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



Beverly Sheffield Hillside Theater

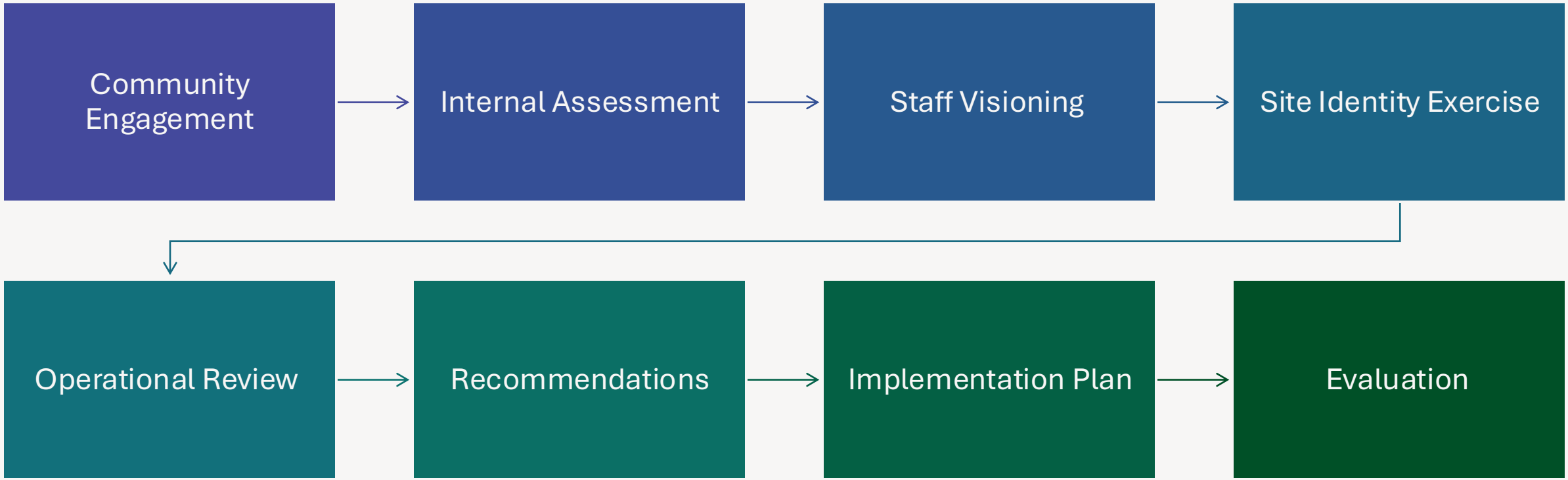
Our Approach

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Our Approach

We designed this process around listening.



Austin
Arts, Culture, Music and Entertainment

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



Elisabeth Ney Museum



ACME Creative Reset Engagement

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



Dougherty Arts Center

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

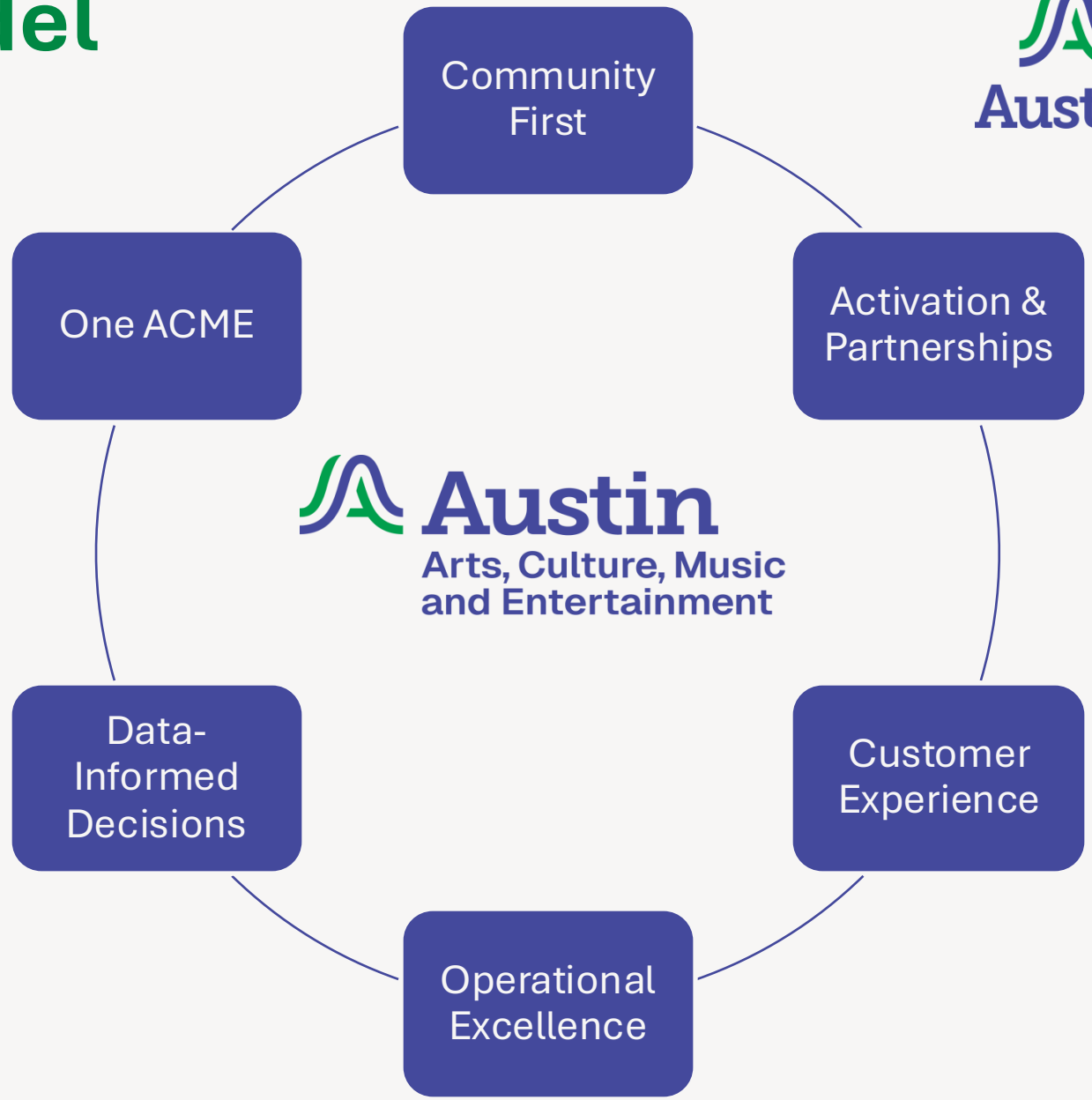
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Our New Operating Model

ACME Operational Excellence Framework

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





Carver Museum, Cultural & Genealogy Center

Our Implementation Priorities

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Our Implementation Priorities: FY 2026
From Community Feedback to Action

Austin

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

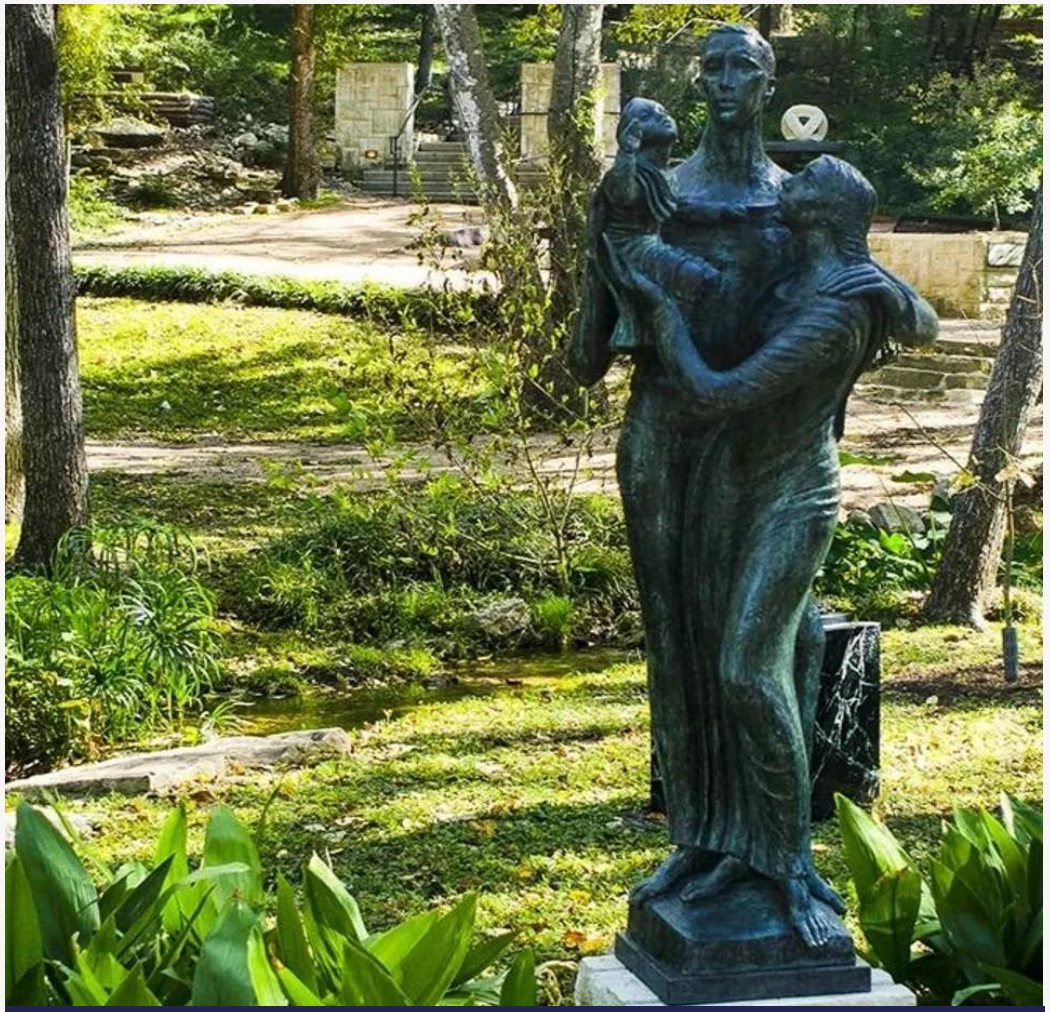
- Workforce alignment
- Safety memo & standards
- Customer experience & support services

Data Informed Decisions

- Data Dashboard
- Monthly leadership reports
- Facility rental fee alignment

Operational Excellence

- Strategic infrastructure initiatives
- Customer Service Standard operating procedures



UMLAUF Museum



African American Cultural & Heritage Facility

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



Asian American Resource Center

Looking Ahead

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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.



Thank you!