

## 5. Grow and invest in Austin’s creative economy.

Austin’s healthy economy stems, in large part, from its vibrant, local creative community and diverse workforce. Creative individuals (artists, musicians, film and digital media professionals, and other knowledge-based workers), cultural organizations, and creative businesses contribute to the region’s economic growth and quality of life. Continued strategic investment in these industries is needed to grow existing creative sector entrepreneurs, organizations and businesses, encourage “home-grown” start-ups, and attract new organizations, businesses, residents, and visitors who will contribute to a healthy economy.

### WORK PROGRAM

#### SHORT TERM (1-3 YEARS)

1. Survey creative arts and culture non-profits, organizations, and individuals to determine gaps in technical assistance and identify additional ongoing strategies to further develop the creative industries.
2. Develop and implement a cultural tourism and heritage plan to improve tourism offerings (such as technology and cultural diversity) at the regional, national, and global scales to stimulate trade and bring new resources to the community.
3. Develop and implement strategies to create and sustain the live music industry while addressing noise compatibility.
4. Conduct a creative facilities survey and analysis to determine both impediments, challenges, and positive influences in promoting Austin’s creative culture. Involve the creative community in its design and implementation.
5. Explore and re-imagine existing City development tools, such as incentives, regulations, and financing options, with a focus on creative industries’ facility needs. Expand access to affordable and functional studio, exhibition, performance space, museums, libraries, music venues, and office space.

#### ONGOING AND LONG TERM (3+ YEARS)

6. Use the City’s existing interdisciplinary team to better coordinate “creative enterprise” services, programs, and resources.
7. Cultivate relationships with local, national, and international businesses and organizations to expand and sustain the financial, artistic, and cultural excellence of the Austin music, film, digital industries, and nonprofit arts and culture communities.
8. Provide ongoing technical assistance, access to best practices, small business resources, and nonprofit organization resources with a focus on targeted creative industries and jobs.
9. Develop new financial resources and strategies to sustain and expand the creative industry sector.

LEAD
Economic Growth and Redevelopment Services Office
PARTNERS
City of Austin Planning and Development Review Department; City of Austin Transportation Department; Parks and Recreation Department; Austin Public Library; Community College and University Art and Music Departments; AISD Fine Arts Program
RELATED VISION COMPONENTS
Creative
Prosperous
Livable
Educated
RELATED POLICIES
LUT P10, P35, P37; E P1, P2, P5-P8, P11-P17; CFS P44; S P11-13, P15-P19; C P1-P19.
RELATED ACTIONS
LUT A29; HN A1, A3-A9, A15, A23; E A1-A6, A8-A13, A15, A18; S A31-A40, A43-A48; C A1-A19, A23.

GOALS
<b>Increase opportunities for small creative businesses and organizations.</b>
METRICS
- Small business growth
- Creative business and organization partnership, participation, and growth
- Number of public art installations and Events
- Participants in arts, culture, and small business workshops hosted by the City
- Arts and creativity sector (count of businesses and employees)
- Number of live music venues

10. Conduct a market analysis of Austin’s creative sectors to determine opportunities for growth and prosperity.

11. Work with economic development organizations to recruit businesses to Austin that will invest in Austin’s creative community.

12. Work with local businesses and organizations to develop and move beyond the startup stage to further establish Austin as a magnet for arts, culture, and creativity.

**RELATIONSHIP TO OTHER PRIORITY PROGRAMS:**

- Develop and maintain household affordability throughout Austin. One barrier creative businesses and individuals face is a lack of affordable housing and work space. Investing in housing that is affordable and has work space will help to sustain and attract new creative businesses.
- Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs and local businesses. Arts and cultural education is a major focus of investing in Austin’s workforce and education system. Encouraging innovation and providing support for local, small businesses and start-ups is key to growing Austin’s creative economy.

**RELATED CITY INITIATIVES:**

- CreateAustin Cultural Master Plan
- City of Austin Library Master and Facilities Plans