

Music & Entertainment Division Overview

Americas Competitiveness Exchange on Innovation & Entrepreneurship

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

APRIL 7, 2017



Austin's Prosperity Engine

The **City of Austin's Economic Development Department** (EDD) develops and leads the innovative programs that increase the prosperity of Austin's citizens, our businesses, and our diverse neighborhoods.



Austin's Prosperity Engine

Citizens

We build programs that create a better future for all Austinites.

Businesses

We help Austin's businesses and entrepreneurs reach their full potential.

Neighborhoods

We revitalize, energize and uplift Austin's diverse local communities and neighborhoods.





Cultural Arts
The Cultural Arts Division provides leadership and management for the City's cultural arts programs and for the economic development of arts and cultural industries.

- Cultural Development and Contracting Services

Global Business
The Global Investment & Innovation Division increases jobs and investment in Austin through business attraction and by assisting local businesses with international expansion and trade.

- Business Expansion & Relocation Assistance Program

Music/Entertainment
The Music & Entertainment Division develops and executes initiatives that accelerate the growth of Austin's music and entertainment industry infrastructure, by focusing on job creation, talent export, trade development, and industry revenue growth.

- Music Venue Assistance Program

Redevelopment
The Redevelopment Division facilitates innovative partnerships and projects to re-invigorate Austin's existing built environment, binding neighborhoods and business hubs into civic urban villages.

- Commercial Corridor Enhancement Program

Small Business
The Small Business Division provides opportunities, programs and resources to Austin's local businesses and entrepreneurs, helping them expand their opportunities at home and throughout the world.

- Family Business Loan Program

Our Mission

The City of Austin Music & Entertainment Division is an economic development accelerator and centralized resource center for Austin's music industry, and an active community partner for Austin's citizens, community groups, and neighborhoods. We are highly engaged in developing and executing initiatives that help accelerate the growth of the music industry infrastructure by focusing on job creation, talent export, trade development, and industry revenue growth.



Programming

- ◆ Revenue Development Platform
- ◆ Venue Summits
- ◆ Music Sector Summits
- ◆ Music Industry Directory
- ◆ Austin-Toronto Music City Alliance
- ◆ ATX Music Talks
- ◆ Proclamations
- ◆ Austin Music Commission
- ◆ Music on Hold



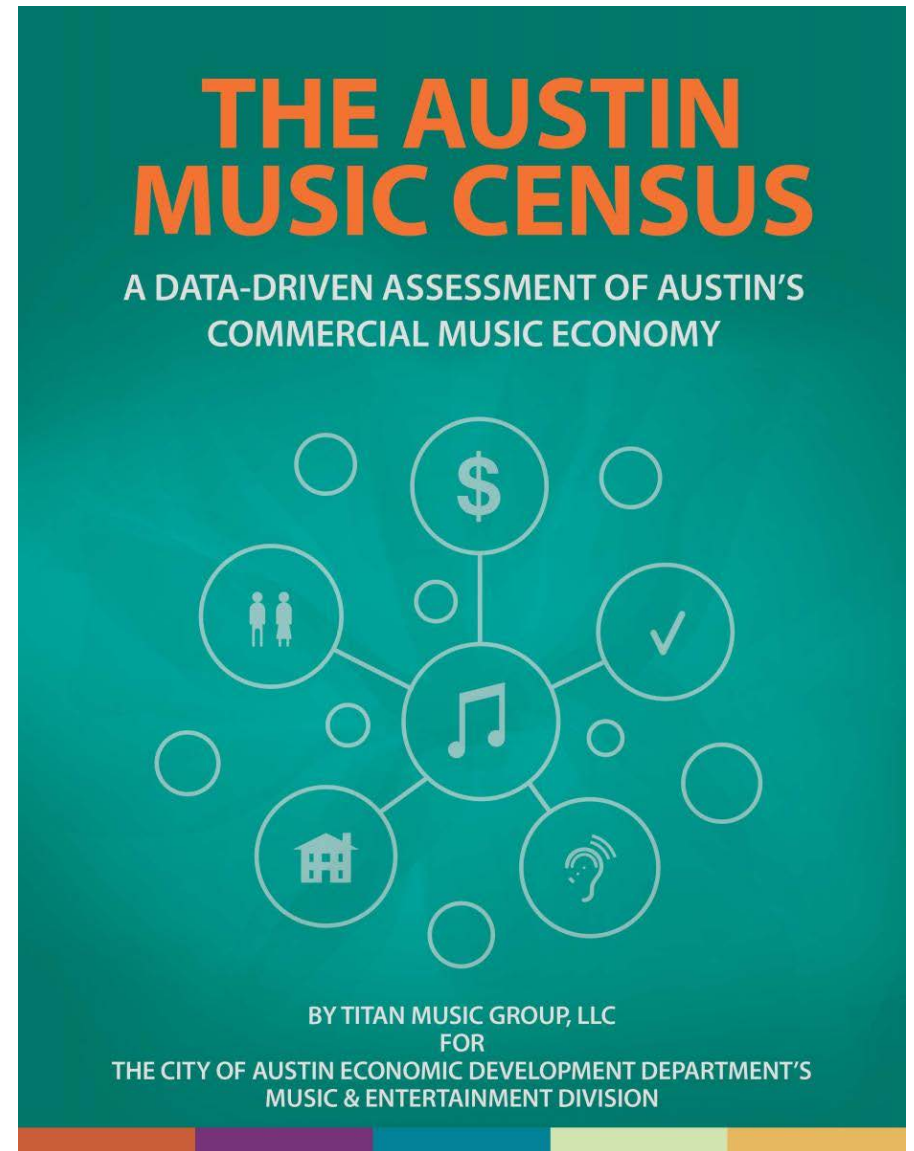
Permitting

The City of Austin Music & Entertainment Division regularly assists outdoor live music venues with the City-required permit process, and works closely with both large and small festivals on issues related to temporary event permits and other requested City resources for holding those events. The Music & Entertainment Division also helps to mediate agreements between neighborhood groups and permitted outdoor music venues to find equitable, win-win solutions and compromises related to outdoor music issues.

- ◆ Outdoor Music Permits
- ◆ Temporary Event Sound Permit
- ◆ Temporary Use Permit
- ◆ Extended Hours Permit

The Austin Music Census

- ◆ First of its kind, both in Austin and elsewhere
- ◆ Transition from anecdotal, first-person narrative to data-driven understanding of the Austin commercial music economy
- ◆ Gather “ground-up” data, providing prescriptive focus on ways to increase industry growth, salaries, and jobs.



Key Findings: Challenges

- ◆ Fewer willing to pay “cover charge” for local acts
- ◆ Cover charges the same or less than they were 10 years ago, even though venue operating expenses have increased
- ◆ Stagnating pay for musicians & declining revenue sources is critical
- ◆ Events & festivals not making up the revenue loss for venues or local music
- ◆ Affordable housing & cost of living is edging out musicians

Key Findings: Strengths

- ◆ Diverse ecosystem of music venues
- ◆ Wide variety of musical styles & genres
- ◆ Growing base of music tourism revenue opportunities
- ◆ Substantial support from nonprofit organizations
- ◆ High percentage of new entrants to music industry job market (18.2% = 2 years or less)
- ◆ Increased event business building more job opportunities

www.atxmusic.org

- ◆ ATX Music Census Report
- ◆ Music and Creative Ecosystem Recommendations
- ◆ Music Commission Schedule
- ◆ Newsletter signup





Thank you
City of Austin Economic Development Department
VISIT OUR WEBSITE TO SEE OUR TRANSPARENCY AT WWW.AUSTINTEXAS.GOV/EDD