

Creative Reset Phase II — Community FAQ

1. What is the Creative Reset?

The Creative Reset is a citywide effort led by Austin Arts, Culture, Music, and Entertainment (AACME) to reimagine how Austin invests in and supports arts, culture, and heritage. It's part of AACME's 12–18-month strategic planning process to create a more accessible, inclusive, and sustainable creative ecosystem for the future.

2. What is Phase II about?

Phase II focuses on listening to the community to better understand how our arts and cultural centers and museums can serve Austin today and, in the years ahead. Through historical data/ and surveys, community meetings, and open dialogue, we're gathering feedback that will guide future programs, facilities, and investments.

3. How does this connect to AACME's strategic plan?

Community input gathered during Phase II will directly inform AACME's strategic plan, helping City leadership identify priorities, allocate resources, and ensure that future programs, staffing, and budget requests reflect what the community values most.

4. What did Phase I accomplish?

Phase I focused on improving Austin's cultural funding programs—making them more transparent, accessible, and responsive to community needs. Those programs are now open for application and being implemented. Phase II builds on that success by evaluating facilities and programs.

5. Why is community feedback so important?

Austin's creative community is diverse and dynamic. Your feedback ensures that the City's arts, culture, and heritage spaces represent the point of view, stories, and needs of all Austinites. The information we collect will guide decisions about programming, maintenance, accessibility, and future investment.

6. How can I participate?

You can:



-  Take the community survey
-  Attend one of AACME's engagement events happening citywide
-  Visit SpeakUpAustin.org/ACME to share your ideas or learn more

Participation is voluntary and appreciated—everyone counts!

7. What will happen with my feedback?

All responses will be reviewed collectively and anonymously. Your feedback will be used to evaluate existing programs, identify community priorities, and develop recommendations for AACME's long-term strategic plan and future budget requests.

8. What types of facilities are part of this process?

AACME oversees more than a dozen arts and cultural centers and museums across Austin—each with a unique mission and community impact. Phase II includes all these spaces, as well as the programs and partnerships that bring them to life. The facilities include the following:

23rd St. Renaissance Artist Market
African American Cultural & Heritage Facility and Dedrick Hamilton House
Asian American Resource Center
Connelly-Yerwood House "Pink House"
Dougherty Arts Center
Elisabet Ney Museum
George Washington Carver Museum, Cultural & Genealogy Center
Mexican American Cultural Center
Millenium Youth Entertainment Center
Montopolis Negro School
O'Henry Museum
Old Bakery & Emporium

Susanna Dickinson Museum
The Umlauf Sculpture Garden and Museum
Zilker Hillside Theater

9. Will this lead to changes at my local arts and cultural center or museum?

Over time, yes. Community input will help shape improvements in programming, building use, accessibility, and resource allocation so that each facility continues to reflect and serve its community's needs.

10. Where can I get more information or ask questions?

For more details, visit SpeakUpAustin.org/ACME or contact:
Marion Sanchez, Project Lead – Marion.Sanchez@austintexas.gov
Austin 3-1-1 or 512-974-2000

Accessibility and language assistance are available upon request.