



MUSIC COMMISSION RECOMMENDATION 20240805-07

Date: August 5, 2024

Subject: Economic and Cultural District Framework

Motioned By: Vice Chair Patterson

Seconded By: Commissioner Gould

Recommendation

The Music Commission recommends that City Council support the establishment of an Economic and Cultural District Framework Policy, as proposed by the Economic Development Department staff.

Description of Recommendation to Council

Currently the City of Austin lacks a holistic, consistent approach to the recognition and development of designated economic and cultural districts. The Economic Cultural District Framework Policy would:

- Leverage economic benefits of concentrated activity in defined districts.
- Provide clarity and support for small area planning, historic district designation, public improvement districts
- Provide for meaningful and consistent support and resources for cultural districts established by City Council: Six Square, the 5th Street Mexican American Heritage Corridor, the Red River Cultural District, and the South Shore Cultural District.

Rationale:

- The Framework aims to leverage economic benefits of concentrated activity in defined districts.
- Districts serve as tourist attractions, offering diverse experiences.
- The Framework provides guidance for organizing and resourcing economic and cultural districts in Austin.
- Well-defined districts support thriving commerce and cultural preservation.
- Unified management, branding, programming, and improvements amplify economic impact and foster synergy among stakeholders.

Vote

For: 8 Against: 0 Abstain: 0 Absent: 3

Attest: Shelbi Mitchell