

Creative Infrastructure Toolkit

COA actions to empower music, arts and cultural development

Cultural Tourism Task Force

- COA Resolution to create task force of stakeholders: Red River Cultural District, Six Square Cultural District, Austin Convention & Visitors Bureau, Preservation Austin, Waller Creek Conservancy, Downtown Austin Alliance, Economic Development Department, Convention Center Department, Hotel and Lodging Association, Austin Music People, Arts Commission, Music Commission, Austin Creative Alliance & future cultural districts
- study creation of a Tourism & Marketing Commission oversight body similar to other cities
- planning and research for establishment of a Tourism PID
- identify **Creative Enterprise Development Zones** eligible for incentives and improvements

Red River Redevelopment Plan

- COA Planning & Zoning Department leads drafting of plan, as the department did for the South Central Waterfront Plan
- designate Red River Cultural District as a **Creative Enterprise Development Zone**
- planning prioritizes live music usage preservation, creative enterprise development, street level creative space and locally sourced cultural tourism attractions
- closely align with Red River Cultural District goals and Waller Creek Conservancy plan

Creative Enterprise Development Zone Incentives

- criteria:
 - development will create substantial and sustained employment of musicians, artists, and creators
 - development includes space for organizations with a demonstrated history of cultural contribution and within the 20 disciplines identified by the 2010 CreateAustin Cultural Master Plan
 - development is within designated **Creative Enterprise Development Zone**
- streamlined city permitting
- steeply discounted city fees
- utility rebates
- partial COA property tax abatements for new developments, terms limited by state statute
- transferable density bonuses for new development

Cultural Asset Rebate Program

- utility and permit rebates for **existing** businesses and facilities with a history of contribution to Austin's cultural landscape
- a capped fund accessible by annual application
- similar employment, cultural and discipline criteria as Creative Enterprise Development Zone Incentives
- **NOT** restricted to designated Creative Enterprise Development Zones

Tourism Public Improvement District

- additional 2% hotel occupancy tax at hotels with 100 or more room
- established by Texas state legislature in 2011 for Dallas only, allowed in other large cities by 2015 session dtpid.com
- recommended uses of proceeds:
 - public safety services for the largest music and arts festivals with attendance over a set threshold
 - greatly increased cultural tourism marketing and incentives through ACVB
 - infrastructure & safety improvements in designated **Creative Enterprise Development Zones**

2018 Creative Infrastructure Bond

- begin preparations now for a bond election to fund creative infrastructure projects
- appoint a Creative Infrastructure Bond Commission to vet and recommend projects for funding