



# Webinar

## ULI Austin January 2025 Breakfast: Austin's Cultural Identity as Growth

### Continues

Date: January 29, 2025

00:00:01 --> 00:00:02: Good morning, everyone.

00:00:02 --> 00:00:03: Nice to see you.

00:00:03 --> 00:00:06: Thank you for being flexible on this event.

00:00:06 --> 00:00:07: We're very excited.

00:00:07 --> 00:00:10: We have a lot of things to talk about.

00:00:10 --> 00:00:11: My name is Janelle Moffett.

00:00:11 --> 00:00:14: I'm the Chief impact officer for the Downtown Austin Alliance.

00:00:14 --> 00:00:18: There will be alliance for almost 10 years and a

00:00:18 --> 00:00:22: lot of things that we've seen in the city, the

00:00:22 --> 00:00:26: growth, the changes, the economic vitality.

00:00:27 --> 00:00:32: We we're happy that that that's happening right now and

00:00:32 --> 00:00:36: we want to make sure that we maintain the level

00:00:36 --> 00:00:40: of creativity and culture that is a result of a

00:00:40 --> 00:00:42: lot of that growth.

00:00:42 --> 00:00:45: And so we have this panel here today to talk

00:00:45 --> 00:00:49: about how does the city change and how will Austin

00:00:49 --> 00:00:52: change or how should it stay the same as you

00:00:52 --> 00:00:54: get into this new era.

00:00:54 --> 00:00:55: And I talked about the new era.

00:00:55 --> 00:00:59: I talked about all of the construction, the infrastructure that's

00:00:59 --> 00:01:03: coming down the pipe, talk about the population growth that

00:01:03 --> 00:01:06: we've experienced over the last 10/15/20 years.

00:01:07 --> 00:01:09: And that's not without challenge.

00:01:09 --> 00:01:12: As you know, COVID hit us pretty hard in 2020

00:01:12 --> 00:01:14: and we're still recovering.

00:01:14 --> 00:01:15: In the city.

00:01:15 --> 00:01:19: We're recovering in the downtown and so this conversation is

00:01:20 --> 00:01:23: very critical to making sure that we continue to grow

00:01:24 --> 00:01:27: together and responsibly as we get ready for the next  
00:01:27 --> 00:01:29: decade or two of changes.  
00:01:30 --> 00:01:33: Some of those changes I just want to really highlight  
00:01:33 --> 00:01:33: real quickly.  
00:01:34 --> 00:01:38: We have about 10 plus years of infrastructure that is  
00:01:38 --> 00:01:39: slated to happen.  
00:01:40 --> 00:01:46: Over \$20 billion worth of projects that includes Project  
Connect  
00:01:46 --> 00:01:53: I35I-35, have a Stitch Convention Center expansion, closure  
expansion and  
00:01:53 --> 00:01:55: the airport which is expanding.  
00:01:56 --> 00:01:59: In addition to that, some projects in downtown that you  
00:01:59 --> 00:02:02: may not know about, that's also happening at the same  
00:02:02 --> 00:02:02: time.  
00:02:03 --> 00:02:04: We have Congress Ave.  
00:02:04 --> 00:02:09: UDI, which is a design planning vision for the Main  
00:02:09 --> 00:02:11: Street of Texas.  
00:02:11 --> 00:02:13: We have E 6th St.  
00:02:13 --> 00:02:16: that is going through some tenant improvements.  
00:02:16 --> 00:02:21: Waterloo Greenway is going through some infrastructure  
changes and capital  
00:02:21 --> 00:02:24: complexes finalizing their their changes.  
00:02:24 --> 00:02:27: And so a lot of changes all happening at the  
00:02:27 --> 00:02:30: same time, trying to make sure that this city responds  
00:02:31 --> 00:02:34: to the growth and the population and the demand that  
00:02:34 --> 00:02:37: that people have come to to see.  
00:02:37 --> 00:02:38: How do you maintain all of that?  
00:02:39 --> 00:02:43: How do you get people to to continue to invest  
00:02:43 --> 00:02:48: here, continue to locate here, continue to visit here, all  
00:02:48 --> 00:02:54: while maintaining what's locally unique and special about our  
city?  
00:02:54 --> 00:02:58: So while we're here, we have our steam panelists.  
00:02:58 --> 00:03:00: So I'm going to really quickly say their names and  
00:03:00 --> 00:03:03: then we're going to get into a couple of short  
00:03:03 --> 00:03:05: presentations and then go with him.  
00:03:05 --> 00:03:10: So to my left I have Donald Jackson, next to  
00:03:10 --> 00:03:15: him we have Anne Gatlin Haynes, and then right after  
00:03:15 --> 00:03:18: that we have Dewey Rose.  
00:03:19 --> 00:03:22: And so now we're going to get into the first  
00:03:22 --> 00:03:23: presentation.  
00:03:23 --> 00:03:23: I.  
00:03:24 --> 00:03:25: Think so.  
00:03:31 --> 00:03:34: Yes, you can hear me.

00:03:34 --> 00:03:34: Yes.

00:03:34 --> 00:03:35: Hello, everyone.

00:03:35 --> 00:03:36: Good morning.

00:03:36 --> 00:03:37: My name is Anne Haynes.

00:03:37 --> 00:03:41: I'm from Raleigh, Austin, which was formerly known As for

00:03:41 --> 00:03:45: our short history of Austin Economic Development Corporation, go to

00:03:45 --> 00:03:46: the next slide.

00:03:47 --> 00:03:48: I'm a Chief Transaction officer.

00:03:48 --> 00:03:52: I lead our real estate group, which is now three.

00:03:52 --> 00:03:54: I want to shout out to Fred Evans, who's in

00:03:54 --> 00:03:57: the audience team working on some of the cultural trust projects.

00:03:57 --> 00:03:57: And I'm going to talk a little bit about the

00:03:58 --> 00:04:00: organization and also one of the projects that we were

00:04:00 --> 00:04:03: sort of set up to start out.

00:04:03 --> 00:04:05: But certainly we've got a lot of other things going

00:04:05 --> 00:04:08: on.

00:04:08 --> 00:04:08: We were set up by the City of Austin in

00:04:09 --> 00:04:11: 2021 after many years of talking about creating a special

00:04:12 --> 00:04:15: purpose Liberal government corporation that could work at

00:04:15 --> 00:04:19: the intersection

00:04:19 --> 00:04:23: of government and real estate and specifically in public private

00:04:23 --> 00:04:26: partnerships and other types of complex projects.

00:04:26 --> 00:04:30: With the city's growth and the increased difficulty of getting

00:04:30 --> 00:04:34: projects to be equitable and really balance that public benefit

00:04:34 --> 00:04:38: with real estate pressures, the organization was intended to compliment

00:04:38 --> 00:04:42: the city of Austin and effectively work really closely and

00:04:42 --> 00:04:44: in between public and private.

00:04:45 --> 00:04:48: Our mission as we rebranded into Rally Austin, recognizing that

00:04:49 --> 00:04:52: it literally takes a village to get things really complicated,

00:04:53 --> 00:04:56: things like cultural preservation to happen in the city at

00:04:56 --> 00:05:00: at that intersection to preserve Austin's unique culture.

00:05:01 --> 00:05:03: We have really 3 rallies right now.

00:05:04 --> 00:05:07: Our arts, culture and music activities, which I will talk

00:05:07 --> 00:05:12: about mostly today, complete communities are really hyper mixed-use projects

00:05:12 --> 00:05:16: that effectively bring public benefit and real estate tax, tax

00:05:16 --> 00:05:20: value for the city on publicly and privately owned lands.

00:05:20 --> 00:05:23: In partnership with development, we are working on E 11th

00:05:23 --> 00:05:27: St., the redevelopment of two acres for the Black cultural  
00:05:27 --> 00:05:30: districts and those are two properties that the City Council  
00:05:31 --> 00:05:34: approved the Urban Renewal Board selection of a  
development team  
00:05:34 --> 00:05:35: last summer.  
00:05:35 --> 00:05:37: So that is ongoing as well.  
00:05:37 --> 00:05:39: And catalytic development.  
00:05:39 --> 00:05:42: We were also set up to work in larger districts  
00:05:42 --> 00:05:45: and larger projects where there was a series of public  
00:05:45 --> 00:05:48: and private interests working in collective areas.  
00:05:49 --> 00:05:50: So I'm going to go to the next slide.  
00:05:51 --> 00:05:53: Our board is really unique.  
00:05:53 --> 00:05:56: It was set up, modelled after many other local government  
00:05:56 --> 00:06:00: corporations and other cities working in this space, but it  
00:06:00 --> 00:06:03: really includes kind of all the highlights of of Austin  
00:06:03 --> 00:06:08: in terms of economic and community development principles  
of working  
00:06:08 --> 00:06:08: together.  
00:06:09 --> 00:06:11: We have four members of the city of Austin on  
00:06:11 --> 00:06:14: our board, but the other 16 represent many of the  
00:06:14 --> 00:06:18: organizations and institutions in the city who have been  
working  
00:06:18 --> 00:06:21: for a long time to advocate for measured growth that  
00:06:21 --> 00:06:24: also provides that community benefit.  
00:06:24 --> 00:06:28: David simonville, who's our second first chair of the board,  
00:06:28 --> 00:06:30: from representing uli and uli has a seat at the  
00:06:31 --> 00:06:34: table and certainly we really appreciate the partnership.  
00:06:35 --> 00:06:36: Go to the next one.  
00:06:36 --> 00:06:38: We're going to talk about the cultural trust.  
00:06:39 --> 00:06:40: Go to probably the next one.  
00:06:41 --> 00:06:46: Many years of advocacy, including Austin Creative Alliance  
sitting next  
00:06:46 --> 00:06:49: to me, Dewey, the artists and creatives who have been  
00:06:49 --> 00:06:53: kind of very concerned, losing space and worrying for years  
00:06:53 --> 00:06:57: about the lack of investment in preserving cultural amenities  
in  
00:06:57 --> 00:06:58: the city.  
00:06:58 --> 00:07:00: We all want to keep the DNA of the city  
00:07:00 --> 00:07:03: alive, and we're all here to help support that.  
00:07:03 --> 00:07:07: But really, without action, they felt that it was really  
00:07:07 --> 00:07:09: starting to disappear too quickly.  
00:07:09 --> 00:07:13: Certainly with COVID, that exacerbated just about everything  
because even

00:07:13 --> 00:07:17: organizations that have been sustained for 20 years didn't have

00:07:17 --> 00:07:19: audiences that could keep them in place.

00:07:20 --> 00:07:24: The the idea was have some city money, seed money,

00:07:24 --> 00:07:28: try and get both site control and work through capital

00:07:28 --> 00:07:32: projects that can help preserve existing and build new arts

00:07:32 --> 00:07:33: infrastructure.

00:07:34 --> 00:07:37: The goal was also to help provide an infrastructure of

00:07:37 --> 00:07:42: creative spaces that could help sustain both legacy venues, legacy

00:07:42 --> 00:07:46: organizations that provide for the arts for their communities, and

00:07:46 --> 00:07:48: additional organizations.

00:07:48 --> 00:07:52: Also to provide more professionally run creative spaces like our

00:07:52 --> 00:07:56: cultural centers that the city runs, but that are more

00:07:56 --> 00:07:59: operating on sort of a professional capacity that are more

00:07:59 --> 00:08:04: available and affordable for the variety of organizations, including organizations

00:08:04 --> 00:08:08: founded by people of color that have been mostly sort

00:08:08 --> 00:08:11: of left behind in a lot of of these activities

00:08:11 --> 00:08:12: to preserve culture.

00:08:13 --> 00:08:15: We also ran an RFP process.

00:08:15 --> 00:08:21: We received about 63 applications representing 3300 and \$50 million

00:08:21 --> 00:08:21: of need.

00:08:22 --> 00:08:24: Unfortunately, we don't have that money.

00:08:24 --> 00:08:27: So looking at creative ways to leverage the funding has

00:08:27 --> 00:08:28: been our work to date.

00:08:29 --> 00:08:30: So let's go to the next one.

00:08:31 --> 00:08:34: We had three different basic pools of money that the

00:08:34 --> 00:08:35: city had set aside.

00:08:36 --> 00:08:38: You don't need to know the details other to know

00:08:38 --> 00:08:41: other than to know that with city money comes different

00:08:41 --> 00:08:44: strings attached depending on what type of funding it is.

00:08:45 --> 00:08:48: So in the last two years we've been really working

00:08:48 --> 00:08:50: on looking at the specific needs.

00:08:50 --> 00:08:53: And just like real estate, each project is very unique

00:08:53 --> 00:08:57: what, where and how the, the public dollars can help

00:08:57 --> 00:09:01: both preserve or initiate new space and leverage those dollars

00:09:01 --> 00:09:06: with the organization's ability to either fundraise or put sort

00:09:06 --> 00:09:10: of, you know, resources together to be able to achieve

00:09:10 --> 00:09:10: new spaces.

00:09:11 --> 00:09:14: I'll just mention right now that this was how we  
00:09:14 --> 00:09:16: started, which was about 16.4 million.  
00:09:17 --> 00:09:20: We have another 2.5 million a year that comes into  
00:09:20 --> 00:09:24: the Iconic Venue fund, which has been really helpful for  
00:09:24 --> 00:09:27: being able to look at the long term of some  
00:09:27 --> 00:09:28: of these projects.  
00:09:29 --> 00:09:30: And so I'm gonna go to the next one.  
00:09:31 --> 00:09:35: So far we've been able to really support 7 organizations,  
00:09:35 --> 00:09:36: 6 spaces.  
00:09:36 --> 00:09:38: You all may have heard of the one that got  
00:09:38 --> 00:09:39: the most press.  
00:09:39 --> 00:09:41: In fact, we were kind of blown away by it  
00:09:41 --> 00:09:44: with the hole in the wall and the 20 year  
00:09:44 --> 00:09:47: investment to assure their ability to stay on Guadalupe.  
00:09:48 --> 00:09:50: They were very, this is the third one there.  
00:09:50 --> 00:09:54: It was a \$1.6 million investment that did two things.  
00:09:54 --> 00:09:56: One is sort of rent stabilization for them to be  
00:09:56 --> 00:09:59: able to stay in the space, but capital improvements to  
00:09:59 --> 00:10:01: help them build additional revenue.  
00:10:02 --> 00:10:06: The permitting and development center, we have assigned  
\$2,000,000 to  
00:10:06 --> 00:10:10: build out new infrastructure right across from the Highland  
Mall  
00:10:10 --> 00:10:13: to City Building, 7000 square feet.  
00:10:13 --> 00:10:16: It will have a black box and a rehearsal room  
00:10:16 --> 00:10:20: and some very, very needed new space, The Millennium  
Youth  
00:10:20 --> 00:10:21: Complex.  
00:10:21 --> 00:10:23: They took an old cinema room that had not been  
00:10:23 --> 00:10:27: utilized well and they've taken very few dollars and created  
00:10:27 --> 00:10:31: a theater that many different arts organizations can be  
utilizing.  
00:10:31 --> 00:10:34: The Playhouse, Austin Playhouse is your take.  
00:10:34 --> 00:10:37: They have purchased land prior to the pandemic and  
planned  
00:10:37 --> 00:10:40: a new building, but with the pandemic had to sort  
00:10:40 --> 00:10:41: of stop in their tracks.  
00:10:41 --> 00:10:44: And so we were able to leverage their purchase of  
00:10:44 --> 00:10:47: land to put some money towards a capital project that  
00:10:47 --> 00:10:49: they will be fundraising to complete that project.  
00:10:50 --> 00:10:54: Museum of Human Achievement, similar story that is right  
adjacent  
00:10:54 --> 00:10:54: to Canopy.

00:10:55 --> 00:10:58: Very innovative place for arts, music and culture.

00:10:58 --> 00:11:03: Very supportive of an ecosystem of artists and organizations and

00:11:03 --> 00:11:05: an empire which is on 7th St.

00:11:06 --> 00:11:09: you probably know Empire Control Room and Empire Garage.

00:11:09 --> 00:11:13: We were able to loan our premier and pilot loan

00:11:13 --> 00:11:17: to help them acquire one of the two parcels they

00:11:17 --> 00:11:17: owned.

00:11:17 --> 00:11:20: One rented the other one so that they could do

00:11:20 --> 00:11:23: reconstruction to sort of build capacity in that venue.

00:11:23 --> 00:11:25: So these are a variety of the different types of

00:11:25 --> 00:11:27: projects that we have in motion.

00:11:27 --> 00:11:31: These are 20 to 40 year long term either site

00:11:31 --> 00:11:36: control or or restricted activities to maintain arts and culture

00:11:36 --> 00:11:37: in that space.

00:11:38 --> 00:11:41: The council, we would love to have more site control.

00:11:41 --> 00:11:44: Nothing like permanent or ownership of land or on city

00:11:44 --> 00:11:47: owned land that would be permanent ownership.

00:11:47 --> 00:11:50: But these are the ways that we can at least

00:11:50 --> 00:11:54: preserve for a generation these types of organizations and activities.

00:11:54 --> 00:11:57: But they're long term bets and we are just the

00:11:57 --> 00:11:59: still in the beginning process but excited about where we

00:12:00 --> 00:12:00: are next.

00:12:01 --> 00:12:03: This is very brief.

00:12:03 --> 00:12:06: All you need to know is that things are out

00:12:06 --> 00:12:09: of balance and the alchemy of affordability is something that

00:12:09 --> 00:12:10: is very difficult.

00:12:10 --> 00:12:15: It's sometimes organization by organization, project by project, lease by

00:12:15 --> 00:12:15: lease.

00:12:15 --> 00:12:19: And we actually just completed an affordability survey arts and

00:12:19 --> 00:12:23: creative organizations of both rent space and also renters that

00:12:23 --> 00:12:26: need space to try and understand if there's some themes

00:12:26 --> 00:12:30: that we can help approach in setting up guidelines for

00:12:30 --> 00:12:33: the permanent affordability of our future spaces.

00:12:33 --> 00:12:36: And I will say, it's very hard to organize the

00:12:36 --> 00:12:39: data and to sort of big, big takeaways.

00:12:39 --> 00:12:40: And we're working on that now.

00:12:41 --> 00:12:43: But very much if you go from this to the

00:12:43 --> 00:12:45: next one quickly, we have to right the ship.  
00:12:46 --> 00:12:48: And part of that comes from the ability to have  
00:12:48 --> 00:12:53: additional revenue streams for these organizations to stay in  
place  
00:12:53 --> 00:12:56: and also trying to find lease terms and stabilize these  
00:12:56 --> 00:13:00: terms for these organizations if we can't acquire properties  
because  
00:13:00 --> 00:13:03: that stabilization helps these organizations plan.  
00:13:04 --> 00:13:06: And that is one of the biggest things that we've  
00:13:06 --> 00:13:09: seen with all of these organizations at risk in their  
00:13:09 --> 00:13:09: place.  
00:13:10 --> 00:13:13: And so we we're gonna I'm gonna hand it over  
00:13:13 --> 00:13:15: with the green box at the top.  
00:13:15 --> 00:13:19: Property tax exemptions or other supports that city policies  
can  
00:13:19 --> 00:13:23: be that helps right the ship on So most importantly,  
00:13:23 --> 00:13:25: really happy to answer any questions.  
00:13:37 --> 00:13:38: OK, great.  
00:13:38 --> 00:13:39: Good morning.  
00:13:39 --> 00:13:40: My name is Donald Jackson.  
00:13:40 --> 00:13:42: I'm with the City of Boston technology development  
departments.  
00:13:43 --> 00:13:48: I'm interested in our global business expansion division factor  
means  
00:13:48 --> 00:13:53: I just deal with whole variety of projects and initiatives  
00:13:53 --> 00:13:56: for the impact of this space.  
00:13:56 --> 00:13:59: Today I'm just here to talk to you all about  
00:13:59 --> 00:14:02: two major initiatives we we passed last year or implementing  
00:14:02 --> 00:14:06: this year this spring, the place based enhancement program  
and  
00:14:06 --> 00:14:08: the creative space density bonus district program.  
00:14:13 --> 00:14:15: So this is the big one I really want to  
00:14:15 --> 00:14:18: talk about and this is what I was saying around  
00:14:18 --> 00:14:19: property taxes.  
00:14:19 --> 00:14:21: This this is something of a complex program, but I'm  
00:14:21 --> 00:14:23: going to give you all the high points so we  
00:14:23 --> 00:14:25: can we can get into more detail as y'all, as  
00:14:25 --> 00:14:26: y'all see tips.  
00:14:26 --> 00:14:28: But a thing to be aware of is that we  
00:14:28 --> 00:14:32: don't really do, we don't have an abatement policy per  
00:14:32 --> 00:14:33: SE in the city right now.  
00:14:34 --> 00:14:36: We have a property and self tax reimbursement policy.  
00:14:37 --> 00:14:40: All of this happens under the aegis of the Texas  
00:14:40 --> 00:14:41: Chapter 38 statutes.



00:14:42 --> 00:14:45: It's the, it's the same type of program that is  
00:14:45 --> 00:14:48: utilized for say Samsung client things like that.  
00:14:48 --> 00:14:51: But what we created as part of evaluating our incentive  
00:14:51 --> 00:14:55: based program, our tax incentive based programs, it was  
really  
00:14:55 --> 00:14:59: clear that there's a major community need for affordable  
creative  
00:14:59 --> 00:15:02: space and City Council passed us to try and create  
00:15:02 --> 00:15:05: some sort of incentive program that helped meet that.  
00:15:06 --> 00:15:07: And that's what we're hoping just going to do.  
00:15:08 --> 00:15:12: What this program is designed to do is basically get  
00:15:12 --> 00:15:16: tax reimbursements for real estate related initiatives to  
support long  
00:15:16 --> 00:15:20: term affordability for creative spaces as well as other kind  
00:15:20 --> 00:15:25: of community beneficiaries like for small businesses, legacy  
small businesses,  
00:15:25 --> 00:15:27: things like that.  
00:15:27 --> 00:15:30: But I think in the context of today, really the  
00:15:30 --> 00:15:34: creative space factors are important and, and, and the real  
00:15:34 --> 00:15:39: community benefit that they're focused on is that affordable  
space  
00:15:39 --> 00:15:41: within the next square.  
00:15:42 --> 00:15:44: Yeah, And the text is a little small in this  
00:15:44 --> 00:15:46: slides, so you can see it later.  
00:15:46 --> 00:15:48: The one I really want to focus this is this  
00:15:48 --> 00:15:51: program is going to have like 4 different incentive categories.  
00:15:51 --> 00:15:54: I'm going to go into some detail on the category  
00:15:54 --> 00:15:56: #1 which is called the cortical space.  
00:15:56 --> 00:15:58: But I think that's the one that's most relevant to  
00:15:58 --> 00:15:58: folks in this room.  
00:15:59 --> 00:16:02: What we set this up to do is be able  
00:16:02 --> 00:16:07: to offer tax reimbursements, property tax reimbursements on  
new projects,  
00:16:07 --> 00:16:12: new development projects that offer affordable below market  
leases to  
00:16:12 --> 00:16:14: create a spaces in their projects.  
00:16:15 --> 00:16:19: So in agree to which we could do those reimbursements  
00:16:19 --> 00:16:22: is based on on what the gap is in your  
00:16:22 --> 00:16:23: program.  
00:16:23 --> 00:16:26: So what what would happen is someone could apply to  
00:16:26 --> 00:16:30: this program basically at any point in the development  
process  
00:16:30 --> 00:16:34: and describe what describe what sort of benefit they're  
offering,

00:16:34 --> 00:16:37: like what sort of space they're offering to create a  
00:16:37 --> 00:16:40: space users, what the rent level will be and what  
00:16:40 --> 00:16:43: sort of gap that creates in your pro forma in  
00:16:43 --> 00:16:45: your operating budget long term.  
00:16:45 --> 00:16:47: And we use that gap to size how much tax  
00:16:47 --> 00:16:49: incentive we can give you back.  
00:16:49 --> 00:16:52: That's based on the property tax of Internet from the  
00:16:52 --> 00:16:53: city.  
00:16:53 --> 00:16:56: Real important factor here, because people ask this question,  
I  
00:16:56 --> 00:16:58: think it can be a little confusing.  
00:16:58 --> 00:17:01: It's not based on the taxes for like we create  
00:17:01 --> 00:17:01: a space.  
00:17:01 --> 00:17:03: So if you have a, let's say you have a  
00:17:03 --> 00:17:06: 12 story building and you have a heater and ground  
00:17:06 --> 00:17:09: floor, the property tax reimbursement we can do isn't based  
00:17:09 --> 00:17:11: on the property tax adjust for that theater space.  
00:17:12 --> 00:17:13: It's the project.  
00:17:13 --> 00:17:16: It's so we can do a tax reversion up to  
00:17:16 --> 00:17:20: the scale of the project, but focus on what's needed  
00:17:20 --> 00:17:23: to fill that gap in your operating budget.  
00:17:23 --> 00:17:26: So what we're trying to do is 0 out the  
00:17:26 --> 00:17:31: cost of providing affordable space for creative creative  
businesses and  
00:17:31 --> 00:17:36: nonprofits and new development projects kind of where one's  
really  
00:17:36 --> 00:17:39: we can do that with category one because it's it's  
00:17:39 --> 00:17:42: tied to new increment, new construction.  
00:17:43 --> 00:17:46: So it's it's it's in that way, it's like our  
00:17:46 --> 00:17:49: other types of tax incentive programs for new job creation  
00:17:49 --> 00:17:51: or new investment in the city.  
00:17:51 --> 00:17:54: That way we can we can sort of do that  
00:17:54 --> 00:17:55: as a way to catalyze it.  
00:17:56 --> 00:17:59: And then the intent here for any sort of 380  
00:17:59 --> 00:18:03: project you have to basically demonstrate to the state that  
00:18:03 --> 00:18:07: but for statement similar in terms of things like that,  
00:18:07 --> 00:18:10: but it says if this incentive was not available, the  
00:18:10 --> 00:18:14: project wouldn't be able to offer this community benefit.  
00:18:15 --> 00:18:17: And I think that's which would be pretty easy to  
00:18:17 --> 00:18:20: demonstrate in a lot of these cases because like I  
00:18:20 --> 00:18:23: said, really the whole intent is radically below market long  
00:18:23 --> 00:18:26: term resistor creative spaces and zeroing out that cost to  
00:18:26 --> 00:18:27: the project.

00:18:27 --> 00:18:28: So that's the big one.

00:18:28 --> 00:18:31: I definitely wanted to make sure to talk about that

00:18:31 --> 00:18:34: to folks in the room because we are planning on

00:18:34 --> 00:18:37: launching this in the next few months and we would

00:18:37 --> 00:18:41: very much hope folks in the development community apply for

00:18:41 --> 00:18:43: as of as of Chapter 380 agreements.

00:18:43 --> 00:18:45: Any, any large incentive.

00:18:46 --> 00:18:48: Basically the staff reviews and then does a

00:18:48 --> 00:18:49: Report.

00:18:49 --> 00:18:49: Make sure it fulfills.

00:18:49 --> 00:18:51: All those, all the standards and then presents that City

00:18:52 --> 00:18:52: Council.

00:18:52 --> 00:18:55: City Council ultimately makes final decision on any of these,

00:18:55 --> 00:18:56: on any major incentive.

00:18:57 --> 00:18:59: But we have a lot of direction from council, but

00:19:00 --> 00:19:02: this is something that they've wanted to see for for

00:19:02 --> 00:19:04: years, this kind of opportunity.

00:19:04 --> 00:19:07: Super to what analysts saying, we we all know this

00:19:07 --> 00:19:08: is a major need in the community.

00:19:09 --> 00:19:11: And this is one where you can call that data.

00:19:12 --> 00:19:16: The other one that is also relevant, especially for development

00:19:16 --> 00:19:19: community is category 2 community impact.

00:19:20 --> 00:19:24: And whereas Category 1 is basically tied to giving creative

00:19:24 --> 00:19:28: spaces and other users affordable leases long term, category 2

00:19:28 --> 00:19:30: is more of an owner occupied.

00:19:30 --> 00:19:33: So if you're going if someone's building out a standalone

00:19:34 --> 00:19:37: arts facility or someone's the Windows 10 one kind of

00:19:37 --> 00:19:40: community or any facility or the child care center or

00:19:40 --> 00:19:42: someone's doing significant tenant improvements.

00:19:43 --> 00:19:46: So products like analyst saying where, where existing spaces are

00:19:46 --> 00:19:49: doing major tenant improvements and investments in their space.

00:19:50 --> 00:19:52: Those are ones where that would be sort of a

00:19:52 --> 00:19:54: category 2 where we could also do tax reimbursements.

00:19:55 --> 00:19:58: And in both of these, we can look at the

00:19:58 --> 00:20:02: reimbursement of new increment for property tax.

00:20:02 --> 00:20:03: We can also look at the.

00:20:04 --> 00:20:08: Sales tax associated with the construction project itself, what's going

00:20:08 --> 00:20:11: on as opportunities for doing those reinventments.  
00:20:12 --> 00:20:15: And that's those are kind of the two really there's,  
00:20:15 --> 00:20:16: there's two more categories.  
00:20:16 --> 00:20:19: The third one is really kind of a it's not  
00:20:19 --> 00:20:23: exactly a abatement for creative spaces, but it's sort of  
00:20:23 --> 00:20:27: like a small reimbursement program to help exhibit to just  
00:20:27 --> 00:20:33: help directly creative spaces and creative organizations  
smaller really more  
00:20:33 --> 00:20:36: kind of a a support for existing creative spaces to  
00:20:36 --> 00:20:40: prevent displaced members of them get long term resilience.  
00:20:42 --> 00:20:45: 4th 1 I don't even want to talk about because  
00:20:45 --> 00:20:48: it's it's it's very wide, but it's it's designed to  
00:20:48 --> 00:20:50: support city LED initiatives.  
00:20:51 --> 00:20:52: For example, it's also new Waterfront.  
00:20:52 --> 00:20:54: Or Harmony Park things where?  
00:20:54 --> 00:20:56: There's a there's a heavy level of city investments.  
00:20:57 --> 00:20:59: It's a very flexible 3D program.  
00:20:59 --> 00:21:02: So it's something that can be tailored to these kind  
00:21:02 --> 00:21:06: of mega projects with the raft of community needs associated  
00:21:06 --> 00:21:06: with them.  
00:21:07 --> 00:21:09: But that's going to be those are ones where, you  
00:21:09 --> 00:21:12: know, basically the city department and council would  
probably be  
00:21:12 --> 00:21:13: initiating on that.  
00:21:13 --> 00:21:16: But the other, the first two of the real ones  
00:21:16 --> 00:21:19: where any any sort of development or improvement project  
can  
00:21:20 --> 00:21:22: can utilize that can apply for that.  
00:21:22 --> 00:21:28: And this will be awarded a pretty substantial tax  
reimbursement  
00:21:29 --> 00:21:34: over over 5 to 10 renewable years from the other  
00:21:34 --> 00:21:35: program.  
00:21:35 --> 00:21:36: It's a little bit different.  
00:21:37 --> 00:21:41: This is direction we've gotten from council and the  
community  
00:21:41 --> 00:21:45: to try and develop a way of catalyzing and incentivizing  
00:21:45 --> 00:21:49: not just sort of creative space sites, but creative space  
00:21:49 --> 00:21:50: districts.  
00:21:50 --> 00:21:53: So things really kind of spurred by like the importance  
00:21:53 --> 00:21:56: of say things like the right of cultural districts.  
00:21:58 --> 00:21:58: Other areas really see.  
00:21:58 --> 00:22:02: Concentrations of greater spaces, they, they tend to cluster  
effectively.

00:22:03 --> 00:22:06: So this program is another one where it was passed  
00:22:06 --> 00:22:07: last year.  
00:22:07 --> 00:22:10: We're going up process for the application this year, but  
00:22:10 --> 00:22:13: it's a density bonus zoning based program.  
00:22:14 --> 00:22:16: So it's going to be similar in process to the  
00:22:17 --> 00:22:18: way historic districts are done.  
00:22:18 --> 00:22:21: So one site can apply for it or multiple property  
00:22:21 --> 00:22:25: owners can apply and create like a district process.  
00:22:25 --> 00:22:29: But essentially what it does is having a density bonus  
00:22:29 --> 00:22:33: for again, providing affordable space for creative creative  
00:22:33 --> 00:22:35: space users  
00:22:33 --> 00:22:35: within this district context.  
00:22:35 --> 00:22:39: So an area can get the zoning overlay to similar  
00:22:39 --> 00:22:44: to kind of our, our, our existing density bonus programs  
00:22:44 --> 00:22:47: like ED90 or EDETOD for important housing.  
00:22:48 --> 00:22:52: They can pretty they can get that sort of zoning  
00:22:52 --> 00:22:57: layer added on to their sites and then sites within  
00:22:57 --> 00:23:01: that can utilize it to get more density, build, build  
00:23:01 --> 00:23:08: up higher, remove FAR requirements in return for providing  
00:23:08 --> 00:23:12: affordable  
00:23:08 --> 00:23:12: leases on the ground floor for creative spaces.  
00:23:12 --> 00:23:14: I think 10 up to the, I think it's a  
00:23:14 --> 00:23:17: 10 year requirement for that, but it so basically the  
00:23:17 --> 00:23:22: density bonus program, similar to affordable housing density  
00:23:22 --> 00:23:25: bonuses, but  
00:23:22 --> 00:23:25: more in a picture context and for affordable creativeness.  
00:23:26 --> 00:23:28: And we're, I think we're seeing to working with that  
00:23:28 --> 00:23:29: too.  
00:23:30 --> 00:23:33: It's going to take a little bit in terms of  
00:23:33 --> 00:23:35: setting up a process to make it so that folks  
00:23:35 --> 00:23:38: can navigate through it because it's a, it's a district  
00:23:38 --> 00:23:40: based rezoning density bonus program.  
00:23:41 --> 00:23:43: We've had to do a lot of coordination with internal  
00:23:43 --> 00:23:46: national stakeholders to make sure we're not, we don't like  
00:23:46 --> 00:23:49: cannibalize our all of our other density bonus programs here.  
00:23:49 --> 00:23:52: We've got, you know, a slew of them, mostly for  
00:23:52 --> 00:23:55: housing and and the housing folks very much do not  
00:23:55 --> 00:23:58: want us to cut into that, into that or reduce,  
00:23:58 --> 00:24:01: you know, the other, you know, the other needs in  
00:24:01 --> 00:24:04: the Outland city, But that's something that can also be  
00:24:04 --> 00:24:05: another opportunity.  
00:24:05 --> 00:24:08: So and also and, and, and in case anyone's going  
00:24:08 --> 00:24:10: to ask us, these things suck.

00:24:10 --> 00:24:12: So you could do, we could do both.

00:24:13 --> 00:24:16: So you could have a creative district that allows the

00:24:16 --> 00:24:19: test advantage of the 60 bonus allowance.

00:24:19 --> 00:24:23: We'll also we'll also getting additional tax reimbursements to help

00:24:24 --> 00:24:27: make that project and select and the other the other

00:24:27 --> 00:24:30: note on this one is that the like our other

00:24:30 --> 00:24:34: like some of our other density bonus programs, there's a

00:24:34 --> 00:24:35: fee and Lu option.

00:24:35 --> 00:24:40: So you really intended for preservation of an existing creative

00:24:40 --> 00:24:42: space in the district.

00:24:42 --> 00:24:45: Say you have an area where there's venue that's been

00:24:46 --> 00:24:50: around like pulling the wall for decades and decades You

00:24:50 --> 00:24:54: and then and what you're more interested in is helping

00:24:54 --> 00:24:55: preserve that site.

00:24:57 --> 00:25:00: If you have the district that includes another area where

00:25:00 --> 00:25:03: your building is an officer hotel, you can do a

00:25:03 --> 00:25:06: field of option to get to have those P equivalents

00:25:06 --> 00:25:10: providing an important space and just channel that over to

00:25:10 --> 00:25:12: preserving the hole in the wall next door or as

00:25:12 --> 00:25:14: long as it's in the center strip.

00:25:15 --> 00:25:17: So there's some possibility with that this is going to

00:25:17 --> 00:25:19: wind up being kind of complicated in the implementation.

00:25:19 --> 00:25:21: Both of these will be a little complicated in the

00:25:21 --> 00:25:22: implementation.

00:25:22 --> 00:25:24: This is kind of new territory for the city to

00:25:24 --> 00:25:27: try and be this kind of proactive with coming up

00:25:27 --> 00:25:30: with using the tools we have and the extremely limited

00:25:30 --> 00:25:33: budget resources we have to try and create opportunities for

00:25:33 --> 00:25:35: this greatest presentation.

00:25:35 --> 00:25:37: So I, I definitely ask that you all have some

00:25:38 --> 00:25:40: grace with us and we can revise things that we,

00:25:40 --> 00:25:42: when we, you know, see any bugs.

00:25:43 --> 00:25:45: But we're really excited and we're thinking there's going to

00:25:45 --> 00:25:46: be a lot of opportunities.

00:25:50 --> 00:25:50: Yeah.

00:25:50 --> 00:25:52: And this is just kind of general updates and the

00:25:52 --> 00:25:55: slides include where you can if anyone's interested in getting

00:25:55 --> 00:25:58: on the list to find out more information or potentially

00:25:58 --> 00:25:59: add the projects to it.

00:25:59 --> 00:26:00: There's a link.

00:26:00 --> 00:26:03: There that I think you'll probably need any slides, but

00:26:03 --> 00:26:06: you can also just e-mail an e-mail and my e-mail  
00:26:06 --> 00:26:08: was Donald E Perry, Jackson Austin test.gov.  
00:26:08 --> 00:26:10: I'll be happy to direct you to that.  
00:26:10 --> 00:26:13: And then, you know, council passed both of these and  
00:26:13 --> 00:26:15: we're rolling them out this spring.  
00:26:16 --> 00:26:19: So hopefully I think we have April or May is  
00:26:19 --> 00:26:23: what we're shooting for, for the for for the place  
00:26:23 --> 00:26:25: based enhancement.  
00:26:25 --> 00:26:28: Technically the zoning ones already live, but process wise  
we  
00:26:28 --> 00:26:30: still need to kind of coordinate that.  
00:26:30 --> 00:26:34: As I'm sure y'all can imagine, coordinating a new complex  
00:26:34 --> 00:26:38: density bonus across like 4 different city departments is not  
00:26:38 --> 00:26:39: super smooth.  
00:26:39 --> 00:26:40: So we're just going to have to try and make  
00:26:40 --> 00:26:41: that work as best we can.  
00:26:44 --> 00:26:45: And I think that's it for me.  
00:26:47 --> 00:26:47: Thank you.  
00:26:49 --> 00:26:49: Thank you.  
00:26:53 --> 00:26:57: I'm going to talk loud until it shows up.  
00:27:00 --> 00:27:02: Thank you, Anne for your presentation.  
00:27:02 --> 00:27:04: Thank you Donald for your presentation.  
00:27:04 --> 00:27:05: Can y'all hear me?  
00:27:06 --> 00:27:10: OK, I'll I'll put on my mom voice.  
00:27:21 --> 00:27:24: OK, So we so that was a lot of information  
00:27:24 --> 00:27:28: and I I appreciate rally Austin and City of Boston's  
00:27:28 --> 00:27:32: Economic Development department coming and sharing that  
with us.  
00:27:33 --> 00:27:37: And if I could summarize, there's been needs established  
and  
00:27:37 --> 00:27:41: those needs exceed the resources available.  
00:27:41 --> 00:27:45: And so this question for Dewey gets you in there.  
00:27:48 --> 00:27:52: What are the problems that you see from the Austin  
00:27:52 --> 00:27:54: Creative Alliance point of view?  
00:27:55 --> 00:27:58: What are those problems if you could just pass the  
00:27:58 --> 00:28:02: wide net about what you're seeing from the creative  
community?  
00:28:02 --> 00:28:04: So that's the first part of the question.  
00:28:04 --> 00:28:08: The second part of the question is, do you find  
00:28:08 --> 00:28:12: some of those solutions in the presentations that have been  
00:28:12 --> 00:28:14: presented so far?  
00:28:19 --> 00:28:22: I'm doing Brooks, current chair of the Office of Great  
00:28:22 --> 00:28:22: Reliance.

00:28:23 --> 00:28:24: I just found that I was going to be sitting  
00:28:25 --> 00:28:26: up here at the spotlight I.  
00:28:27 --> 00:28:27: Was going.  
00:28:27 --> 00:28:28: To be a panelist.  
00:28:28 --> 00:28:31: So I haven't reviewed any questions.  
00:28:31 --> 00:28:33: Going to give you the best shot.  
00:28:34 --> 00:28:38: Just a little bit about me, I've been working, not  
00:28:38 --> 00:28:43: working, volunteering and differently creative community.  
00:28:43 --> 00:28:48: That's a term that covers everything being creative for the  
00:28:48 --> 00:28:50: last 2025 years.  
00:28:50 --> 00:28:54: One of my notables was being on the board of  
00:28:54 --> 00:28:58: the Austin Children's Museum when it was on 5th St.  
00:28:59 --> 00:29:03: and now it's over all the thinkery now over at  
00:29:03 --> 00:29:04: Bueller.  
00:29:04 --> 00:29:07: A lot of folks that I know here I know  
00:29:07 --> 00:29:09: from the children's and say hi Janet.  
00:29:10 --> 00:29:16: Let me look the I I I still volunteer in  
00:29:16 --> 00:29:17: theatre.  
00:29:18 --> 00:29:22: I Co founded the theatre company back there for Advance  
00:29:22 --> 00:29:24: Pro Arts Collective, a primary.  
00:29:24 --> 00:29:25: Theatre Group A.  
00:29:25 --> 00:29:26: Spectrum Theatre.  
00:29:27 --> 00:29:31: Company back in the pro arts studies back in the  
00:29:31 --> 00:29:33: day, back in the 90s.  
00:29:33 --> 00:29:34: I know that's for you youngsters.  
00:29:34 --> 00:29:36: That seems like a long time back.  
00:29:37 --> 00:29:38: It was just yesterday.  
00:29:39 --> 00:29:45: The we were a small group, three people, Max.  
00:29:46 --> 00:29:50: We have the creative, you know, the business side, and  
00:29:50 --> 00:29:51: we did it all.  
00:29:52 --> 00:29:54: You, you name it, we did it.  
00:29:55 --> 00:29:59: Affordability wasn't so much an issue.  
00:29:59 --> 00:30:01: I don't know where Boyd found the money, but he  
00:30:01 --> 00:30:02: found it.  
00:30:02 --> 00:30:04: If we had the show to do, we did.  
00:30:06 --> 00:30:10: I've directed, I've performed, I've been involved since then.  
00:30:10 --> 00:30:11: I still volunteer today.  
00:30:12 --> 00:30:13: Really.  
00:30:13 --> 00:30:14: Austin, I started with.  
00:30:14 --> 00:30:17: Austin Aqua Fest for For those of you who who.  
00:30:17 --> 00:30:18: Can go back that far.  
00:30:19 --> 00:30:23: And so I've seen a lot of change as it



00:30:23 --> 00:30:27: comes to where we live, where we play, where we  
00:30:27 --> 00:30:28: perform.  
00:30:29 --> 00:30:33: I think a big question question is why any here  
00:30:33 --> 00:30:37: I I consider well, let me go, let me just  
00:30:37 --> 00:30:39: take one step back.  
00:30:39 --> 00:30:45: The we started out as ACOT, ACOT and AACA started  
00:30:45 --> 00:30:48: been around since 1973.  
00:30:48 --> 00:30:50: Our focus was on theater.  
00:30:51 --> 00:30:53: Imagine Austin came out.  
00:30:53 --> 00:30:54: I believe that was a city.  
00:30:54 --> 00:30:54: Program.  
00:30:55 --> 00:30:59: That came out and said, hey, this is what we  
00:30:59 --> 00:31:02: would like to see in Y what when we read  
00:31:02 --> 00:31:08: through that description, that's what we were already doing  
acock.  
00:31:09 --> 00:31:13: So we rebranded, so to speak and started doing business  
00:31:13 --> 00:31:14: as Austin Credit Alliance.  
00:31:15 --> 00:31:19: Our umbrella was theater Austin Credit alliance.  
00:31:19 --> 00:31:22: We're the creative community and you guys are part of  
00:31:23 --> 00:31:23: that.  
00:31:23 --> 00:31:26: When you design a building, when you when you walk  
00:31:26 --> 00:31:29: down the street and and say, what can you put  
00:31:29 --> 00:31:29: here?  
00:31:29 --> 00:31:30: What can you put there?  
00:31:31 --> 00:31:34: You put you put a pen in the paper, you  
00:31:34 --> 00:31:37: put thoughts to, to books to to spreadsheets.  
00:31:37 --> 00:31:38: You are the creative.  
00:31:38 --> 00:31:42: You are a part of this as much as individual  
00:31:42 --> 00:31:44: artists are for organizations.  
00:31:46 --> 00:31:47: There were a lot of words sung around as I  
00:31:47 --> 00:31:48: was walking around.  
00:31:48 --> 00:31:52: And I think the best way for me to say  
00:31:52 --> 00:31:54: what and why can we do it?  
00:31:55 --> 00:31:57: Because we should do it.  
00:31:58 --> 00:32:01: We, it's a quality of life who didn't come here  
00:32:01 --> 00:32:05: because we're the live music capital of the world or  
00:32:05 --> 00:32:06: anything.  
00:32:07 --> 00:32:11: But who, who didn't come here, who didn't live here  
00:32:11 --> 00:32:12: and grow into those things?  
00:32:12 --> 00:32:15: Who didn't come here and go, I want to live  
00:32:15 --> 00:32:15: here.  
00:32:15 --> 00:32:17: I want to be a part of that community.

00:32:18 --> 00:32:19: That's why you're here.  
00:32:20 --> 00:32:21: That's why a lot of people come here.  
00:32:22 --> 00:32:25: So you are a part of the creative process.  
00:32:26 --> 00:32:30: And what I would like to see is for all  
00:32:31 --> 00:32:37: of us here to mesh together IT phrase mesh network.  
00:32:37 --> 00:32:41: I think if we mesh and create the balance of  
00:32:41 --> 00:32:45: what each of us want, not what we want, but  
00:32:45 --> 00:32:47: what we want to see.  
00:32:48 --> 00:32:51: There's nothing that we can't do in, in, in in  
00:32:51 --> 00:32:51: this room.  
00:32:52 --> 00:32:54: We, we've got look at the downtown.  
00:32:54 --> 00:32:57: When I got here, it was 250,000 people.  
00:32:59 --> 00:33:01: I thought I was in the country from the East  
00:33:01 --> 00:33:02: Coast, Philadelphia.  
00:33:02 --> 00:33:06: I came from 1.1 and a half million people, Gold  
00:33:06 --> 00:33:06: Eagles.  
00:33:09 --> 00:33:13: But but the point being is what is your why?  
00:33:14 --> 00:33:15: Why are you here today?  
00:33:16 --> 00:33:17: Breakfast was good.  
00:33:18 --> 00:33:19: It was free.  
00:33:19 --> 00:33:21: But why are you here today?  
00:33:22 --> 00:33:23: So this is the thing we need to look at.  
00:33:23 --> 00:33:25: I I don't need to talk about.  
00:33:25 --> 00:33:29: They've already given you the the what and the how  
00:33:29 --> 00:33:32: and where we need to establish the why and how  
00:33:33 --> 00:33:34: we can move forward.  
00:33:35 --> 00:33:37: I can talk about gentrification.  
00:33:37 --> 00:33:38: I can talk about affordability.  
00:33:39 --> 00:33:40: I can talk about all those things.  
00:33:40 --> 00:33:41: You already know that.  
00:33:42 --> 00:33:45: Why am I repeating myself if you don't know what  
00:33:45 --> 00:33:47: you just found out about it this morning.  
00:33:48 --> 00:33:50: So let's go to our why.  
00:33:50 --> 00:33:56: Let's look at us as not individuals, organizations that perform  
00:33:56 --> 00:33:58: or visual arts, whatever.  
00:33:58 --> 00:34:03: Let's include everybody here because everybody here is a  
00:34:03 --> 00:34:06: creative.  
00:34:06 --> 00:34:10: What you realize if you're not when you decide where  
00:34:10 --> 00:34:14: are you and where today, when you decide what you're  
00:34:14 --> 00:34:16: going to cook that evening, when you decide where or  
00:34:17 --> 00:34:20: when or how long I can get Johnny and and  
00:34:17 --> 00:34:20: soon where am I going to get and coordinate their

00:34:20 --> 00:34:21: their soccer outfits?  
00:34:22 --> 00:34:23: You're being a creative.  
00:34:24 --> 00:34:26: You don't realize it, but you're a creative.  
00:34:26 --> 00:34:29: You make that To Do List lines are creative To  
00:34:29 --> 00:34:30: Do List sunny day.  
00:34:31 --> 00:34:35: But we're all creatives and I'll leave it there and  
00:34:35 --> 00:34:36: we can move on.  
00:34:37 --> 00:34:39: That was great inspirational.  
00:34:40 --> 00:34:41: What is our live?  
00:34:41 --> 00:34:45: We are all creatives and it heartens back to being  
00:34:45 --> 00:34:48: at work and thinking about our projects that we work  
00:34:49 --> 00:34:49: on, right.  
00:34:50 --> 00:34:55: And we tend to put the creative community in this  
00:34:55 --> 00:35:00: bucket, you know, and we we probably simply define it  
00:35:00 --> 00:35:05: as, you know, a painter, a sculptor, a musician.  
00:35:06 --> 00:35:11: And I'm inspired because now I'm a creative too, because  
00:35:11 --> 00:35:16: spreadsheets and pro formas and tracking vacancy for  
downtown.  
00:35:17 --> 00:35:20: I too am creative and so thank you for that.  
00:35:20 --> 00:35:24: And I think it is important to know why your  
00:35:24 --> 00:35:29: why is because even if it's an economic argument, the  
00:35:29 --> 00:35:32: creative community drives the demand.  
00:35:33 --> 00:35:34: So there is a function there.  
00:35:34 --> 00:35:39: There's some algebra and a little bit of calculus happening  
00:35:39 --> 00:35:44: and geometry where if that creative community is not  
intentionally  
00:35:44 --> 00:35:48: invested in, then there is going to be a decline  
00:35:48 --> 00:35:52: in the demand for your city, your property, for your  
00:35:52 --> 00:35:54: downtown, for your districts.  
00:35:55 --> 00:35:56: And so there is a formula.  
00:35:56 --> 00:36:00: I'm pretty sure that some of the larger cities like  
00:36:01 --> 00:36:05: Philadelphia, New York, Boston, LA has done some of that  
00:36:05 --> 00:36:06: research.  
00:36:06 --> 00:36:09: And so I think it is a future.  
00:36:09 --> 00:36:10: Project or opportunity?  
00:36:10 --> 00:36:13: For Austin to figure out what is that Delta, what  
00:36:13 --> 00:36:18: is that relationship between the creative community and the  
economic  
00:36:18 --> 00:36:21: output, I will say we have some metrics.  
00:36:21 --> 00:36:24: When you look at South by Southwest, when you look  
00:36:24 --> 00:36:28: at ACL and the economic output that those events alone  
00:36:28 --> 00:36:32: bring to the city, I think it's three to three  
00:36:32 --> 00:36:35: 5300 and 50 million for I believe ACL and I

00:36:35 --> 00:36:39: think like 400 million for South by don't quote me  
00:36:39 --> 00:36:41: on that, it's online.  
00:36:41 --> 00:36:45: But these are major investments in our city that people  
00:36:45 --> 00:36:48: are coming to try to take the slice of that  
00:36:48 --> 00:36:51: and a lot of those people come back or invest  
00:36:51 --> 00:36:52: in other ways.  
00:36:53 --> 00:36:56: And so I wanted to continue to to harken back  
00:36:56 --> 00:37:00: to the presentation that was presented and the why we  
00:37:00 --> 00:37:04: are all here and how it makes a difference.  
00:37:04 --> 00:37:07: And, and you said something earlier about stabilization.  
00:37:08 --> 00:37:12: And so looking at the research you've done and the  
00:37:12 --> 00:37:16: the work that Rally Austin is taking on, talk about  
00:37:16 --> 00:37:20: how stabilization came up and how that was a critical  
00:37:20 --> 00:37:25: component to, you know, the Rally Austin offerings.  
00:37:26 --> 00:37:26: Sure.  
00:37:26 --> 00:37:29: I think just, there's so much to talk about.  
00:37:30 --> 00:37:33: I think that the point of stabilization is that we've  
00:37:33 --> 00:37:36: got an industry, the creative industry.  
00:37:36 --> 00:37:38: And actually, one thing I love about Austin is that  
00:37:38 --> 00:37:39: everybody wears 3 hats.  
00:37:40 --> 00:37:43: And so the actor is also a sound engineer who's  
00:37:43 --> 00:37:46: also potentially the person checking with the library.  
00:37:46 --> 00:37:49: And everybody is creative in this town.  
00:37:49 --> 00:37:53: And I think it's really important to know that property  
00:37:53 --> 00:37:56: owners who have seen the value of the economic impact  
00:37:56 --> 00:38:00: and the visibility and the vibrancy of supporting a creative  
00:38:00 --> 00:38:04: organization space is also part of that that equation.  
00:38:04 --> 00:38:05: So it's really critical.  
00:38:05 --> 00:38:08: But the stabilization part, I mean, I think that council,  
00:38:09 --> 00:38:12: you know, and advocates had hoped that, you know, put  
00:38:12 --> 00:38:14: some money aside and we can just buy up a  
00:38:14 --> 00:38:16: bunch of buildings and everybody be fine.  
00:38:17 --> 00:38:20: That being said, everybody's in a different part of their  
00:38:20 --> 00:38:22: life cycle, every creative organization.  
00:38:23 --> 00:38:26: And also surprise, surprise, you can't sneak up on real  
00:38:26 --> 00:38:27: estate in this town.  
00:38:27 --> 00:38:31: So you can't always be able to just purchase a  
00:38:31 --> 00:38:33: property and make it make it good.  
00:38:33 --> 00:38:37: Plus many arts organizations alone, especially post COVID,  
00:38:37 --> 00:38:41: really hard time sustaining and carrying costs of owning real  
00:38:41 --> 00:38:41: estate.

00:38:42 --> 00:38:45: So the cultural trust, we've been trying to be very  
00:38:45 --> 00:38:48: creative about inserting away a mechanism to assure a long  
00:38:48 --> 00:38:51: term path, longer term than the month to month or  
00:38:51 --> 00:38:55: year to year thinking that most of these organizations have  
00:38:55 --> 00:38:58: been doing just so that they have a long enough  
00:38:58 --> 00:39:02: runway to sort of build additional revenue, build additional  
activities  
00:39:02 --> 00:39:06: that are going on in their space, build additional capacity  
00:39:06 --> 00:39:08: to be able to do that, give them a safe  
00:39:08 --> 00:39:11: space for a long enough time for that to happen.  
00:39:11 --> 00:39:15: But I will say that it's become increasingly difficult of  
00:39:15 --> 00:39:16: our affordability survey.  
00:39:17 --> 00:39:20: This is 2 years after the actual RFP that gave  
00:39:20 --> 00:39:21: us a lot of Intel.  
00:39:22 --> 00:39:26: 1/3 of all the organizations responded have visas expiring in  
00:39:26 --> 00:39:27: the next 18 months.  
00:39:28 --> 00:39:31: And this is what keeps me up at night because  
00:39:31 --> 00:39:36: many of these organizations are also being sort of sidelined  
00:39:36 --> 00:39:40: by property taxes increasing every year and most leases  
pass  
00:39:40 --> 00:39:43: that property tax burden on to the tenant.  
00:39:44 --> 00:39:47: Thank God that we're going towards places that cannot help  
00:39:47 --> 00:39:47: believe that.  
00:39:48 --> 00:39:49: But also other business costs.  
00:39:49 --> 00:39:52: I don't know if you're all aware of this, but  
00:39:52 --> 00:39:56: insurance costs have started to double, just like things like  
00:39:56 --> 00:39:57: property taxes.  
00:39:57 --> 00:40:00: None of the venues are selling enough beer anymore  
because  
00:40:00 --> 00:40:01: people don't drink.  
00:40:02 --> 00:40:05: People aren't coming back to shows after COVID.  
00:40:05 --> 00:40:09: All of these types of microeconomics of the businesses make  
00:40:09 --> 00:40:12: it just very, very difficult to sustain in place without  
00:40:12 --> 00:40:14: some version of stabilization.  
00:40:14 --> 00:40:17: So we're looking at actually a lot of different organizations  
00:40:17 --> 00:40:20: around the country and the world who've been focused on  
00:40:20 --> 00:40:21: these cultural trust initiatives.  
00:40:22 --> 00:40:26: It works best when there's long term securitization of the  
00:40:26 --> 00:40:26: land.  
00:40:26 --> 00:40:30: We'd much rather have ownership, either cultural trust or arts  
00:40:30 --> 00:40:34: organizations, a way to sort of mitigate those property tax  
00:40:34 --> 00:40:35: increases.  
00:40:35 --> 00:40:38: But we also know that the answer is partnering with

00:40:38 --> 00:40:43: private land owners, private organizations, and developers to help figure

00:40:43 --> 00:40:46: out how to create and sustain that vibrancy in a

00:40:46 --> 00:40:48: way that makes sense for everybody.

00:40:50 --> 00:40:50: Thank you for that.

00:40:51 --> 00:40:54: So looking at a couple of questions coming in, one

00:40:54 --> 00:40:56: of the questions that I had.

00:40:58 --> 00:41:01: So Donald, based on the new projects, the city's put

00:41:01 --> 00:41:06: forth, the Downton Office Alliance, we have a Downton program,

00:41:06 --> 00:41:10: Downton Office space activation program where we are working with

00:41:10 --> 00:41:15: property owners with existing properties that have vacancies and we

00:41:15 --> 00:41:19: are partnering with them to basically offer those saving spaces

00:41:19 --> 00:41:22: back to the creative community.

00:41:22 --> 00:41:25: Of course, we can do it alone and so very

00:41:25 --> 00:41:29: encouraged at the, at the projects and the initiatives of

00:41:29 --> 00:41:31: the city is, is leveraging.

00:41:32 --> 00:41:36: So can you talk about what is available for existing

00:41:36 --> 00:41:37: properties?

00:41:38 --> 00:41:40: I know you spent some time on new construction and

00:41:40 --> 00:41:43: new properties and it looks like we have a couple

00:41:43 --> 00:41:46: of questions here on the slide though that talks about

00:41:46 --> 00:41:50: what are those incentives for developers and land owners to

00:41:50 --> 00:41:53: give free and discounted space and in particularly the properties

00:41:53 --> 00:41:54: that are existing?

00:41:57 --> 00:41:57: Sure.

00:41:57 --> 00:41:58: Yeah, definitely.

00:41:58 --> 00:41:59: That's a great question.

00:41:59 --> 00:42:02: And and unfortunately some of this we, the answer is

00:42:02 --> 00:42:04: it's limited right now.

00:42:04 --> 00:42:07: And and that's, that's not what we, that's not my preference.

00:42:07 --> 00:42:07: Obviously the issue is just the way we can do

00:42:07 --> 00:42:11: budget and finance and projects for the city right now.

00:42:11 --> 00:42:15: If we vote right now, whenever we do well, the

00:42:15 --> 00:42:19: city's tax incentive program is entirely proper tax reimbursement base

00:42:19 --> 00:42:24: or sales tax reimbursement base.

00:42:24 --> 00:42:26: We don't have a major, what some cities in Texas

00:42:26 --> 00:42:29:

00:42:29 --> 00:42:33: have have a major dedicated funds created through different ways

00:42:33 --> 00:42:35: for economic incentives.

00:42:35 --> 00:42:36: We don't have that funds.

00:42:36 --> 00:42:39: That's something we're talking about many ways we could find

00:42:39 --> 00:42:43: or develop or or get additional funding support that kind

00:42:43 --> 00:42:43: of thing.

00:42:44 --> 00:42:48: But Austin, Austin doesn't we have a so all any

00:42:48 --> 00:42:51: any sort of tax large taxes in a program.

00:42:51 --> 00:42:53: You might you might be aware I'm say for the

00:42:53 --> 00:42:55: channel stock that's a long time public one.

00:42:55 --> 00:42:58: The big Samsung facility in in northeast of the town.

00:42:58 --> 00:43:00: It's still it's still that same logic.

00:43:00 --> 00:43:05: It's still property tax or additional sales tax, property tax

00:43:05 --> 00:43:10: reimbursement year after year they pay, we haven't verified they've

00:43:11 --> 00:43:15: met the requirements of their incentive contract and then we

00:43:15 --> 00:43:19: reimburse their and we can do it that way because

00:43:19 --> 00:43:23: it's not based on pulling from sort of the existing

00:43:23 --> 00:43:25: general budget of the city.

00:43:26 --> 00:43:29: It's it's, it's leveraging that sort of but for requirement

00:43:29 --> 00:43:32: we but for getting that like in that sort of

00:43:32 --> 00:43:35: public support, this project wouldn't happen at all.

00:43:35 --> 00:43:38: So we can talk about, so based on state statutory

00:43:38 --> 00:43:42: guidelines and such, it's, it's a, it's a, it's a,

00:43:42 --> 00:43:46: it's a incentive grant to support new economic development in

00:43:46 --> 00:43:47: the city.

00:43:47 --> 00:43:49: So that gives us more flexibility.

00:43:49 --> 00:43:51: That's, that's something where we can say if the student,

00:43:51 --> 00:43:54: if we didn't put in this kind of support, this

00:43:54 --> 00:43:55: wouldn't be happening at all.

00:43:56 --> 00:43:58: And we wouldn't get this new investment, we wouldn't get

00:43:58 --> 00:43:58: this new development.

00:43:59 --> 00:44:01: We wouldn't get this sort of development that provides the

00:44:01 --> 00:44:02: community benefits we're looking for.

00:44:03 --> 00:44:06: But because of that, we can basically and kick it

00:44:07 --> 00:44:10: to the future and then instead of pulling it from

00:44:10 --> 00:44:13: our existing and general funding budget and we have a,

00:44:14 --> 00:44:17: we have a small budget now, very small, but relatively

00:44:17 --> 00:44:19: speaking for existing.

00:44:19 --> 00:44:22: And that's going to be so for existing you can

00:44:22 --> 00:44:26: look at category three that is that's just property or  
00:44:26 --> 00:44:32: sales tax reimbursements to create spaces and legacy small  
businesses.  
00:44:32 --> 00:44:37: So that can go straight to an existing operator back  
00:44:37 --> 00:44:37: here.  
00:44:38 --> 00:44:40: It'll probably be competitive, it'll probably be over subscribed.  
00:44:42 --> 00:44:43: We have some budget for it.  
00:44:43 --> 00:44:45: We know the need is enormous.  
00:44:45 --> 00:44:49: And I'm going we're going to take everyone's applications  
and  
00:44:49 --> 00:44:51: then when I do the annual memo of the council,  
00:44:51 --> 00:44:53: I'm going to say this is how much we were  
00:44:54 --> 00:44:56: able to give out and this is the factor of  
00:44:56 --> 00:44:57: 10 that we needed instead.  
00:44:57 --> 00:45:01: So, you know, it's normal, but that's so that's, that's  
00:45:01 --> 00:45:03: the that's the that's the construct.  
00:45:03 --> 00:45:07: So that category 3 is something question used if there's  
00:45:07 --> 00:45:09: going to be any sort of tender improvement for an  
00:45:10 --> 00:45:13: existing tenant, like if they're moving in and need to  
00:45:13 --> 00:45:16: do space modifications or upgrades or put in new facilities  
00:45:16 --> 00:45:19: that can be able to put that category two in  
00:45:19 --> 00:45:19: the program.  
00:45:20 --> 00:45:23: I think we'd love to talk more about and think  
00:45:23 --> 00:45:26: through like ways we could, we could, we could help  
00:45:26 --> 00:45:31: incentivize utilizing space, especially, you know, in the  
downtown to  
00:45:31 --> 00:45:34: fill, to fill those spaces with creative use.  
00:45:34 --> 00:45:38: We've gotten questions about that too from, from other folks  
00:45:38 --> 00:45:41: who are looking to move galleries or museums or small  
00:45:41 --> 00:45:46: museums and, you know, collective art organizations into the  
downtown.  
00:45:46 --> 00:45:49: And, and it's just that it's that kind of budget,  
00:45:49 --> 00:45:51: it's that budgetary constraint.  
00:45:51 --> 00:45:54: But we love to talk more about how to how  
00:45:54 --> 00:45:56: to get past that and what we can do besides  
00:45:57 --> 00:46:00: just asking, asking the city government for to please give  
00:46:00 --> 00:46:03: us some large because that there's there's a lot of  
00:46:04 --> 00:46:05: needs and we're very well.  
00:46:07 --> 00:46:09: But I think that's definitely something I want to that's  
00:46:09 --> 00:46:11: kind of we're going to roll this out.  
00:46:11 --> 00:46:13: But I think over the year, we want to talk  
00:46:13 --> 00:46:14: about other solutions.  
00:46:14 --> 00:46:16: You know, we've had this need for a very long



00:46:17 --> 00:46:17: time.

00:46:17 --> 00:46:19: We've known it and we've also known we need not,

00:46:19 --> 00:46:21: you know, there's not, there's not going to be a

00:46:21 --> 00:46:22: one-size-fits-all tool.

00:46:23 --> 00:46:25: And we need to, we need to have different areas

00:46:25 --> 00:46:26: of the quiver.

00:46:26 --> 00:46:28: We need to have several tools to kind of meet

00:46:28 --> 00:46:31: the diverse needs of greatest faces in real estate in

00:46:31 --> 00:46:32: the city.

00:46:32 --> 00:46:34: So we're always happy to talk about this or more

00:46:34 --> 00:46:36: tools and more options that we can use and and

00:46:36 --> 00:46:39: layer them on so we can start kind of really

00:46:39 --> 00:46:40: getting at this problem.

00:46:41 --> 00:46:44: I just wanted to add 1 tool that is beneficial.

00:46:44 --> 00:46:47: Although I know it's somewhat less the folks in the

00:46:47 --> 00:46:50: development team, you're less inclined to utilize it for the

00:46:50 --> 00:46:51: historic designation.

00:46:52 --> 00:46:55: Landmark is property tax relief, which is a #1A huge

00:46:55 --> 00:46:59: benefit for the organizations you're trying to support in your

00:46:59 --> 00:46:59: space.

00:46:59 --> 00:47:01: So if historic building.

00:47:01 --> 00:47:02: One should consider it.

00:47:04 --> 00:47:04: Thank you.

00:47:05 --> 00:47:10: So just piggybacking off of that, let's talk about the

00:47:10 --> 00:47:17: mesh that you mentioned earlier, talk about affordability and

00:47:17 --> 00:47:24: how

00:47:17 --> 00:47:24: these projects sort of meets that need for affordability,

00:47:24 --> 00:47:28: affordable

00:47:24 --> 00:47:28: space, affordability and housing.

00:47:28 --> 00:47:34: What would you say, Dewey, is that connection between

00:47:34 --> 00:47:39: creating

00:47:34 --> 00:47:39: your life and as a creative meeting that affordable cost

00:47:39 --> 00:47:42: of living to make all of this work?

00:47:42 --> 00:47:46: Because what we're hearing is different tactics and examples

00:47:47 --> 00:47:51: of

00:47:47 --> 00:47:51: making it more affordable and more attainable to continue to

00:47:51 --> 00:47:54: do the talent and the art and the value that

00:47:54 --> 00:47:58: these that we all as creatives give to a community.

00:47:58 --> 00:48:05: And so how important is that relationship between

00:48:05 --> 00:48:09: affordability and

00:48:05 --> 00:48:09: being able to produce value to a community?

00:48:10 --> 00:48:14: Yes, the I wish to talk to somebody earlier this

00:48:14 --> 00:48:18: advance can no longer play for a beer or or

00:48:18 --> 00:48:22: but the the the the door receipts anymore.  
00:48:23 --> 00:48:26: Affordability has been one it's been around for a long,  
00:48:27 --> 00:48:28: long, long time.  
00:48:28 --> 00:48:29: So it's nothing new.  
00:48:31 --> 00:48:35: It's the we all want to see our property values.  
00:48:35 --> 00:48:36: Go up but those.  
00:48:36 --> 00:48:37: Same values.  
00:48:37 --> 00:48:42: Also, because of the additional taxes to be paid, now  
00:48:42 --> 00:48:45: those rentals have to go up.  
00:48:45 --> 00:48:48: And if you're not being paid from the venue or  
00:48:49 --> 00:48:52: from gigs or from whatever to afford that or what  
00:48:52 --> 00:48:54: are you going to do?  
00:48:55 --> 00:48:59: And if you kept up with the, with the news  
00:48:59 --> 00:49:04: lately about Lockhart, Lockhart is, is now gaining all of  
00:49:04 --> 00:49:06: our musicians.  
00:49:06 --> 00:49:07: They're moving to Lockhart.  
00:49:07 --> 00:49:11: So is Lockhart going to become the new live capital  
00:49:11 --> 00:49:14: text live music capital of, of, of the world?  
00:49:15 --> 00:49:16: And it comes back to affordability.  
00:49:17 --> 00:49:22: Yes, length rice things, things are going to cost more.  
00:49:22 --> 00:49:24: So what, what can we do?  
00:49:24 --> 00:49:27: What can we do to help and to maintain those,  
00:49:27 --> 00:49:30: those folks here to produce their their art.  
00:49:30 --> 00:49:34: We're talking with you just talking about spaces and all  
00:49:34 --> 00:49:36: the spaces that are here that have space.  
00:49:38 --> 00:49:42: That's an easy way to give an artist more important  
00:49:42 --> 00:49:44: in a studio, a performance space.  
00:49:45 --> 00:49:50: They're not looking for anything permanent, let's say, but it's  
00:49:50 --> 00:49:53: a space and time that they can perform and, and  
00:49:53 --> 00:49:54: and get paid.  
00:49:56 --> 00:49:59: I don't know if many of you remember First Night  
00:49:59 --> 00:50:02: in Austin, but what we did, we took and turned  
00:50:02 --> 00:50:04: downtown into a creative pub.  
00:50:05 --> 00:50:10: We took storefronts that were empty, included art.  
00:50:10 --> 00:50:16: We took performances, performers that performed into the  
00:50:16 --> 00:50:17: doorway.  
00:50:16 --> 00:50:17: I'm not.  
00:50:17 --> 00:50:17: Saying.  
00:50:17 --> 00:50:20: We do that per SE, but if we can come  
00:50:20 --> 00:50:24: up with that for one night, just think of the  
00:50:24 --> 00:50:27: things that we can do for 265 minutes.  
00:50:28 --> 00:50:31: New buildings, always, always, always.

00:50:32 --> 00:50:32: It's always.

00:50:32 --> 00:50:36: We always hear about the retail component of what's going

00:50:36 --> 00:50:39: to go into the 1st floor or the second floor.

00:50:39 --> 00:50:42: What we rarely hear, or what I rarely hear, is

00:50:42 --> 00:50:42: the.

00:50:42 --> 00:50:43: Artistic.

00:50:44 --> 00:50:47: Component of what we can put in those spaces.

00:50:48 --> 00:50:53: Again, we're not talking anything permanent, although it would be

00:50:53 --> 00:50:57: nice, but we can we can give some relief because

00:50:57 --> 00:51:02: a lot of these musicians there are looking for they

00:51:02 --> 00:51:07: they finish a gig, they're unemployed until the next gig.

00:51:08 --> 00:51:12: So what can we do to to keep them employed

00:51:12 --> 00:51:17: As my work in the my volunteerism in the nonprofit

00:51:17 --> 00:51:22: community, I worked, that's how I paid my bills.

00:51:24 --> 00:51:25: I didn't get the big time.

00:51:25 --> 00:51:27: I didn't get, you know, I did what I did

00:51:28 --> 00:51:31: to give back because that's what I enjoyed doing.

00:51:31 --> 00:51:36: But a lot of artists, if you talk to many

00:51:36 --> 00:51:42: individual artists here in Austin, they have full time jobs,

00:51:42 --> 00:51:48: full time jobs and they manage to do rehearsals, which

00:51:48 --> 00:51:53: is can be for sure exactly Scott, that's a job.

00:51:55 --> 00:51:58: And these are folks that are I don't know many

00:51:58 --> 00:52:01: people that that perform and I know quite a few.

00:52:01 --> 00:52:04: I've been with Zach performance of the Zach Pack.

00:52:06 --> 00:52:09: One of my first performances was on the stage exact.

00:52:12 --> 00:52:15: But we all I don't think there's an artist around

00:52:16 --> 00:52:18: that's not known that does not work.

00:52:18 --> 00:52:20: So what can we do?

00:52:21 --> 00:52:24: Can can we give them a discount for a period

00:52:24 --> 00:52:24: of time?

00:52:24 --> 00:52:30: Can we give them a discount on rents?

00:52:30 --> 00:52:36: Can we create a Co-op where artists can live, play,

00:52:36 --> 00:52:37: work?

00:52:37 --> 00:52:41: We have places like the Canopy, we have places like

00:52:41 --> 00:52:42: Spring Hill Gardens.

00:52:43 --> 00:52:48: Those are places that should be in every district.

00:52:49 --> 00:52:52: Every district should have some sort of way to help

00:52:52 --> 00:52:55: to support those those artists.

00:52:55 --> 00:52:56: So think about those.

00:52:57 --> 00:52:57: Be creative.

00:52:59 --> 00:53:03: Existing buildings, new buildings, whatever.

00:53:03 --> 00:53:03: What, what?  
00:53:03 --> 00:53:04: What can we do?  
00:53:06 --> 00:53:06: Thank you.  
00:53:06 --> 00:53:11: Just closing this out, anybody have any final thoughts on  
00:53:11 --> 00:53:14: what can you and I, the community within you and  
00:53:14 --> 00:53:15: I do to improve?  
00:53:15 --> 00:53:21: This, this, you know, go to shows and play frequent  
00:53:21 --> 00:53:28: these organizations, donate to their causes, support them  
and be  
00:53:28 --> 00:53:33: considerate of them on the early stages of your design  
00:53:33 --> 00:53:34: process.  
00:53:35 --> 00:53:39: Really to help frame the authenticity of the art and  
00:53:39 --> 00:53:41: creative entities in place.  
00:53:42 --> 00:53:45: We want to see the indie vibe continue in Austin.  
00:53:45 --> 00:53:46: That's what's it's most different.  
00:53:47 --> 00:53:52: Real quick, yes, still the deer, but if you can't  
00:53:52 --> 00:53:55: go sponsor here, sponsor group adopted.  
00:53:55 --> 00:53:58: I don't care what who, whoever, there's a lot of  
00:53:59 --> 00:54:02: kids that have not been exposed to theater, have not  
00:54:02 --> 00:54:05: been exposed to a tour of the capital.  
00:54:06 --> 00:54:10: If you can't go find somebody or a group, then  
00:54:10 --> 00:54:12: you can sponsor for that.  
00:54:12 --> 00:54:16: You can send is there a question back here?  
00:54:16 --> 00:54:19: Is there Amplify office that's coming up?  
00:54:19 --> 00:54:20: That's a great way to contribute to the.  
00:54:21 --> 00:54:24: New York City coming up in February.  
00:54:28 --> 00:54:31: Oh, Amplify Austin is coming up a great way to  
00:54:31 --> 00:54:33: contribute to the community.  
00:54:34 --> 00:54:37: I'm going to say for, for us in our program,  
00:54:37 --> 00:54:41: especially for UI and UI audience, when we, when our  
00:54:41 --> 00:54:45: programs go live in a few months, check them out  
00:54:45 --> 00:54:46: live.  
00:54:46 --> 00:54:48: See if there's project or see if there's projects that  
00:54:49 --> 00:54:52: you're working on that might be appropriate for this apply.  
00:54:52 --> 00:54:54: And if you like this kind of thing, when they  
00:54:54 --> 00:54:57: come up to council, send your council member or the  
00:54:57 --> 00:55:00: mayor a letter telling him, Hey, let this thing move  
00:55:00 --> 00:55:00: through.  
00:55:01 --> 00:55:05: And if you'll like it doesn't know, it never hurts  
00:55:05 --> 00:55:09: to encourage the City Council to increase the budget for  
00:55:09 --> 00:55:14: arts, for affordable creative space and for more trust funding.  
00:55:14 --> 00:55:16: I mean, I, I, I see all this stuff is

00:55:16 --> 00:55:18: very collaborative and intent.  
00:55:18 --> 00:55:21: So whatever, whatever works, you know, more funding for our  
00:55:21 --> 00:55:24: program so we can, we can figure out how to  
00:55:24 --> 00:55:27: fill those gaps for existing spaces or programs that we  
00:55:27 --> 00:55:31: create and trust that they can do it, whatever, whatever.  
00:55:31 --> 00:55:37: So always encourage them, but especially for us building programs.  
00:55:37 --> 00:55:40: And if it's a project you might be working on  
00:55:40 --> 00:55:42: or envisioning, happy to talk.  
00:55:42 --> 00:55:46: I'll take meetings with anybody, whatever and you can certainly  
00:55:46 --> 00:55:46: apply.  
00:55:46 --> 00:55:46: Thank you.

---

*This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [\[email protected\]](#).*