



MEMORANDUM

TO: Mayor and Council

FROM: Kevin Johns, Economic Development Director

DATE: June 17, 2016

SUBJECT: Staff Response to Resolution 20160303-019

Council Resolution #20160303-019 (Austin Music & Creative Ecosystem Omnibus Resolution) directed the City Manager to develop a plan of action to address a variety of priorities, goals and objectives to support the music and creative industries in Austin. The City Manager was further directed to deliver this action plan to the Economic Opportunity Committee and to City Council within 90 days. Given the urgency to identify strategies to support our local artists and musicians, Economic Development Department (EDD) staff have worked diligently over the past three months to accommodate this timeline.

After considerable input from stakeholders, a list of 73 recommendations was developed. These were presented at the first-ever joint meeting of the Arts and Music Commissions on April 25, 2016 and subsequently to the Economic Opportunity Council Committee during its May 10, 2016 meeting. **In order to incorporate feedback from those meetings, and to thoroughly research, review and prioritize recommendations, we are requesting an extension for delivery of the report until June 27, 2016.** We believe this will ultimately result in more complete and actionable recommendations for City Council consideration.

We understand there is significant interest in the report, both from Council and from the public, and we are committed to using our experience over the past three months as the launching point for continued conversations and action in the months and years to come. If you need further information, please contact me at 512-974-7802 or kevin.johns@austintexas.gov.

cc: Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager