

## RESOLUTION NO. 20160303-019

### Austin Music and Creative Ecosystem Omnibus Resolution

#### Staff Response to Exhibit A Items

1. ***Ensure that the ongoing CodeNEXT process considers the priority of the impact to the music and creative industry.*** (Grow revenue, jobs and salaries in the music industry)
  - 2.1.7 – Allow for more creative uses by-right in Imagine Austin Activity Centers, Activity Corridors, and Transition Zones through CodeNEXT or a prior development code amendment
  - 2.2.3 – Evaluate the impact of flexibility within building codes to encourage the development of new and preservation of existing creative use spaces and live music venues, that would not impact public health and safety
2. ***Review Best Practices from great music cities and identify new set of priorities focusing on an environment for the music industry to grow, innovate, and to increase its global presence.*** (Grow revenue, jobs and salaries in the music industry)
  - 2.3.1 – Continue the North American Music Cities Best Practice Summit as a method by which to gather research on new and innovative solutions
3. ***Develop a strategy to integrate Austin's music diversity through genres and sub-genres, including different ethnicities and communities, through the development of a business support infrastructure promotes new emerging talent.*** (Grow revenue, jobs and salaries in the music industry)
  - 3.4.3 – Identify the unique needs of specific genres and execute strategies focused on promoting underserved genres
  - 4.2.1 – Expand existing Music for Kids program to include Musica Para Niño's, concerts for Spanish speaking children
  - 4.2.3 – Research the interest and feasibility of create an internship program for youth in Austin to learn about the various sectors of the music and creative industry through internships with non-profit organizations and private businesses
  - 4.2.4 – Promote youth leadership through musical collaboration via cultural exchanges
  - 4.2.9 – Promote high school marching bands events and work to incorporate music industry training workshop when appropriate
4. ***Create a joint tourism and market development plan that aligns with the City sponsored Music Census report findings that includes representatives from ACVB, Economic Department, CAD, Arts Commission, the Music and Entertainment Division, Music Commission, AMP, and other cultural tourism stakeholders. Also include a strike team dedicated to music tourism as an economic engine in its own right. Convene an annual meeting with Austin Chapter of the Hotel Lodging Association.*** (Grow revenue, jobs and salaries in the music industry)
  - 3.4.1 – Implement a structure to promote continued coordination with the Austin Convention and Visitors Bureau (ACVB) for implementation of the Tourism and Marketing Plan
5. ***Work with Austin Convention and Visitors Bureau to showcase Austin's musical exports with roadshows, etc.*** (Venue Preservation)
  - 3.3.1 – Create an export program for Austin musicians

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- 6. *Review the feasibility of encouraging live music establishments to add a gratuity to the bill for music (like San Francisco).*** (Venue Preservation)
  - 3.1.1 – Create an educational campaign prompting local music patron etiquette, including tipping of musicians and the importance of cover charges
  - 3.3.7 – Develop an education campaign to promote patronage of local musicians and creatives
- 7. *Review the feasibility of zoning incentives as it relates to cultural and creative uses.*** (Venue Preservation)
  - 2.1.3 – Develop and implement a density bonus program for preservation or new development of live music venues and creative spaces in vertical mixed-use (VMU) and transit-oriented development (TOD) zones, and other master zoned areas
- 8. *Review the inclusion of the “Agent of Change” principal into CodeNEXT, permitting and development review.*** (Support codified entertainment district )
  - 2.1.1 – Promote compatibility between performance venues and area residents by employing the Agent of Change Principle
- 9. *Codify entertainment and artistic presentation in city development services in addition to Chapter 9 of the City Code.*** (Streamlined Regulatory Environment)
- 10. *Combine multiple annual permits/fees into single permit process with single fee.*** (Entertainment License)
  - 2.2.2 – Explore the development of an entertainment license to organize and consolidate permits associated with business operation
- 11. *Review the feasibility of a code amendment that would create an entertainment license for businesses that host music or other entertainment through and by amplification. Seek stakeholder feedback on the proposed code amendment and identify sufficient staffing to regulate the entertainment license.*** (Entertainment License)
  - 2.2.2 – Explore the development of an entertainment license to organize and consolidate permits associated with business operation
- 12. *Review feasibility of synchronizing all City of Austin required permit renewal periods.*** (Entertainment License)
  - 2.2.2 – Explore the development of an entertainment license to organize and consolidate permits associated with business operation
- 13. *Review changes to Planned Unit Development and Variable Mixed Use ordinances that might provide for new creative space as well as preservation of existing spaces for not only musicians but also all creative industries.*** (New Creative Space)
  - 2.1.2 – Reduce regulatory, zoning and administrative barriers to the development of live/work spaces

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- 2.1.3 – Develop and implement a density bonus program for preservation or new development of live music venues and creative spaces in vertical mixed-use (VMU) and transit-oriented development (TOD) zones, and other master zoned areas
- 2.1.4 – Position appropriate surplus City-owned property for redevelopment into creative space through public/private partnerships
- 2.1.7 – Allow for more creative uses by-right in Imagine Austin Activity Centers, Activity Corridors, and Transition Zones through CodeNEXT or a prior development code amendment
- 2.1.8 – Allow compatible, public-facing creative use and music spaces to satisfy the ground-floor retail requirement in vertical mixed-use (VMU) through a code amendment
- 2.1.9 – Evaluate creative spaces and live music venues within planned unit developments (PUD)
- 2.2.3 – Evaluate the impact of flexibility within building codes to encourage the development of new and preservation of existing creative use spaces and live music venues, that would not impact public health and safety
- 2.3.7 – Use property and sales tax abatements, Chapter 380 agreements, development fee waivers, tax increment financing, and other policy tools allowed under state statute to incentivize creative and music sector businesses and organizations, both for retention and new development
- 2.3.8 – Define and integrate creative space preservation, music, and art into small area plans, including neighborhood plans, corridor plans and Soul-y Austin commercial area plans

**14. Explore funding options and review the potential expansion of the Business Retention and Enhancement program to include additional eligible uses that focus on creative/music venues.** (Funding and Capital)

- 2.3.3 – Expand the current Business Retention & Enhancement Program (BRE) to include the Red River Cultural District
- 2.3.4 – Explore the need and feasibility for establishment of a loan program for creative businesses and individuals, including those potentially displaced by new development
- 2.3.6 – Modify the scope of the Music Venue Assistance Loan Program to expand beyond sound mitigation improvements
- 2.3.7 – Use property and sales tax abatements, Chapter 380 agreements, development fee waivers, tax increment financing, and other policy tools allowed under state statute to incentivize creative and music sector businesses and organizations, both for retention and new development

**15. Review the feasibility of creating a foundation to capture music sponsorships from major corporations located in Austin, nationally, and internationally.** (Funding and Capital)

- 3.4.9 – Establish nonprofit foundation(s) to enable creative and music industry development specific philanthropy

**16. Identify the components of a musician and creative artist safety net in human resources, health and wellness, healthcare, housing, and other basic needs and how those needs might**

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***be met either through existing services delivered in an efficient manner or expanding certain services based on need.*** (Musician and Artist safety net)

- 3.2.3 – Identify and promote legal assistance resources available to creatives and musicians
- 3.4.2 – Partner with the Texas Music Office to update the Austin entries within the Music Industry Database
- 4.3.1 – Increase awareness of health and human services available for musicians by the creation of a Public Service Announcement campaign through a partnership with Health Alliance for Austin Musicians (HAAM) and The SIMS Foundation
- 4.3.2 – Create a health services coordinator with the Health and Human Services Department
- 4.3.3 – Promote the 2-1-1 resource help line among musicians and creatives
- 4.3.4 – Explore partnerships between nonprofit organizations and health service providers to address gaps in health care coverage for creatives and musicians

***17. Work with education resources to aid musicians and creative artists in expanding their skillsets and helping them find employment in other creative ventures to enhance their own productivity, i.e., “Learn here, earn here”.*** (Musician and Artist safety net)

- 3.1.3 – Create a revenue development curriculum for musicians and creatives
- 3.2.1 – Develop a continuum of business development training seminars designed to service creative business and nonprofit organizations of various sizes and at various stages of development
- 3.2.2 – Develop creative industry specific training within Getting Connected and a creative business expo to serve various creative industry subsectors
- 3.4.2 – Partner with the Texas Music Office to update the Austin entries within the Music Industry Database
- 3.4.10 – Develop a mentoring program for artist (similar to Creatives Meet Business)
- 4.1.1 – Market existing workforce development training opportunities outside of creative industries
- 4.1.2 – Facilitate partnerships with higher education institutions for the development of training and certificate programs in music and creative industry subsectors

***18. Actively engage music industry representation inside and outside of Austin in all aspect of discussions concerning process improvements; cluster development; special events; and. Other music city best practices.*** (Informant discussions and review of best practices)

- 2.3.1 – Continue the North American Music Cities Best Practice Summit as a method by which to gather research on new and innovative solutions
- 3.1.2 – Create a Live Music Venue Best Practice guide

***19. Review roles and responsibilities and ways to enhance such as: (1) strategic planning; (2) Industry voice; (3) policy and community relations; and, (4) advocacy. The music office should act as a liaison between the City Manager, City Council, and local music businesses to help achieve mutual goals and build on existing private sector initiated music ventures.*** (Leverage Austin music office to not only provide assistance with permits and compliance with City ordinances but also leverage larger role in music economic development)

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- 3.4.7 – Explore the development of city-wide arts award, i.e. similar to Small Business Award
- 3.4.8 – Encourage the recruitment of national creative and music association conferences

**20. Review City Code section 9-2-50 and Ordinance No. 20110210-029, Music Office permitting duties to [...] these duties should be carried out in another department such as Development Services in order to maximize the efficiency and effectiveness of these duties as well as creating capacity for the Music Office to focus on strategic business activities such as venue development and retention and audience development and export.** (Review the permitting duties of the Austin Music Office)

- 2.2.1 – Review the permitting and regulatory processes associated with music and creative commercial activity, identifying and implementing systems that promote customer service, efficiency, and consistency
- 2.3.9 – Provide ombudsman services for creative businesses

**21. Consider the development of a standalone organizational unit that consolidates all culture and creative development.** (Scale the growth of the local creative industry by increasing awareness of the impact and value of arts and culture to the city)

- 1.1.3 – Hire a consultant to coordinate a program to activate nontraditional spaces that support a variety of private and nonprofit creative uses
- 1.1.4 – Encourage use of appropriate affordable space for creatives in interlocal agreements
- 2.3.2 – Establish and implement processes and structures that facilitate collaboration between all department divisions to address needs of the creative ecosystem
- 2.3.9 – Provide ombudsman services for creative businesses

**22. Addressing the pressing need in Austin for the development of affordable, accessible creative arts space of all kinds to meet the needs of artists, cultural organizations and creative sector businesses.** (Development a sustainable business model to support the musician and artistic community and the music and creative industry)

- 1.1.3 – Hire a consultant to coordinate a program to activate nontraditional spaces that support a variety of private and nonprofit creative uses
- 1.1.4 – Encourage use of appropriate affordable space for creatives in interlocal agreements
- 2.1.2 – Reduce regulatory, zoning and administrative barriers to the development of live/work spaces
- 2.1.3 – Develop and implement a density bonus program for preservation or new development of live music venues and creative spaces in vertical mixed-use (VMU) and transit-oriented development (TOD) zones, and other master zoned areas
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- 2.1.9 – Evaluate creative spaces and live music venues within planned unit developments (PUD)
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- 2.3.7 – Use property and sales tax abatements, Chapter 380 agreements, development fee waivers, tax increment financing, and other policy tools allowed under state statute to incentivize creative and music sector businesses and organizations, both for retention and new development
- 2.3.8 – Define and integrate creative space preservation, music, and art into small area plans, including neighborhood plans, corridor plans and Soul-y Austin commercial area plans
- 2.3.10 – Coordinate and maximize the use of City partnership spaces, including but not limited to the City libraries, the Carver, the Mexican American Cultural Center, the Asian American Cultural Center and the ZACH Theatre for creative uses through artist and musician activations and bookings

**23. Review the feasibility of existing efforts to partner or support the creation of a music “HUB” that supports the music industry by offering a collection of resources and services for musicians and artists under one roof.** (Development a sustainable business model to support the musician and artistic community and the music and creative industry)(21 & 22 very similar)

- 1.1.1 – Promote the establishment of multiple music and creative industry hubs through public/private partnerships to boost local industry capabilities
- 1.1.2 – Commission a small business, music and creatives real estate gap analysis

**24. Identify the layers of activity that operate internally in Austin to determine if certain cluster development should be addressed; i.e., production and distribution, publishing, management and talent, and touring and performance.** (Review the contribution and impact of certain music clusters that could develop with appropriate support or could contribute more support to local musicians)(21 & 22 very similar)

- 1.1.1 – Promote the establishment of multiple music and creative industry hubs through public/private partnerships to boost local industry capabilities

**25. Since music tourism in Austin accounts for most of the economic impact of music, identify ways for tourism to benefit the local musician community and infrastructure.** (Review the contribution and impact of certain music clusters that could develop with appropriate support or could contribute more support to local musicians)

- 2.3.5 – Work with the appropriate City departments to incorporate arts, creative, cultural and historic assets into existing and future wayfinding systems
- 3.1.1 – Create an educational campaign prompting local music patron etiquette, including tipping of musicians and the importance of cover charges
- 3.3.1 – Create an export program for Austin musicians
- 3.3.2 – Explore the feasibility of establishing a program to promote the licensing of Austin music for commercial uses
- 3.3.3 – Explore the feasibility of establishing an Austin-only music online radio station

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- 3.3.4 – Establish an Austin Music Walk of Fame in place of the Austin Music Memorial
- 3.3.5 – Create a foreign and domestic cultural exchange program with creatives via Sister City/International Association of Science Parks (IASP) relationship and national creative arts organizations
- 3.3.6 – Explore the feasibility of implementing the Cultural Tourism Plan recommendations
- 3.4.6 – Expand the promotion of local art and music via area hotel concierges and linkages with ACVB