



## RECOMMENDATION

### DOWNTOWN COMMISSION

Recommendation Number: 20240320-002

*Immediate and future funding for the Red River Cultural District*

WHEREAS, On February 9, 2024, City Council approved a resolution directing the City Manager to return to Council with an Economic and Cultural District Framework, identifying funding and support for Red River Cultural District, and

WHEREAS, The Red River Cultural District is the Austin's largest geographically contiguous collection of live music venues hosting local and touring artists from a diverse range of backgrounds and a wealth of genres, from hip-hop to Latin to LGBTQIA+ to independent rock and more; and

WHEREAS, other designated Austin Cultural Districts have received recent funding in amounts ranging from \$120,000 to \$300,000; and

WHEREAS, Austin's live music industry is a primary driver of tourism; and

WHEREAS, Austin's live music venues face dramatically escalating rent and operating costs; and

WHEREAS, the Red River Cultural District produces two annual festival which are completely free and open to the public, and on February 15, 2024 City Council passed a resolution directing the City Manager to investigate ways to preserve accessible, inclusive, open-to-the-public events and to identify opportunities for the City to support and promote community events

NOW, THEREFORE, BE IT RESOLVED that the Downtown Commission recommends that Austin City Council to allocate immediate and future funding to the Red River Cultural District consistent with amounts allocated to other Cultural Districts, through its managing entity, Red River Merchants Association.

Date of Approval: \_\_\_\_\_

Record of the vote:

Attest: \_\_\_\_\_

(Staff or board member can sign)