



MUSIC COMMISSION RECOMMENDATION 20201019-2bii

Date: 10/19/1010

Subject: Systemic Racism Working Group Recommendation

Motioned By: Commissioner Reynolds Seconded By: Vice-chair Jonathan “Chaka” Mahone

Recommendation

Pulling from the stated mission of the Live Music Working group to ‘develop a framework for the effective use of Hotel Occupancy Tax funds, as appropriated for the commercial music sector by the City of Austin, for the enrichment of Austin Musicians, Music Venues and Music Tourism through sustainable investment,’ the Music Commission recommends that a Preservation Innovation and Elevation (PIE) fund be established to create greater economic growth in the music sector.

Description of Recommendation to Council

The Music Commission’s newly formed **Systemic Racism Working Group** will be charged with the responsibility of determining how **PIE** funding, pulled from (50% of Live Music) HOT funds, can best be managed and allocated to create economic growth in the commercial music sector via equity measures.

The Systemic Racism Working Group seeks to address structural inequity and racial inequality in Austin’s music community through public discourse, distribution of funding, and policy change. By examining the development of Austin’s music economy through the lens of race, and the historic lack of support for our communities of color, the working group intends to provide recommendations to protect, repair, and build a more diverse and inclusive music scene. This committee is resolved to dive deeply into the various ways that race shapes policy and opportunity at all levels of the Austin Music Industry: venues, non-profits, festivals, etc.”

Preservation (30%) - Enriching the Past

Investment in the historic cultural heritage of Austin music via funding that supports BIPOC-led organizations, and individuals committed to preservation of the traditions and legacy of historically underserved communities through:

- Educational workshops and presentations that pass the legacy to new generations
- Development of cultural heritage district infrastructure(s)
- Support for public Cultural Arts spaces (libraries, museums, etc)
- Public events that celebrate BIPOC cultural heritage

Innovation (30%) - Envisioning the Future

Investment in the innovation of traditional business models that have excluded BIPOC communities via funding that supports BIPOC-led organizations, and individuals committed to innovative and inclusive practices that build capacity in underserved communities through:

- The incorporation of new media platforms/technology that develop the capacity of historically underserved communities and genres
- The development of infrastructure that empowers the creation and development of tech-based business models that directly serve those most impacted by systemic racism

Elevation (40%) - Empowering the Present

Investment in the elevation, education, and promotion of Austin music via funding that supports present BIPOC-led organizations, talent, and musicians from historically underrepresented communities through:

- Partnerships with established global and national music brands ie: SXSW, ACL to highlight the contributions of BIPOC Austin talent
- Small business and entrepreneurial development via Economic Development Department
- Creation of large and small-scale public events that specifically highlight BIPOC Austin talent
- Grant funding that scale current successful projects, and seed funding that incubates newer ones
- Educational workshops focused specifically on overcoming the challenges faced by BIPOC artists in the Austin music sector

Rationale:

Preservation is necessary so that we never lose our cultural foundations. The City can play a significant role to ensure that the legacies of historically underfunded and underserved communities will be preserved for future generations. As we witness many of the traditional models that upheld these biases waning, and struggling to maintain relevance, challenges can be addressed through a focus on **Innovation**. Innovation models for funding need to go to organizations, artists, and businesses with visions for what the future can look like for historically underserved musicians in Austin. **Elevation** means raising something up. If the historic and current contributions of BIPOC musicians are systemically erased, blurred, transfigured, and generally compromised, the future can only be altered through drastic change in the elevation of these groups. City funding applied to Elevation should build pathways between Tourism leadership, the Economic Development Department, large-scale promoters (like C3 and SXSW), and underserved communities.

Vote

For: 10 (Chair - Rick Carney, Vice-chair - Jonathan ‘Chaka’ Mahone, Secretary - Anne-Charlotte Patterson, Parliamentarian - Oren Rosenthal, Commissioners Al Duarte, Gavin Garcia, Doug Leveton, Paul Pinon, Graham Reynolds, Stuart Sullivan)

Against: 0

Abstain: 0

Absent: 1 Patrice Pike

Attest: Kim McCarson