



The Creative Reset Phase II

Reimagining Austin's Cultural Facilities and Museums

Arts, Culture, Music, and Entertainment

July 2026

Why Now? Austin Has Changed. Our Cultural System Must Change With It.

- Austin's population continues to grow and diversify.
- Community expectations have shifted from simply preserving facilities to actively programming and activating them.
- Residents expect welcoming, accessible, vibrant public spaces that are open, responsive, and community-centered.
- The Creative Reset presented an opportunity to rethink how our facilities operate, not just maintain the status quo.



Emma S Barrientos Mexican American Cultural Center

Our Community Spaces

Cultural Centers and Entertainment Complex

Millennium Youth
Entertainment Complex

African American
Cultural & Heritage
Facility + Dedrick
Hamilton House

Asian American
Resource Center

Connelly-Yerwood “Pink”
House

Emma S Barrientos
Mexican American
Cultural Center

George Washington
Carver Museum, Cultural
+ Genealogy Center

Museums and Art Center

Montopolis Negro
School

Zilker Hillside
Theater

Dougherty Arts
Center

Elisabet Ney
Museum

UMLAUF
Sculpture Garden
& Museum

Susanna
Dickinson
Museum

O. Henry
Museum

Old Bakery &
Emporium

23rd Street
Renaissance Artist
Market



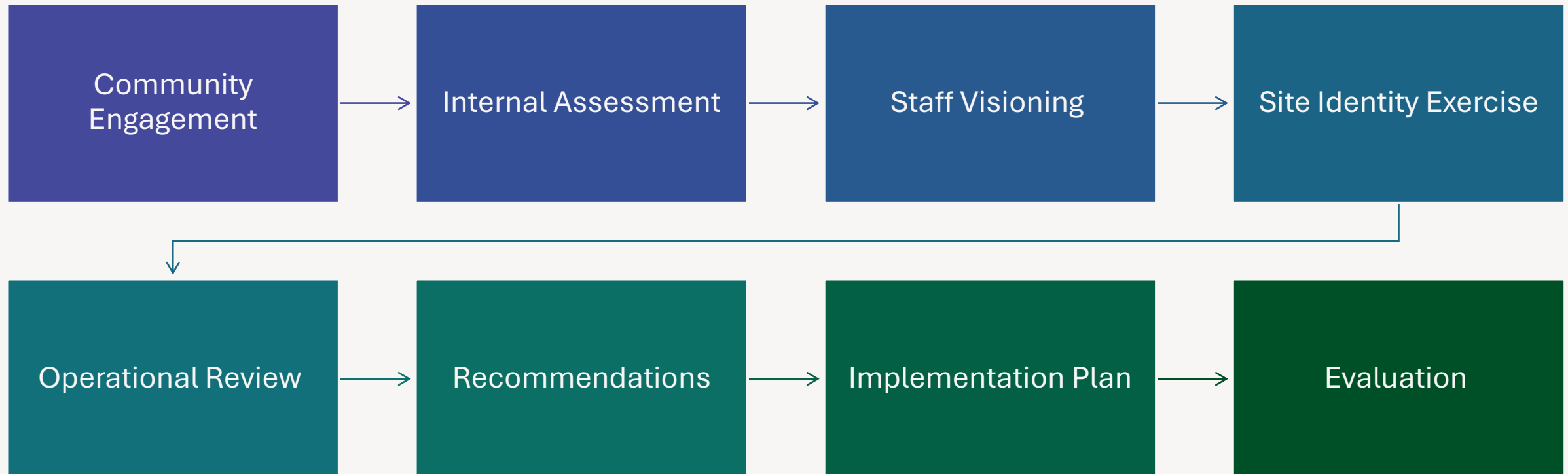
Our Approach

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Our Approach

We designed this process around listening.



**Nearly a year of
engagement ensured
that our
recommendations
reflect both community
priorities and
operational realities.**



Elisabeth Ney Museum



Community: What We Heard

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Community: What We Heard

Activate our facilities

More activity, more energy, more opportunities.

Expand partnerships

Collaborate with artists, nonprofits, schools, and community organizations.

Improve customer experience

Create welcoming, consistent, easy-to-access spaces.

Reduce barriers

Simplify processes and increase accessibility.

Celebrate each site's unique identity

Honor history while creating new opportunities.



Brush Square Pun-Off Event



Staff: What We Learned

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Staff: What We Learned

- Staff are passionate and deeply committed to serving the community.
- Operational processes vary significantly across facilities.
- Administrative responsibilities often limit time available for programming and community engagement.
- Greater collaboration, shared services, and consistent expectations can improve efficiency while preserving each site's unique identity.
- Our facilities are aging.



Staff Engagement Event



Old Bakery & Emporium

Our New Operating Model

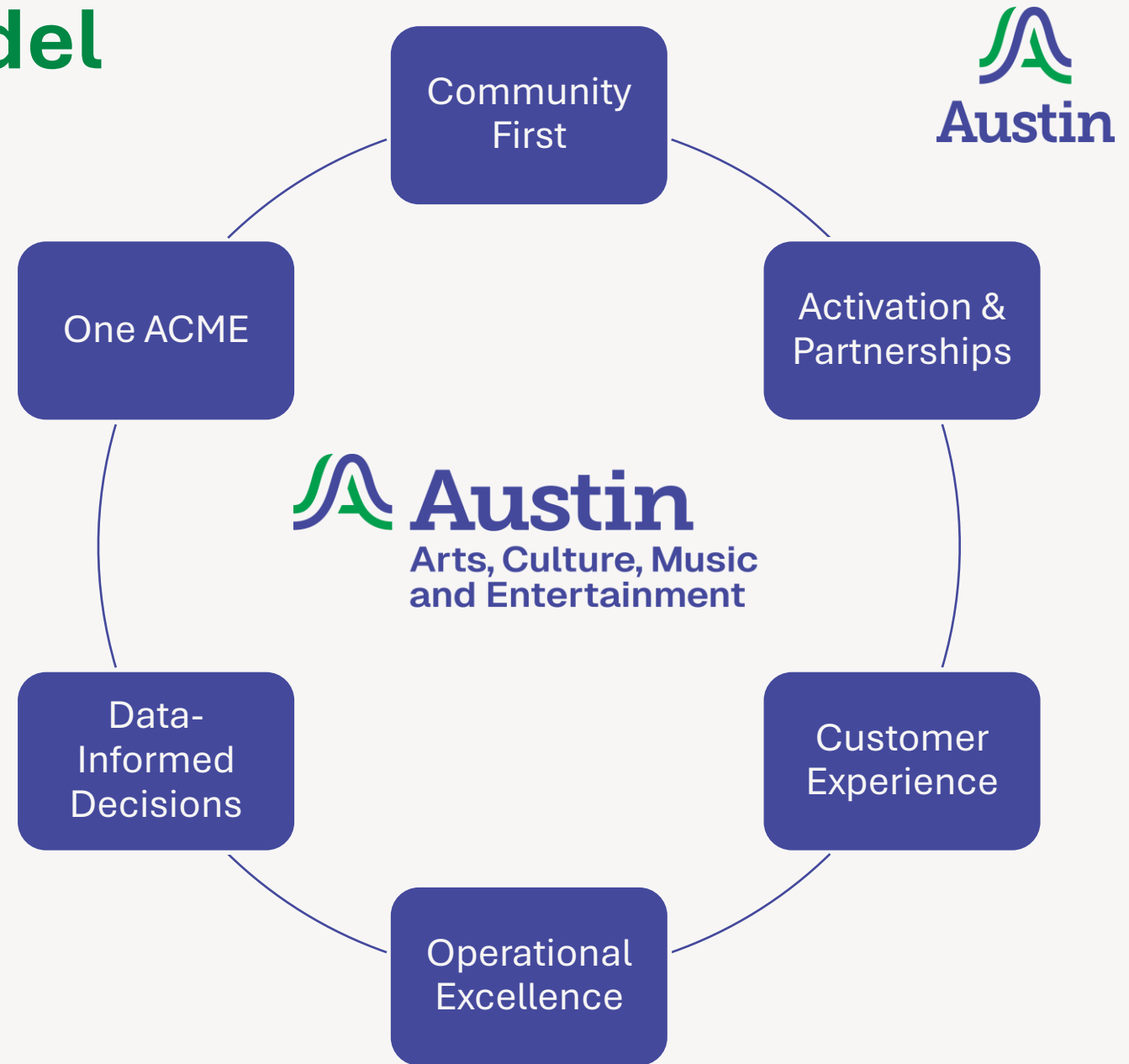
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Our New Operating Model

ACME Operational Excellence Framework

This framework becomes the foundation for how ACME operates moving forward.





Our Implementation Priorities

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Our Implementation Priorities: FY 2026

From Community Feedback to Action

Community First

Expanded Hours

Monthly Calendar

One ACME

Leadership Accountability

Monthly departmental newsletter

Activation & Partnerships

Annual Activation Plans

Weekly reports

Partnership Strategy



O. Henry Museum

Our Implementation Priorities: FY 2027

From Community Feedback to Action

Customer Experience

Workforce alignment

Safety memo & standards

Customer experience & support services

Data Informed Decisions

Data Dashboard

Monthly leadership reports

Facility rental fee alignment

Operational Excellence

Strategic infrastructure initiatives

Customer Service Standard operating procedures



UMLAUF Museum



How We will Measure Success

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How We Will Measure Success

Success Will Be Measured by Outcomes, Not Activity.

- Attendance & Participation
- Facility Utilization
- Community Partnerships & Activations
- Static Exhibits Programming
- Customer Satisfaction
- Community Engagement & Feedback
- Access Improvements
- Revenue Generation, Where Applicable
- Budget Performance & Utilization
- Operational Efficiency



Connelly-Yerwood “Pink” House



Looking Ahead

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Asian American Resource Center

The Creative Reset Doesn't End Here, It Begins Here.

- Present at Commissions and meet with Key Partners
- Complete the Final Phase II Report
- Implement the ACME Operational Excellence Framework.
- Launch Phase II operational improvements.
- Continue engaging the community for Phase III.
- Monitor performance and adjust as we learn.
- Reimagine Austin's arts and cultural spaces for future generations.

