



Music & Entertainment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Live Music Fund Event Program

Proposed Guidelines

**Music & Entertainment Division
Economic Development Department
7/12/2021 DRAFT**



MUSIC & ENTERTAINMENT DIVISION

THE LIVE MUSIC FUND, ESTABLISHED BY CITY ORDINANCE NO. 20190919-149 ON SEPTEMBER 19, 2019, IS BASED ON RECOMMENDATIONS FROM 2017'S VISITOR TASK FORCE'S FINAL REPORT.

Live Music Fund Event Program

- 2021 Inaugural Music & Entertainment Cultural Funding Program sourced from Hotel Occupancy Tax (HOT) revenue from Austin's hotel and convention industries.
- The ***Live Music Fund Event Program*** supports live and virtual music shows and special events that can be marketed to local audiences, potential and visiting tourists, and conventions delegates. Priority will be given to activities that promote a more equitable and diverse live music industry in Austin.

LIVE MUSIC FUND EVENT PROGRAM

Purpose

- Encourages, promotes, improves, and showcases Austin's diverse live music industry through supporting live and virtual music events.
- Supports Austin's independent promoters, professional musicians & bands that produce and promote live and virtual shows that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.

Funding & Contracts:

- \$5,000 to \$10,000
- Contract Period: 1 Year
- Awards paid over a 12-month contract period with 20% up front, then drawn down monthly for eligible reimbursable expenses, with final 10% upon receipt of final report

LIVE MUSIC FUND EVENT PROGRAM

Key Elements

- **Preservation – Enriching the Past:**
Investment in the historic cultural heritage of Austin music and the preservation of traditions and legacies of historically underserved communities.
- **Innovation – Envisioning the Future:**
Investment in the innovation of traditional business models committed to innovative and inclusive practices that build capacity in underserved communities.
- **Elevation & Collaboration – Empowering the Present:**
Investment in the elevation, education, and promotion of Austin music from historically under-represented communities.

Allowable Activities:

- Live & virtual events by local musicians
- District-based musical special events
- Paid marketing plans to promote proposed activities and Austin as a live music experience & tourist destination

Allowable Expenses:

- Performance guarantees
- Venue/office rental & insurance
- Employee salaries & contractor pay
- Marketing collateral & advertising placements
- Supplies

LIVE MUSIC FUND EVENT PROGRAM

Priority Given To

- Independent live music promoters with staff of 3 or less.
- Professional Austin musicians who perform solo or as part of a local Austin band; only one application per band allowed.
- Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+, Female Identifying, Disability communities and other historically under-represented and underserved communities.

Eligible Applicants:

- Independent promoters and musicians & bands that meet the Economic Development Department's definition for each group.

LIVE MUSIC FUND EVENT PROGRAM

Definitions for Eligible Applicants

- **Professional Austin Musician** (at least one of the following requirements):
 - At least 2 years of documentation showing that Applicant has regularly performed as a professional musician—solo or as part of a band—in live performances to public audiences in Austin, Texas, or
 - 6 released recordings (singles), or
 - 6 promotionally released music videos
- **Independent Promoter** (all of the following requirements):
 - No more than 3 staff
 - At least 2 years documentation showing that applicant has curated and promoted shows in Austin featuring local musicians
 - Must not be contractually tied to one venue

Proposed Scoring Criteria

- Applicant Representation of Communities of Color: an applicant who belongs to (51% of members of band and independent promotion company) a segment of Austin's diverse population that has historically been underrepresented in the arts (Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander)
- Preservation – Activities that Enrich the Past of Underserved Communities
- Innovation – Activities that Envision the Future of Underserved Communities
- Elevation and Collaboration – Activities that Empower the Present of Underserved Communities
- Compelling Project Purpose
- LGBTQIA+, Female Identifying, or Disability Communities (51% of members of band and independent promotion company)
- Compensation for Performers and Event Contractors
- Marketing Plan for Audience Development – How are you reaching new audiences?
- Marketing Plan for Cultural Tourism – How are you reaching potential visitors?
- Project Plan and Proposed Budget – How prepared are you for this project?

LIVE MUSIC FUND EVENT PROGRAM

Proposed Selection Process and Administration

The following elements are under consideration as we receive additional feedback and determine staff capacity:

- Preliminary Eligibility Evaluation
- 3rd Party Review Panels
- 3rd Party Program Administration

Live Music Fund

| | 2018-19 | 2019-20 | 2020-21 | 2020-21 | 2021-22 |
|---|---------|-----------|-----------|-----------|-----------|
| | Actual | Actual | Estimated | Amended | Proposed |
| Beginning Balance | 0 | 0 | 1,760,877 | 2,469,405 | 2,943,562 |
| Revenue | | | | | |
| Interest | 0 | 11,116 | 5,000 | 5,000 | 5,000 |
| Total Revenue | 0 | 11,116 | 5,000 | 5,000 | 5,000 |
| Transfers In | | | | | |
| Convention Center | 0 | 1,749,761 | 1,227,685 | 2,225,829 | 1,902,911 |
| Total Transfers In | 0 | 1,749,761 | 1,227,685 | 2,225,829 | 1,902,911 |
| Total Available Funds | 0 | 1,760,877 | 1,232,685 | 2,230,829 | 1,907,911 |
| Program Requirements | | | | | |
| Music and Entertainment Division | 0 | 0 | 50,000 | 3,000,000 | 2,550,000 |
| Total Program Requirements | 0 | 0 | 50,000 | 3,000,000 | 2,550,000 |
| Total Requirements | 0 | 0 | 50,000 | 3,000,000 | 2,550,000 |
| Excess (Deficiency) of Total Available Funds Over Total Requirements | 0 | 1,760,877 | 1,182,685 | (769,171) | (642,089) |
| Adjustment to GAAP | 0 | 0 | 0 | 0 | 0 |
| Ending Balance | 0 | 1,760,877 | 2,943,562 | 1,700,234 | 2,301,473 |

NEXT STEPS

Visit <https://www.austintexas.gov/department/cultural-funding-review-arts-heritage-music> for more information on the Cultural Funding Review Process. To provide your feedback via the “Comment Box”, please visit <https://bit.ly/CFComment>.

- Feedback from this meeting will be considered when drafting final guidelines.
- Staff continues to gather feedback from community stakeholder groups.
- The draft guidelines will be posted for public input.

THANK YOU!

E-mail questions to Kimberly.Mccarson@austintexas.gov



LIVE MUSIC FUND EVENT PROGRAM

THANK YOU

QUESTIONS?

