

EXHIBIT B

CREATIVE ECOSYSTEM POLICIES AND ISSUES

Priority	Goal	Objective
Grow and Enhance Austin's Creative Sector	Grow revenue, jobs and salaries in the Creative Sector	<p>Investigate additional funding sources and non-financial support to sustain and expand Austin's Creative Sector*</p> <p>Develop public/private partnership to grow revenue for creatives.</p> <p>Develop creative entrepreneurial training focused on business skill such as marketing, finances, writing about your work, legal, grant writing and technology</p> <p>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.</p> <p>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</p> <p>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</p> <p>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</p> <p>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</p>
Establish Ongoing Creative Sector Dialogue	Regularly convene the creative sector by discipline and function to discuss all aspects of creative sector improvements including creative city best practices, capacity building, cluster development, special events, and other issues/opportunities	<p>Conduct a market analysis of Austin's creative sectors to determine opportunities for growth and prosperity.</p> <p>Create an ongoing Working Group between the Live Music Sector and the Creative Sector</p> <p>Regular creative sector dialogues on specific topics</p> <p>Opportunities to bring all members of sector together</p> <p>Build database of creative community members</p> <p>Develop discipline specific dialogue at Getting Connected.</p>

Convene all service providers on a regular basis to review programs, discuss partnerships, limit duplication, and ensure representation of the needs of today's creative sector

Uniform taxonomy of available services

Develop Program Delivery Strategies for capacity building

Engage networks and build alliances across the creative sector

Publicity campaign to increase awareness of offerings

Expand online services and programming

Articles, videos, webinars and best practices

Focus online resources on priority content areas

Publicity, donor cultivation, and communication (marketing/advertising)

Develop Centralized Online Resources for capacity building

Develop mentor program for professional and creative development

Build a centralized online resource database for services and programs across all providers

Develop "hub" of services

On demand resources

Curated lists of links to resources in program content areas

User generated content such as job postings

Develop a multi-pronged approach to solving the need for affordable creative spaces of all kinds

Investigate current and successful models for providing affordable space for creatives that don't require a lot of funding

Conduct a creative facilities inventory and analysis to determine the need for specific kinds of creative spaces (e.g. theaters, visual art studios, etc.)

Expand a program like Partners for Sacred Places to include excess space in schools and businesses

Investigate current and new models for Funding and Capital for creative spaces

Adjust code to allow first and second floor retain for creative businesses and artist studios.

Leverage City real estate assets

Address land development code and zoning supportive of the creative sector as part of the codeNEXT process

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

Identification, development and promotion of space would help maximize utilization of existing space resources

Support the development of cultural and cultural heritage districts

Identify and implement an available software option for a searchable online directory of spaces for creative activities

Address affordable housing for creatives

Streamline regulatory environment

Use non-traditional venues (such as parks, schools, streets, and vacant buildings) for impromptu and small scale performances and events

Develop a Physical Space for the Creative Sector

Build a Creative Sector Hub / Incubator that is a physical resource center dedicated to nurturing and developing Austin's creative sector

Incorporating a physical space with meeting spaces, online resources, back office for multiple small creative organizations and businesses

Investigate the development of a Real Estate Investment Trust to purchase property

Staff, support services, reference materials, café, supplies, etc.

Expand the Creative Sector ecosystem through cluster development

Utilize the Cultural Asset Mapping Project as a tool to identify "naturally-occurring cultural districts"

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)

Work with ethnic centered Chamber of Commerce to expand development

Review organizational structure of City's Cultural Arts Division and approach to delivering creative sector support

From Imagine Austin Comp Plan and CreateAustin Cultural Master Plan

Strengthen Cultural Arts Division function to oversee all arts, creative, and heritage programs, such as:

- identifying funding sources for the arts
- promote 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

DRAFT