## EXHIBIT B

### CREATIVE ECOSYSTEM POLICIES AND ISSUES

**Priority**
- Grow and Enhance Austin’s Creative Sector

**Goal**
- Grow revenue, jobs and salaries in the Creative Sector

**Objective**
- Investigate additional funding sources and non-financial support to sustain and expand Austin’s Creative Sector*

  - Develop public/private partnership to grow revenue for creatives.

  - Develop creative entrepreneurial training focused on business skill such as marketing, finances, writing about your work, legal, grant writing and technology.

  - Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, activity centers, and corridors for entrepreneurs, small and local businesses, and creative professionals.

  - Coordinate with the different creative industry job sectors and area school districts, trade and vocational schools, colleges, and universities to develop and expand educational curricula to support the creative industries.

  - Create a joint tourism and market development plan that aligns with City-sponsored studies’ recommendations that include representatives from Austin Convention and Visitors Bureau (ACVB), Economic Development Department, Cultural Arts Division, Arts Commission, the Music and Entertainment Division, Music Commission, Austin Music People, and other cultural tourism stakeholders. Convene an annual meeting with Austin Chapter of the Hotel Lodging Association.

  - Identify the components of a creative artist safety net in human resources, health and wellness, healthcare, housing, and other basic needs and how those needs might be met either through existing services delivered in an efficient manner or expanding certain services based on need.

  - Support arts education and the Creative Learning Initiative partnership between the City of Austin, Austin Independent School District, mindPOP, and the creatives and organizations that teach creative learning.

  - Conduct a market analysis of Austin’s creative sectors to determine opportunities for growth and prosperity.

  - Create an ongoing Working Group between the Live Music Sector and the Creative Sector.

  - Regular creative sector dialogues on specific topics.

  - Opportunities to bring all members of sector together.

  - Build database of creative community members.

  - Develop discipline specific dialogue at Getting Connected.

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*Note: The asterisked objective requires additional funding sources and non-financial support.*
<table>
<thead>
<tr>
<th>Develop Program Delivery Strategies for capacity building</th>
<th>Engage networks and build alliances across the creative sector</th>
<th>Uniform taxonomy of available services</th>
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<tbody>
<tr>
<td>Expand online services and programming</td>
<td>Focus online resources on priority content areas</td>
<td>Articles, videos, webinars and best practices</td>
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<tr>
<td>Develop Centralized Online Resources for capacity building</td>
<td>Develop mentor program for professional and creative development</td>
<td>Publicity campaign to increase awareness of offerings</td>
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<td>Build a centralized online resource database for services and programs across all providers</td>
<td>Develop “hub” of services</td>
<td>On demand resources</td>
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<td>Investigate current and successful models for providing affordable space for creatives that don’t require a lot of funding</td>
<td>Conduct a creative facilities inventory and analysis to determine the need for specific kinds of creative spaces (e.g. theaters, visual art studios, etc.)</td>
<td>Curated lists of links to resources in program content areas</td>
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<td>Investigate current and new models for Funding and Capital for creative spaces</td>
<td>Expand a program like Partners for Sacred Places to include excess space in schools and businesses</td>
<td>User generated content such as job postings</td>
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<td>Address land development code and zoning supportive of the creative sector as part of the codeNEXT process</td>
<td>Adjust code to allow first and second floor retain for creative businesses and artist studios.</td>
<td>Leverage City real estate assets</td>
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<td>Support the development of cultural and cultural heritage districts</td>
<td>Explore funding options and review the potential expansion of the Business Retention and Enhancement Program to include additional eligible uses that focus on creative spaces</td>
<td>Identification, development and promotion of space would help maximize utilization of existing space resources</td>
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<td>Streamline regulatory environment</td>
<td>Use non-traditional venues (such as parks, schools, streets, and vacant buildings) for impromptu and small scale performances and events</td>
<td>Identify and implement an available software option for a searchable online directory of spaces for creative activities</td>
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<td>Develop a Physical Space for the Creative Sector</td>
<td>Build a Creative Sector Hub / Incubator that is a physical resource center dedicated to nurturing and developing Austin’s creative sector</td>
<td>Incorporating a physical space with meeting spaces, online resources, back office for multiple small creative organizations and businesses</td>
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<td>Expand the Creative Sector ecosystem through cluster development</td>
<td>Utilize the Cultural Asset Mapping Project as a tool to identify “naturally-occurring cultural districts”</td>
<td>Incorporate the arts and cultural preservation themes and elements into small area plans, such as neighborhood and corridor plans (i.e. Soul-y Austin through 40 over the next 10 years)</td>
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<td>Review organizational structure of City’s Cultural Arts Division and approach to delivering creative sector support</td>
<td>From Imagine Austin Comp Plan and CreateAustin Cultural Master Plan</td>
<td>Work with ethnic centered Chamber of Commerce to expand development</td>
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**Strengthen Cultural Arts Division function to oversee all arts, creative, and heritage programs, such as:**
- identifying funding sources for the arts
- promoting the economic impact of arts and creativity
- publicizing best practice success stories
- developing an advertising program and website to promote local talent
- creating an annual awards program for local creatives
- developing a branding campaign for arts and creativity in Austin
- developing a mapping and wayfinding system for arts, creative, cultural, and historic resources
- developing an arts exchange program to market local artists regionally, nationally, and internationally
- developing impromptu and non-traditional venues for art exhibits and installations and performances
- facilitating the inclusion of public art

*The 20 disciplines identified in the 2010 Creative Austin Master Plan are as follows:
- Architecture
- Arts education
- Community arts
- Crafts
- Culinary arts
- Dance
- Design and graphic arts
- Gaming and digital media
- Fashion design
- Film and video
- Heritage
- Landscape design
- Literary arts
- Music
- Photography
- Performance art
- Recording
- Slam poetry
- Theater
- Visual arts