



Music & Entertainment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Live Music Fund Event Program *Community Feedback & Proposed Guidelines Enhancements*

Music & Entertainment Division
Economic Development Department
8/2/2021



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 – *Stakeholder Engagement*

2021 PROPOSED GUIDELINES OUTREACH

- Proposed Guidelines listed on [Cultural Funding Review: Arts, Heritage, Music](#) webpage and on [Live Music Fund Community Engagement Speak Up Austin](#) webpage
- [Online Comment Box](#) received 43 comments (Commenter Rating is 4 out of 5 Stars)
- Music Commission – July 12, August 2 & September 13, 2021
- African American Resource Advisory Commission – August 3, 2021
- Arts Commission – August 16, 2021
- Coordinating now on presenting to the various Quality of Life Commissions for August and September

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

PRIMARY THEMES FOR GUIDELINE ENHANCEMENTS

- Eligibility Criteria
- Allowable Uses of Funds
- Funding Allocation Schedule
- Application Templates for Production & Budget and Marketing Planning
- Career Building, Technical Assistance & Training
- Enhanced community outreach for reaching 1st time applicants for City of Austin Support

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

1ST THEME: *Eligibility Criteria*

- Why only Musicians/Bands and Small Independent Promoters?
- Why is “Woman-Identifying” a priority?
- Why not include musicians who do not perform for live audiences?
- Why only 3 or less staff for Independent Promoters?

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

2ND THEME: *Allowable Uses of Funds*

Contract for Services:

- Successful applicants are awarded a “Contract for Service”, for activities that must adhere to the State of Texas’s allowable uses for Hotel Occupancy Tax revenues. These are not considered “grants”.

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 – *Responses to Community Feedback*

3RD THEME: *Funding Distribution Schedule*

- Contract Period: 1 Year
- \$5,000 to \$10,000
- Distribution Schedule:
 - Contracts paid over a 12-month contract period with 50% paid upon contract execution
 - Draw down monthly for remaining eligible reimbursable expenses, including “Night of Show” Settlement
 - 10% held until receipt of Final Report

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

4TH THEME: *Fillable Application Templates*

- Production Schedule & Budget Template
- Marketing Planning Template for New Audiences
- Marketing Planning Template for Cultural Tourism

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

5TH THEME: Career Building, Technical Assistance & Training

- Application Webinars
- Community Champion assistance with contracted event production
- Small Business Division business development classes & coaching
- Cultural Tourism Best Practices trainings
- Leading with Equity trainings
- Austin Center for Events (ACE) assistance with Special Event Permits

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Community Feedback*

6TH THEME: *Enhanced community outreach for reaching 1st time Applicants for City of Austin support*

- Economic Development Department Community Champion partnerships
- City of Austin Equity Office partnerships
- Marketing and outreach advertising investments

LIVE MUSIC FUND EVENT PROGRAM – *Responses to Music Commission*

- Musician involvement in multiple bands – Can they be part of multiple applications? Yes!
- How does this program support venues?
- Does this support leave venues “off the hook” for paying musicians?
- How will the City ensure collaboration between awardees, venues, and other music industry partners to foster sustainable careers?
- Reasoning for City of Austin Musician Standard Rate-of-Pay of \$150 / Hour per Musician in Band

LIVE MUSIC FUND EVENT PROGRAM – *3rd Party Involvement*

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

- 3rd Party Administration is possible with HOT funds, but could require 10% or more of available total of Live Music Fund Event Program budget for fee
- State of Texas Requirements for HOT funded Contracts for Services
- 3rd Party Community Review Panels

LIVE MUSIC FUND EVENT PROGRAM – *Proposed Scoring Criteria Points*

- 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) – **20 POINTS**
- Preservation – Activities that Enrich the Past of Underserved Communities – **Up to 15 POINTS**
- Innovation – Activities that Envision the Future of Underserved Communities – **Up to 15 POINTS**
- Elevation & Collaboration – Activities that Empower the Present of Underserved Communities – **Up to 20 POINTS**
- LGBTQIA+, Woman-Identifying, or Disability Communities (51% of members of band and independent promotion company) – **Up to 15 POINTS**
- Compensation for Performers paid based on City of Austin standard rate of pay – **10 POINTS**
- Marketing Plan for Audience Development – How are you reaching new audiences? – **10 POINTS**
- Marketing Plan for Cultural Tourism – How are you reaching potential visitors? – **10 POINTS**
- Project Plan and Proposed Budget – How prepared are you for this project? – **5 POINTS**

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. 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.

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

THANK YOU!

LIVE MUSIC FUND EVENT PROGRAM

THANK YOU

QUESTIONS?

