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**WHEREAS**, Downtown Austin is one of the few spaces where one can enjoy live music, cultural venues, history, great restaurants, local retail shops, and performing arts all in the same place; and

**WHEREAS**, the vibrant life of Downtown is an expression of Austin’s creative culture and distinctive placemaking; and

**WHEREAS**, these and other efforts have enhanced Austinites' appreciation for the Downtown urban environment and enabled them to more easily access the myriad of activities, businesses, recreational squares, and other civic spaces in Downtown Austin; and

23           **WHEREAS**, the Downtown Austin Alliance Foundation has executed  
24 multiple projects over the past several months to support Downtown businesses,  
25 including the Council-created “Shop the Block” program in the 600 block of  
26 Congress Avenue, a month-long Holiday Stroll celebration that featured local  
27 musicians playing on street corners, and a holiday passport to encourage shopping  
28 and dining at Downtown businesses; and

29           **WHEREAS**, the Downtown Austin Alliance Foundation is forming a team  
30 of passionate Downtown visionaries to initiate activations that support retailers,  
31 restaurants, creative artists, and entertainment venues in a COVID-safe manner;  
32 and

33           **WHEREAS**, in partnership with the Ann Richards Legacy Project, the  
34 Downtown Austin Alliance Foundation has hired artists, photographers, and  
35 writers to create banners that honor Austinites and inspire hope; and

36           **WHEREAS**, the Downtown Austin Alliance Foundation has raised \$6,000  
37 to continue a street performer program; and

38           **WHEREAS**, the Downtown Austin Alliance Foundation will raise \$10,000  
39 and the Downtown Austin Alliance has committed \$20,000 if the City of Austin  
40 contributes \$30,000 for an expanded program through Spring 2021; and

41           **WHEREAS**, in hiring local musicians whose performance opportunities  
42 have been restricted during the pandemic, the Foundation’s program will also  
43 enliven the public realm and create a more engaging and supportive environment  
44 for Downtown businesses; and

45           **WHEREAS**, the Foundation plans to partner with community organizations  
46 to fill vacant commercial spaces and street-level voids with pop-up art installations

47 and galleries and to create unexpected, COVID-safe Downtown experiences and  
48 explorations that will provide much needed resources directly to local businesses,  
49 artists and musicians; and

50 **WHEREAS**, the Downtown Austin Alliance Foundation is committed to  
51 supporting equity, inclusion, diversity, and innovation in Downtown and commits  
52 that at least 51% of all City funds would support artists and organizations of color;  
53 and

54 **WHEREAS**, the City of Austin has a vested interest in the revitalizing of  
55 Downtown; and

56 **WHEREAS**, City of Austin assets such as parking, streets, sidewalks, and  
57 open spaces could be leveraged to support Downtown businesses during the  
58 pandemic; and

59 **WHEREAS**, successful efforts Downtown could be replicated in other areas  
60 of Austin where the pandemic has also threatened our rich cultural assets and  
61 legacy businesses; **NOW, THEREFORE,**

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

63 The City Council affirms that the City supports and will collaborate with the  
64 Downtown Austin Alliance Foundation to create and help fund immediate  
65 interventions that create positive change and help reactivate Downtown.

66 **BE IT FURTHER RESOLVED:**

67 The City Manager is directed to identify City staff who can participate  
68 immediately in such an effort, with an emphasis on forming an innovative and  
69 solution-oriented team.

70 **BE IT FURTHER RESOLVED:**

71 The City Manager is directed to identify money and resources available to  
72 support creative interventions that help reactivate Downtown. Potential funding  
73 sources should include any allocations for existing programs halted during the  
74 pandemic; busking program resources within the Music Office, funding within the  
75 Cultural Affairs Division for temporary art installations, and available funding  
76 within the Transportation Department through the Smart Mobility Program transit  
77 adventures, for example.

78 **BE IT FURTHER RESOLVED:**

79 The City Manager is directed to bring forward an ordinance waiving up to  
80 \$6,000 in fees for the first phase of the Downtown Austin Alliance Foundation  
81 banner installation along 12 lampposts along the Congress Bridge during the  
82 month of March 2021.

83 **BE IT FURTHER RESOLVED:**

84 The City Manager is directed to report back to Council no later than  
85 February 4, 2021, with financial options for supporting this effort. The City  
86 Manager is directed to report back to Council on the broader implementation  
87 recommendations from the leadership team and partners by March 1, 2021.  
88  
89

90 **ADOPTED:** \_\_\_\_\_, 2021 **ATTEST:** \_\_\_\_\_

91 Jannette S. Goodall  
92 City Clerk  
93