

RESOLUTION NO. 20160303-xxx

WHEREAS, the City supports the music and creative ecosystem as a powerful means of connecting people that bridges linguistic and cultural divides, and is a vehicle for identity and expression like no other; and

WHEREAS, the Imagine Austin plan states that creativity is a cornerstone of Austin's identity and economic prosperity, and arts, culture, and creativity are essential keys to the City's unique and distinctive identity, and further are valued as vital contributors to our community's character, quality of life and economy, and collectively, the Austin music and creative ecosystem generates rich, social, cultural and economic benefit; and

WHEREAS, the recently released Economic Impact of Music 2016 Study shows the collective impact of music and music-related tourism accounted for just over \$1.8 billion in annual economic activity, supporting over 21,000 jobs and producing almost \$40 million in City tax revenue; and

WHEREAS, the CreateAustin Cultural Master Plan (accepted in 2010 by City Council) found creative industries, including music, had a total impact of \$4.35 billion on the Austin economy, identified Austin's creative assets and challenges, goals, and established recommendations to invigorate Austin's culture of creativity, including ten principal recommendations covering a broad range of artistic disciplines and strategies; and

WHEREAS, the City's Economic Development Department seeks to support creative sector infrastructure by assisting creatives with training, funding needs, and creating exposure to local, national, and international audiences; and

WHEREAS, the City's Economic Development Department's Music and Entertainment Division regularly assists outdoor live music venues, arts organizations, individual creatives, and small businesses with the City-required permit process and works closely with festivals, performances, and creative events and helps to mediate agreements related to outdoor music issues, certificates of occupancy, etcetera; and

WHEREAS, the City's Economic Development Department's Music and Entertainment and Cultural Arts Divisions have identified and begun action on some immediate opportunities for improvement in areas of: (1) collaboration and communication between the City, nonprofits and the private sector; (2) discussions on streamlining the permit process for venues, creative organizations and individuals; and, (3) investments in new expert-level seminars for creatives to identify and increase revenue streams as well as build business skills; and

WHEREAS, the City has passed various resolutions directed at supporting Austin's musicians and music industry and recently; in particular, Resolution No. 20140925-081 requested solutions to create an entertainment license to support consistent enforcement of the sound ordinance, safety, and security provisions; and staff has proposed several actions to implement these options as described in a July 17, 2015 memo to City Council; and

WHEREAS, in spite of the City's significant contribution to the music and creative industries, a new business model is needed that integrates new technologies, marketing and export strategies, and, builds its commercial music and creative industries, to tackle the challenges for the future of the City's \$4.35 billion creative industry, generally, in the face of an unprecedented affordability crisis, an outdated land development code, and ill-fitting permitting process; and

WHEREAS, a comprehensive framework of strategies and best practices is needed to help the City reach their music and creative goals including a coordinated set of actions that provide for short-term and immediate changes that will have an impact; larger ideas that can be accomplished within two years; and, big ideas to set Austin’s music and creative ecosystem up for sustained success; and

WHEREAS, multiple stakeholders have come forward over time in identifying various issues via: (1) Economic Impact of Austin Music Update; (2) Creative Sector Economic Impact Studies Staff Report and Action Plan; (3) the Austin Music Office’s Austin Industry Census; (4) Austin Music People’s White Paper(s); (5) the Austin Music Commission’s recommendations; (6) the CreateAustin Cultural Master Plan; (7) Building Austin’s Creative Capacity; (8) Imagine Austin; (9) the Austin Arts Commission’s recommendations; (10) ArtSpace Market Study for Individuals, Nonprofits, and Businesses; (11) Cultural Asset Mapping Study/Creativity Census; (12) advocates such as Health Alliance for Austin Musicians (HAAM), the SIMS Foundation, the Austin Creative Alliance, and Austin Music Foundation; and, (13) other organizations within the wider creative ecosystem; and

WHEREAS, in order to foster new ideas and creative practice and to prepare the next generation for the future, innovation space is needed where musicians and other creative artists can design, test, scale, and launch enterprising new ideas; and, these spaces known as “HUBs” can take different forms: temporary to permanent, digital to physical, local to global and might be makerspaces, incubators, or labs; and, they allow inventive and imaginative people to share workspace and access experience, tools, and investment; and

WHEREAS, all creative activity like arts, entertainment, and music continue to cluster and the location of employed or professional musicians and creative artists are related to recording, rehearsal, and art studios, film and television production facilities, theaters and performing arts venues, museums and galleries; and for self-employed musicians and creative artists, there needs to be enough venues and performing and presentation opportunities; and

WHEREAS, all creatives in Austin are facing the same challenges and issues related to affordability, lack of space, permitting, and other related needs, that are impediments to their ability to prosper; and

WHEREAS, the issues raised for musicians and creatives can be categorized as follows: (1) grow and enhance (short-term/immediate recommendations) for action; (2) sustain and grow (medium recommendations for action); and, (3) build the music and creative ecosystem (long-term recommendations); **NOW, THEREFORE**,

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

The City Council directs the City Manager to explore options for implementation of the goals and objectives described in this resolution and its Exhibits A and B, referred to as the Music and Creative Ecosystem Omnibus Resolution. The City Manager is directed to consider and bring forth the items addressed in this Resolution to the City Council Economic Opportunity Committee, and return to the City Council in ninety (90) days for a plan of action to address the items related to this Resolution. This plan of action should also include any necessary resources required such as third party consultant(s) or business services.

ADOPTED: March 3, 2016

ATTEST: _____

Jannette S. Goodall
City Clerk

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