

1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4

2
3
4
5

6
7
8

9
0
1
2

3
4
5

6
7
8
9
0

- 1
- 2
- 3
- 4

25 **WHEREAS**, in 2012, a report entitled The Economic Impact of the Creative
26 Sector in Austin, evaluated the relationship between culture, creativity, and
27 economic activity locally and provided specific recommendations to live music
28 venues that impact the long-term sustainability and viability of the Red River
29 Cultural District; and

30 **WHEREAS**, on October 17, 2013, City Council passed Resolution No.
31 20131017-036 designating the 600 to 900 blocks of Red River Street as a local
32 Cultural District and later the district received designation as a State Cultural
33 District by the Texas Commission on the Arts in 2020; and

34 **WHEREAS**, in 2015, Austin's Cultural Tourism Plan was completed,
35 stating that the Red River Cultural District represents a generative cultural district
36 model worth investing in to test and replicate, while also preserving integral stories
37 of an Austin past at risk, as well as an action to support the formation of merchants
38 associations that provide strong, vibrant and functional commercial business
39 districts that can further promote and preserve the history and culture of an area of
40 which Red River Cultural District Merchants Association exists; and

41 **WHEREAS**, in 2016, Council passed Resolution No. 20160303-019,
42 resulting in Music and Creative Ecosystem Stabilization report recommendations
43 that provided incentives, tools, and loans to stabilize and further foster the growth
44 of the various sub sectors within the industries; and

45 **WHEREAS**, in 2016, the City partnered with merchants in the Red River
46 Cultural District to support the organization and develop the Red River Merchants
47 Association through the Economic Development Department's Souly Austin
48 program, and has since invested approximately \$1.5 million in public infrastructure
49 improvements, district identification projects, placemaking, and event support; and

50 **WHEREAS**, in December 2016, the City’s Economic Development
51 Department commissioned the Urban Land Institute to complete a technical
52 assistance panel on Live Music Preservation in the Red River Cultural District that
53 provided recommendations toward preservation of the District that included
54 immediate and long-term goals, including incentives, regulatory and financial
55 support; and

56 **WHEREAS**, in 2018, the Red River Cultural District, along with the
57 African American Heritage District and the 5th Street Mexican American Heritage
58 Corridor, was allocated historic preservation funds for heritage wayfinding
59 projects; and

60 **WHEREAS**, on September 14, 2023, the City Council adopted the Palm
61 District Plan, Resolution No. 20230914-096, which included initiating
62 amendments to the plan that the district will become a destination that celebrates
63 its multi-cultural heritage by supporting and expanding the Red River Cultural
64 District’s live music and entertainment economy, including the preservation of
65 performance venues in the Red River Cultural District through incentives, public-
66 private partnerships, and regulatory tools such as transfer of development rights,
67 historic and landmark designations, agent of change (sound compatibility), and the
68 Iconic Venue Fund; and

69 **WHEREAS**, the Economic Development Department is currently working
70 on an Economic and Cultural District Framework for funding new and existing
71 cultural and business districts, and is expected to return to Council by July 2024 for
72 approval; **NOW, THEREFORE**,

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

74 The City Manager is directed to return to Council with an Economic and
75 Cultural District Framework on or before July 2024 with recommendations on
76 sustainable and equitable funding mechanisms to best support new and existing
77 cultural and heritage districts.

78 **BE IT FURTHER RESOLVED:**

79 The City Manager is directed to identify funding options in the current fiscal
80 year that could be used for the Red River Merchants Association. The scope of
81 work for this management service contract should include, but not be limited to:

- 82 • Developing Red River Cultural District's signature festival's Hot Summer
83 Nights and Free Week (example: more venues and performers, expanded
84 weekend dates);
- 85 • Documenting the story of live music in Austin by telling the rich, deep-
86 rooted history of the Red River Cultural District (example: walking tours,
87 public murals);
- 88 • Conducting an economic impact analysis;
- 89 • Supporting daily business operations while expanding full-time staffing; and
- 90 • Year-round promoting and marketing of this worldwide cultural tourism
91 destination and entertainment district located in the heart of the "Live Music
92 Capital of the World."

93 The City Manager is directed to identify contracting and funding options to
94 achieve elements of this scope of work, negotiate appropriate terms, and return to
95 Council no later than May 2, 2024. This funding should be maintained until staff
96 has proposed, and Council has approved, a framework for cultural districts City-
97 wide.

98 **BE IT FURTHER RESOLVED:**

99 Upon approval of an Economic and Cultural District Framework, the City
100 Manager is directed to include the adopted allocation of funding to cultural
101 districts in the subsequent City budget.

102 **BE IT FURTHER RESOLVED:**

103 The City is committed to the expedited delivery of the defined incentives,
104 tools, and regulatory and financial commitments to preserving and enhancing
105 Austin’s live music community. The City Manager is directed to provide an
106 update on policy areas that have been the subject of previous Council direction,
107 including:

- 108 • Chapter 380 Policy Revisions
- 109 • Location Enhancement Program
- 110 • Cultural District Overlay
- 111 • Economic and Cultural District Framework

112 **BE IT FURTHER RESOLVED:**

113 The City Manager is directed to work with the Red River Cultural District to
114 identify additional opportunities to support the cultural district prior to the
115 completion of the Economic and Cultural District Framework through existing
116 mechanisms.

117
118
119 **ADOPTED:** _____, 2024 **ATTEST:** _____

120 Myrna Rios
121 City Clerk