin comprehensive 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**, in 2014, the City of Austin conducted its inaugural ATX Music Industry Census and Needs Assessment (the “Austin Music Census”) that resulted in a June 2015 report identifying strengths and defining characteristics of the local music ecosystem as well as key challenges and policy considerations for the City; and

**WHEREAS**, responding to the results of the Music Census, Council approved Resolution No. 20160303-019 (the “Music and Creative Ecosystem Omnibus”), 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 development; and

**WHEREAS**, Council approved Resolution No. 20200521-095 during the Covid-19 pandemic stating that the City intends to remain the Live Music Capital of the World and a cultural center by supporting near-term relief and long-term

investment in its creative economy, including artists, venues, and industry professionals; and

**WHEREAS**, in 2022, Sound Music Cities partnered with over 50 Austin area organizations, including the City, to promote and collect updated data as a part of the Greater Austin Music Census; and

**WHEREAS**, the Greater Austin Music Census report was published in February 2023 and includes a summary of the feedback of 2260 artists and industry representatives in the Austin region; and

**WHEREAS**, the Greater Austin Music Census organizers have offered to provide survey data and comments to the City after any and all identifying information has been removed; and

**WHEREAS**, the City's Music Commission passed Recommendation 20221003-3 in October 2022 that recommended that "the gathered data be posted publicly via the City of Austin Open Data Portal or other CoA public online platform so that census results are easily accessible to local music industry professionals, nonprofits, state government agencies, and City departments, as well as music patrons and consumers;" and

**WHEREAS**, in response, the City's Economic Development Department (EDD) staff have stated that "it would be inconsistent with our practices to own and maintain this data, and it would be improper to obligate EDD staff to respond to or redirect questions that the data might generate," but also noted that "regardless of

whether the data lives on the open data portal, our staff are using this data source and others to inform our plans for the next round of grant programs, technical assistance classes, etc.;" and

**WHEREAS**, EDD staff recommended an alternative option that the Mayor and Council could accept ownership of the data for it to be included on the City's Open Data Portal; and

**WHEREAS**, the City Council acts as a body and requires a Council resolution to formally accept ownership of this data; and

**WHEREAS**, there are a number of music-related policies and programs that would benefit from timely data transparency and the historical record of this information, including the administration of the Live Music Fund, which was initiated in 2019 and opened for applications in 2023; and

**WHEREAS**, the Music Commission passed Recommendation 20220207-3b in February 2022 that offered recommendations on the administration of the Live Music Fund in year one of the program and a different eligibility criteria beginning in year two; and

**WHEREAS**, the Music Commission further recommended that metrics be established to measure outcomes and to ensure accountability that would inform the administration of the Live Music Fund; and

**WHEREAS**, the first year of applications to the Live Music Fund closed on May 16, 2023; **NOW THEREFORE**,

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

The City of Austin thanks Sound Music Cities, as well as all other partners in the Greater Austin Music Census of 2022, and formally accepts the data provided from this census for the purposes of the historical record and transparent hosting on the City of Austin's Open Data Portal. Data from both census reports should be posted for ease in comparison wherever possible.

**BE IT FURTHER RESOLVED:**

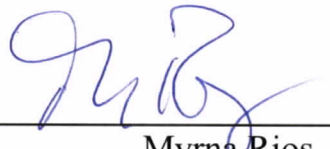
The City Manager is directed to prepare for, and actively partner on, future live music censuses on a regular five-year cycle. The City Manager should prepare proposals for funding, partnering with organizations experienced in the local music ecosystem, and broad engagement strategies sufficiently in advance to adhere to the five-year timeline.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to publish data for live music fund applications that allows for the transparent discussion of metrics and inform any possible changes for future years of the program.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to continue to work with and support the Music Commission in developing policy and program recommendations that are responsive to the data included in the Greater Austin Music Census and Live Music Fund application pool.

**ADOPTED:** June 1, 2023 **ATTEST:**   
Myrna Rios  
City Clerk