



[BOARD/COMMISSION NAME] RECOMMENDATION YYYYMMDD-XXX
[XXX is the agenda item number]

Date: 6/27/2024

Subject: Creative Combining District and Development Bonus Program for live music venues;
Subdistrict and cultural district overlay for Red River Cultural District

Motioned By: Nagavalli Medicharla

Seconded By:

Recommendation

Music Commission recommends creating a Creative Combining District and Development Bonus Program to enhance the development and preservation of live music venues and creative sector businesses, and to initiate a specific Red River Cultural District subdistrict and cultural district overlay

Description of Recommendation to Council

Rationale:

Music in Austin is fundamental to the city's identity, enhancing its quality of life and serving as a significant draw for tourism and employers. **The Red River Cultural District (RRCDD) serves as a center for live music, and the city must ensure that music continues to be an integral part of RRCDD as the district evolves in future.**

With thousands of hotel rooms in the vicinity, proximity to these live music venues enhances the attractiveness of the area for visitors, supporting local businesses and boosting the economy. RRCDD is home to several live music venues which nurture local talent. Cultural and music venues provide spaces for people to gather, share experiences, and foster a sense of community.

By investing in RRCDD, the city can ensure the continuity of its vibrant music scene, attract talent, boost tourism, and enhance the overall quality of life for its residents.

Vote: (Add the number vote here, even if unanimous)

For:

Against:

Abstain:

Absent:

Attest: *[Staff or board member can sign]*
