



## MUSIC COMMISSION RECOMMENDATION 20200106-3.a.

Date: 1-6-2020

Subject: Joint Arts Commission and Music Commission Recommendation on the usage of the \$12 Million Creative Space Bond

Motioned By: Commissioner Graham Reynolds      Seconded By: Commissioner Doug Leveton

### **Recommendation**

*Recommendation for City Council to approve the Arts and Music Commission's recommendation for the usage of the \$12 Million Creative Space Bond*

### **Description of Recommendation to Council**

The recommendation for usage is based on community feedback received through surveys and Joint Commission meetings, and after multiple meetings with staff and consultants to discuss the various options and scenarios, the Creative Space Bond Working Group makes the following usage recommendations for the voter-approved \$12 million Creative Space Bond:

The Bond project(s) should specifically address historic inequity and alleviate the crisis-level issues facing the creative community including affordability and rapid loss of creative spaces including theatres, galleries and music venues. The project(s) should provide long-term, affordable and accessible creative space(s) invulnerable to the City's rapidly escalating property values and increasing cost of living/working.

We recommend that the Creative Space Bond funds be used to acquire, build, improve or re-purpose a multi-use/multi-purpose facility or facilities that meet the expressed needs of the arts and music communities while serving a public purpose and enriching the cultural life of the city.

The Working Group feels that the ideal project/facility/facilities will be city-owned property that is/are built and operated/managed by a partner or team of partners that meet certain minimum and other requirements established by the City and set forth in a Request for Proposal (RFP) for the selection of said partner or partners.

### **Rationale:**

#### **EQUITY**

First and foremost, to be eligible, a project should be equity-based. To be considered equity-based, the project must address past inequities to underserved/marginalized creative individuals/groups and incorporate an equity-driven process as outlined by the City of Austin Equity Office into the vision for the proposed project.

To ensure equity, at a minimum, the following steps/processes should be included:

- Operational management's leadership and staff/administration is comprised of at least 33% of people from underserved/marginalized groups or communities of color.

- The project must offer free or significantly reduced rate creative space to underserved/marginalized individuals/groups.
- Allows for equal opportunity for project participation. Strategic partnerships will be allowed. (No pay to play.)
- City RFP process must include targeted outreach to historically underserved/marginalized populations.

**AMENITIES**

The selected facility/facilities must be fully built out and ready for use upon completion/opening and would address the current gap in amenities including, but not limited to:

- Flexible rehearsal spaces to include small rooms for bands/theater companies/performance artists to rehearse
- Performance venue with a capacity of at least 50 seats (may include outdoors)
- Visual arts studio and gallery space(s)
- Educational space(s)

**LOCATION**

The preferred project/facility/facilities should be located in or near the targeted zones identified by the public as follows:

- E of I-35, W of US-183
- S of Lady Bird Lake, N of Ben White (HWY-71)
- Downtown (Lady Bird Lake to MLK and I-35 to MoPac)
- N of 30th St, S of US-183

**ADDITIONAL CONSIDERATIONS**

Total project(s) costs cannot exceed \$12,000,000 unless the funding gap is fully funded by the proposing partner/team of partners.

**SUPPORT MATERIALS**

Please see “Sample RFP Requirements”

**Vote 6-0-1**

**For:** Chair Rick Carney, Secretary Anne-Charlotte Patterson, Al Duarte, Gavin Garcia, Doug Leveton, Graham Reynolds

**Against:** none

**Abstain:** Patrice Pike

**Absent:** Vice-chair Jonathan “Chaka” Mahone, Paul Pinon, Parliamentarian Oren Rosenthal, Stuart Sullivan

**Attest:** Kim McCarson,  
Music Commission Staff Liaison



**SAMPLE  
PROPOSED SELECTION CRITERIA  
AUSTIN CREATIVE SPACE BOND**

**Eligibility Requirements**

- **Equity**
  - Short description (300 words or less) of how an equity-driven process was incorporated into the vision for the proposed project (ex: did you speak to community members in the district, did you use data from the Community Survey results, and how did this inform your project proposal)
- **Operator Capacity**
  - Operator must have been established/operating in Austin for a minimum of 2 years.
  - Operator must demonstrate a strong track record of successful community engagement (provide # of programming hours per year, estimated # of community members served, and demographics of those served)
  - Operator must demonstrate stable financial history (no late rent payments, no significant operating budget deficiencies for the past 2 years)
- **Financial Feasibility**
  - Development budget and approximate schedule must be provided
  - Total project costs cannot exceed \$12,000,000 unless they are fully funded (projects with funding gaps will not be considered)
  - Operating budget (10 year pro-forma) must be provided
  - Operating budget must include appropriate amount of operating and capital reserves and cannot have more than 3 years of negative cash flow
- **Identify Applicant Structure/Roles** - Must meet or exceed the City's requirements for women / minority owned businesses
  - Ownership
  - Construction Project Manager
  - Property Manager/Operator
  - Programming

**Phase I: Priority Criteria**

Proposed project must score a minimum of 85/100 points in Phase I, across the three categories below, in order to advance to Phase II of the selection process

- **Equity (40 points)**
  - Free or significantly reduced rate multi-purpose, creative space offered to underserved/marginalized individuals/groups at a minimum of 10 hours per month (or 2 events per month)
  - At least one letter of support for the proposed project by an individual or organization from underserved/marginalized community
  - At least 33% of an organization's leadership and staff/administration is comprised of people from underserved/marginalized groups or communities of color

- **Amenities (35 points)**
  - Flexible rehearsal spaces to include small rooms for bands/theater companies/performance artists to rehearse (approximately 10,000 square feet)
  - Performance theater with at least 50 person capacity (may include outdoors)
  - Visual arts studio and gallery space (approximately 10,000 square feet)
  - Live music & entertainment venue with at least 250 person capacity
  - Classroom space
  - Building and improvements must comply with ADA regulations
  - Other / additional amenities unique to the proposed facility that serve the creative community
  
- **Targeted Zone (25 points) - Proposed facilities should be in or near the following zones listed in order of priority**
  - E of I-35, W of US-183
  - S of Lady Bird Lake, N of Ben White (HWY-71)
  - Downtown (Lady Bird Lake to MLK and I-35 to MoPac)
  - N of 30th St, S of US-183

**Phase II: Additional Criteria**

If the proposed project scores a minimum of 85/100 points in Phase I above, the project is eligible to advance to Phase II of the selection process below.

The project can receive a maximum of 100 points for Phase II, across the categories below. The highest scoring proposals will then be presented to City Council and the Attorney General for approval (scoring to be determined):

- Schedule/Timeline: site acquisition through opening
- Zoning/Land Use: identify any re-zoning or conditional use approvals required
- Identify Sources of Funding
- Fee for Use
- Accessibility to Public Transit
- Location that is adjacent to complementary uses, such as affordable housing development or social services

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