

RESOLUTION NO. 20200521-095

WHEREAS, the Imagine Austin plan states that creativity is a cornerstone of Austin's identity and economic prosperity, and arts, culture, and creativity are essential keys to the City's unique and distinctive identity, and further are valued as vital contributors to our community's character, quality of life and economy, and collectively, the Austin music and creative ecosystem generates rich, social, cultural and economic benefits; and

WHEREAS, on March 3, 2016, Council approved Resolution No. 20160303-019, the Music and Creative Ecosystem Omnibus Resolution, which affirmed support for the music and creative ecosystem through short- and long-term goals specific to cultural tourism, revenue development, and venue retention; and

WHEREAS, Resolution No. 20180215-082 directed the City Manager to, among other things, analyze and provide next steps for collaboration and support of an "Austin Cultural Trust" that could create spaces that support artists and arts organizations, preserve historic and iconic cultural buildings and spaces for creative and cultural uses, and function in a way that provides for cultural assets to exist in all parts of the City; and

WHEREAS, Resolution No. 20190808-072 reiterated prior Council direction to create an economic development entity that could manage a portfolio

of projects, including affordable housing developments, public-private partnerships with private-led development, such as along the South Central Waterfront, and a Cultural Trust to support acquisition and preservation of creative spaces; and

WHEREAS, Resolution No. 20200326-091 unlocked the City Manager's ability to move forward with the economic recovery of our vital arts, music and entertainment industries and confirmed council's commitment to doing this work during the COVID-19 pandemic; and

WHEREAS, the Economic Development Department contracted with a consultant to provide recommendations to Council on the options for structuring such an entity, and the timely creation of such an entity could leverage opportunities during this time to stabilize and retain creative spaces, in addition to accessing funds available to such entities from the United States Economic Development Administration; **NOW, THEREFORE**,

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

The City of Austin intends to remain the Live Music Capital of the World and a cultural center by supporting near-term relief and long-term investment in its creative economy, including artists, venues, and industry professionals.

BE IT FURTHER RESOLVED:

The City Manager, as a part of expediting recommendations for Council review regarding the creation of an economic development corporation (EDC) that

could leverage opportunities to advance community benefits during this pandemic and recovery, is directed to also develop a proposal for a cultural trust, that may be a separate entity or part of an EDC, that can be used to ensure the long-term sustainability of Austin's creative culture, including its arts and music industries.

The proposal should be presented to City Council no later than June 11th, 2020 and include any opportunities for federal funding, including those administered through the United States Economic Development Administration. Legal documents necessary for the creation of the EDC and cultural trust(s) should be prepared as soon as possible upon Council approval, but no later than July 23rd.

BE IT FURTHER RESOLVED:

The City Manager is directed to review the portfolio of city-owned buildings and make recommendations to City Council on properties that may be suitable for cultural uses, as a part of the strategic facility planning process and the efforts to establish the EDC and cultural trust(s). This review should include, but not be limited to:

- The Municipal Building at 124 W 8th St; and
- The closed fire station at 3002 Guadalupe St.

The review should also include spaces smaller than complete buildings, unused or undeveloped land owned by the city, and opportunities within new development, including, but not limited to:

- Retail space included in the Planning and Development Center located at the southwest corner of Middle Fiskville Road and Highland Mall Boulevard; and
- Cultural facilities included as a public benefit as a part of the Master Development Agreements.

The review should also engage regional partners, including, but not limited to, the Austin Independent School District, for the potential adaptation of facilities to creative space.

The City Manager is directed to ensure that any such efforts enhance accessibility for underrepresented communities in order to achieve equity and diversity in program outcomes.

BE IT FURTHER RESOLVED:

The City Manager is directed to review the City of Austin's capital project delivery planning and make recommendations that may accelerate investment in cultural venues and deployment of approved bond funding for creative space. This review and resulting recommendations should include, but not be limited to:

- Accelerated delivery of cultural center facilities included in the 2018 bond package for the Dougherty Arts Center, Emma S. Barrientos Mexican American Cultural Center, Asian American Resource Center, George Washington Carver Museum, and Mexic-Arte;
- No later than June 30th, accelerated preparation and release of the solicitation materials needed to obtain the maximum breadth of proposals

from creative organizations for use of the 2018 Creative Spaces bond and for spaces that may be appropriate for a cultural trust or EDC;

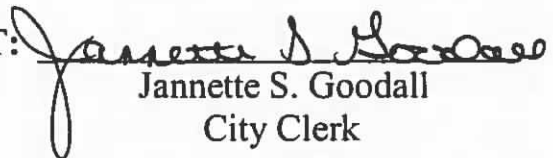
- Early delivery of capital improvement projects that may be beneficial to cultural assets, such as streetscape improvements in cultural and entertainment districts, that would be less disruptive if completed while businesses are closed;
- Early preparation and development of proposals for the next creative bond package;
- Options for capital investment and long-term sustainability of cultural facilities operated by third parties on city-owned properties; and
- Options for public-private partnerships that may have difficulty achieving or need additional time to meet their private fundraising commitments to the City.

BE IT FURTHER RESOLVED:

The City Manager is directed to consult with the Music Commission and the Live Music Fund Working Group to explore ways of using the Live Music Fund for the long-term sustainability of the live music industry and to evaluate other investments that would help enhance the live music and cultural tourism economy.

ADOPTED: May 21, 2020

ATTEST:


Jannette S. Goodall
City Clerk