

CULTURE + CREATIVITY

Austin is a creative city filled with innovators, entertainers, and experts. Mayor Adler has fought to Keep Austin Weird by expanding the potential of local government. Through new technologies, new coalitions, and new ways of doing things, Austin remains a city where new ideas can be tested and succeed.

During his term, the Austin City Council has created policies, programs, and partnerships for affordable housing, brought in new modes of transportation, and established the Austin FC soccer team. Mayor Adler has been dedicated to ensuring that Austin maintains a culture of fun and creativity.

Austin FC

In August 2018, the Austin City Council voted 7-4 in favor of negotiating with Major League Soccer and Precourt Sports Ventures to build a 20,000-seat stadium near the Domain, now known as Q2 Stadium.

The deal included \$3.64M for CapMetro to offset costs resulting from the development and a \$3.5M contribution to the affordable housing nonprofit Foundation Communities to advance on their Juniper Creek project near Q2 stadium.

Austin FC fans are like no other.

- Austin FC broke the league record for season ticket deposits in June 2019.
- Austin FC broke a 24-hour sales record for an inaugural jersey launch, outselling all previous expansion teams' first-day jersey sales.
- In 2022, the stadium was the Project of the Year winner at the Austin Business Journal Commercial Real Estate Awards.

(Source: [Austin FC](#); [KUT](#))

ACL and SXSW

In addition to promoting Austin as a national icon for culture and arts, the Austin City Limits Music Festival and South by Southwest has generated over \$3.2B in the local Austin economy. With so many workers and businesses relying on SXSW and its

associated tourism, the cancellation of SXSW in 2020 became national news. Alongside implementing mask mandates, it was one of the most difficult early decisions that Mayor Adler and other local leaders faced when governing during the pandemic.

Year	ACL	SXSW
2015	\$222.9M	\$317.2M
2016	\$277.4M	\$325.3M
2017	\$255M	\$348.6M
2018	\$264.6M	\$350.6M
2019	\$291M	\$355.9M
2021	\$369M	TBD

(Source: [Statesman](#); [Statesman](#); [Statesman](#); [ABJ](#); [Community Impact](#); [SXSW](#))

Live Music

Known as the Live Music Capital of the World, Austin’s annual music revenue averages \$1.8B. Throughout his term, Mayor Adler has committed to keeping “creativity as part of our DNA and our core. It’s what drives a lot of the quality of life here. It is part of our spirit and our soul in the city.” Thanks to Mayor Adler’s efforts to preserve our city’s music industry, Austinites continue to create and Austin holds the title of Live Music Capital of the World.

In 2016, Mayor Adler introduced the Austin Music and Creative Ecosystem Omnibus Resolution to help creatives struggling with Austin’s affordability issues. The resolution identified ways to preserve music venues and looked at the best practices from cities like LA and Nashville to help us identify what our vertical music industry looks like.

In September of 2019, the Live Music Fund was established by the Mayor and the Austin City Council. This is an ongoing fund, presently over \$3M, derived from Hotel Occupancy Tax (HOT) revenues to support the City of Austin’s music industry.

The Mayor sponsored the SAVES (Save Austin’s Vital Economic Sectors) resolution, which was approved by Council in 2020. This resolution directed the City Manager to re-double attempts to recognize new sources of funding and support for local industries, including live-music venues.