

RESOLUTION NO. 20100624-085

WHEREAS, Austin is recognized around the world for its vibrant and growing creative sector that contributes an estimated 2 billion dollars a year to our community's economic engine; and

WHEREAS, a survey of 400 of America's top employers concluded that "employers rank arts study and experience in performing arts and entertainment as the top factors for instilling creativity in the workforce"; and

WHEREAS, a recent study by the Texas Cultural Trust, *20 Reasons the Texas Economy Depends on the Arts and the Creative Sector*, called the creative sector "the hidden power behind the economy"; and

WHEREAS, in 2006, the City of Austin undertook the *CreateAustin* cultural planning process to "identify Austin's creative assets and challenges, define goals, and establish recommendations to invigorate Austin's 'culture of creativity' to the year 2017"; and

WHEREAS, the City of Austin employed a consulting team and assigned City staff to work with the *CreateAustin* Leadership Council and over 200 community volunteers to create recommendations that would further develop the creative industries for the betterment of Austin; and

WHEREAS, the City of Austin and the community produced the *CreateAustin Community Cultural Master Plan (CACCMP)* that was formally presented to the Austin City Council in June 2008, and is currently awaiting Council action; and

WHEREAS, the City and engaged citizens have initiated a number of CACCMP recommendations that have not required an investment of new resources or the official support of the City Council, including the creation of the Greater Austin Creative Alliance (*CACCMP Recommendation #2*); and

WHEREAS, on September 29, 2009, the Planning Commission unanimously voted to forward to the City Council a recommendation for adding new elements for consideration in developing the new Comprehensive Plan, one of which is a "culture, music, film, theater, and art element"; and

WHEREAS, the formal endorsement of the City Council will assist in moving this Plan forward for the long-term creative and economic good of our community; **NOW THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

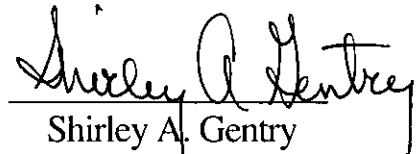
That the City Council formally endorses the *CreateAustin Cultural Master Plan* in principle and directs the City Manager to take the following actions:

1. Form and participate in a "City/Community Accountability Working Group" to oversee and track the effective implementation of the *CreateAustin Cultural Master Plan*, as outlined in the CreateAustin Community Cultural Master Plan (*CACCMP Recommendation #1*); and
2. Direct City staff to continue to explore the coordination of "creative enterprise" services, programs and resources into an interdisciplinary staff team within the City to ensure effective interdepartmental communication and collaboration of services between the respective creative industries (*CACCMP Recommendation #3*); and
3. Request that the City's Comprehensive Plan process of "Imagine Austin" specifically embrace creative enterprises as a vital and economically beneficial component to be formally included in the

economically beneficial component to be formally included in the comprehensive planning process and that final recommendations of the Comprehensive Plan integrate the *CreateAustin Cultural Master Plan*.

ADOPTED: June 24, 2010

ATTEST:


Shirley A. Gentry
City Clerk