

Austin Live Music Fund

Fiscal Year 2024

Introduction

The Austin Live Music Fund was established by the City of Austin [Ordinance No. 20190919-149](#), and program guidelines were developed based on direction from the Music Commission to prioritize the core principles of Preservation, Innovation, and Elevation & Collaboration (PIE). In February 2022, [Music Commission Recommendation 20220207-3b](#) recommended that Live Music Venues are eligible to apply in 2024.

Program Purpose

The Austin Live Music Fund encourages, promotes, improves, and showcases Austin’s diverse music industry through supporting a wide array of activities marketed to visiting and potential tourists and convention delegates, including live and online events open to the public; studio, video, and merchandise production; promotional tours outside of Austin; broadcasting; and marketing and promotional campaigns.

Core Equity Principles

[Music Commission Recommendation 20201019-2bii](#) recommended that a *Preservation, Innovation and Elevation & Collaboration* (P.I.E.) fund be established from the Live Music Fund to create greater equitable economic growth in the music sector. Based on this direction, the core principals of P.I.E. inform the 2024 Austin Live Music Fund, including the grant awardee commitment to participate in free training to create an equity strategic plan as part of the grant award final report.

Cultural Tourism

The Austin Live Music Fund is sourced through Municipal Hotel Occupancy Tax revenues, which must be used for specific allowable uses per State of Texas statute, including promotion of the arts and to “promote tourism and the convention and hotel industry”. Austin Live Music Fund grant funded activities must therefore be marketed and promoted to visiting and potential Austin tourists and convention delegates.

Applicant Eligibility

Professional Musician

- Definition – ***Must meet at least one*** of the following requirements:
 - At least 2 years of documentation showing the applicant has regularly performed as a professional musician—solo or as part of a band—in live performances to public audiences, ***or***
 - 6 released recordings (singles), ***or***
 - 6 promotionally released music videos.
- Requirements– ***Must meet all*** of the following requirements:
 - Professional musicians who live in the Austin–Round Rock Metropolitan Statistical Area (MSA) and perform solo or in a band (refer to *Glossary of Terms* for the definition of “Austin–Round Rock Metropolitan Statistical Area”).
 - Only one application per solo musician / band, and applicant is not eligible to also apply as an Independent Promoter.
 - Musicians may perform in multiple bands receiving awards; however, a lead applicant may only qualify for one application.
 - Unless a promotional tour, public activities must take place in a City of Austin Council District or the Extraterritorial Jurisdiction (ETJ) and include at least 51% of performers who fit the definition of "Professional Musician" and live in the MSA (refer to *Glossary of Terms* for the definition of “Extraterritorial Jurisdiction”).
 - Activities must be marketed and promoted to visiting and potential tourists and convention delegates.
 - Professional Musicians compensated through grant funds are paid at least the City of Austin

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musician pay rate outlined in [Resolution No. 20230720-123](#) (refer to *Glossary of Terms* for the definition of “City of Austin Musician Pay Rate”).

- o Must be at least 18 years old.
- o Beginning in Fiscal Year 2025, Professional Musicians and Independent Promoters cannot receive awards in two consecutive City of Austin fiscal years; therefore, if an applicant is awarded in Fiscal Year 2024, they will not be eligible to apply again until Fiscal Year 2026 (refer to *Glossary of Terms* for the definition of “City of Austin Fiscal Year”)

Independent Promoter

- Definition– ***Must meet all*** of the following requirements:
 - o No more than 3 employees, including the owner, ***and***
 - o Documentation showing the applicant has curated and promoted live shows featuring solo musicians and bands for at least two years, ***and***
 - o Must not be contractually tied to one venue.
- Requirements – ***Must meet all*** of the following requirements:
 - o Independent live music promoters who live in the Austin–Round Rock Metropolitan Statistical Area (MSA) and regularly curate shows for the public (refer to *Glossary of Terms* for the definition of “Austin–Round Rock Metropolitan Statistical Area”).
 - o Only one application per independent promoter, and applicant is not eligible to also apply as a Professional Musician.
 - o Unless a promotional tour, public activities must take place in a City of Austin Council District and/or the Extraterritorial Jurisdiction (ETJ) and include at least 51% performers who fit the COA definition for “Professional Musician” and live in the MSA.
 - o Activities must be marketed and promoted to visiting and potential tourists and convention delegates.
 - o Professional Musicians compensated through grant funds are paid at least the City of Austin musician pay rate outlined in [Resolution No. 20230720-123](#) (refer to *Glossary of Terms* for the definition of “City of Austin Musician Pay Rate”).
 - o Must be at least 18 years old.
 - o Beginning in Fiscal Year 2025, Professional Musicians and Independent Promoters cannot receive awards in two consecutive City of Austin fiscal years; therefore, if an applicant is awarded in Fiscal Year 2024, they will not be eligible to apply again until Fiscal Year 2026 (refer to *Glossary of Terms* for the definition of “City of Austin Fiscal Year”)

Live Music Venue

- Definition – An establishment where live music programming is the principal function of the business and/or the business is a live music destination, and where the venue establishes the ability of an artist to receive payment for work by percentage of sales, guarantee, or other mutually beneficial formal agreement for every performance. A live music venue is a destination for live music consumers, and/or its music programming is the primary driver of its business as indicated by the presence of at least five (5) of the following:
 - a) Defined performance and audience space
 - b) Mixing desk, PA system, and lighting rig
 - c) Backline
 - d) At least two of the following:
 - (i) Sound engineer
 - (ii) Booker
 - (iii) Promoter
 - (iv) Stage manager

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- (v) Security personnel
- e) Charges admission to some music performances through ticketing or front door entrance fees
- f) Markets acts through show listings in printed and electronic publications
- g) Hours of operation coincide with performances
- h) Programs live music at least five nights a week
- Requirements – **Must meet all** of the following requirements:
 - o Live Music Venue must be located in a City of Austin Council District or the Extraterritorial Jurisdiction (refer to *Glossary of Terms* for the definition of “Extraterritorial Jurisdiction”).
 - o Activities must be marketed and promoted to visiting and potential tourists and convention delegates.
 - o Professional Musicians compensated through grant funds are paid at least the City of Austin musician pay rate outlined in [Resolution No. 20230720-123](#) (refer to *Glossary of Terms* for the definition of “City of Austin Musician Pay Rate”).
 - o Previous year operating budget or profit & loss statement to determine grant award amount
 - o Only one application per live music venue.

Ineligible Applicants

- Applicants who do not fit the definitions and requirements for “Professional Musician”, “Independent Promoter”, and “Live Music Venue” (refer to *Glossary of Terms* for definitions)
- Applicants who have accepted grant funding from the Cultural Arts Fund in the current Fiscal Year 2024 grant funding cycle (refer to *Glossary of Terms* for the definition of “Cultural Arts Fund”).
- Applicants who have a “Delinquent Status” with the City of Austin Economic Development Department (refer to *Glossary of Terms* for definition of “Delinquent Status”)
- Government agencies or public authorities
- Full-time City of Austin employees
- Applicants who are under the age of 18 years old

Award Amounts

The Fiscal Year 2024 Austin Live Music Fund total grant award budget is \$4,500,000, which includes:

Professional Musicians and Independent Promoters:

- \$3,500,000 Grant Award Total Budget
 - o \$15,000 or \$30,000 Grant Awards

** Beginning in Fiscal Year 2025, Professional Musicians and Independent Promoters cannot receive awards in two consecutive City of Austin fiscal years; therefore, if an applicant is awarded in Fiscal Year 2024, they will not be eligible to apply again until Fiscal Year 2026 (refer to *Glossary of Terms* for the definition of “City of Austin Fiscal Year”).*

Live Music Venues:

- \$1,000,000 Grant Award Total Budget
 - o \$30,000 Grant Awards – Live Music Venues with operating budgets under \$100,000
 - o \$60,000 Grant Awards – Live Music Venues with operating budgets over \$100,000

Requirements for all Awardees:

- Grant award payments happen over a grant agreement period of up to 24 months:
 - o The first grant award payment is 50% of the total award within 30 days of agreement execution
 - o The second grant award payment is 40% of the total award with a completed progress report

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- The final grant award payment is 10% of the total award with a completed final report

Eligible Expenses

**51% of expenses must be spent within City of Austin Council Districts.*

**All expenses must cover grant funded activities marketed and promoted to visiting and potential tourists and convention delegates.*

- Commercial Rent – Live Music Venues
- Compensation – Contractors
 - Accounting
 - Marketing & Street Teams
 - Public Events
 - Studio and Video Production
- Compensation – Employee Salaries
- Insurance – Live Music Venues
 - General Liability
- Insurance – Professional Musician & Independent Promoter
 - Event Insurance for Public Events
- Lodging and Travel for Participating Visiting Artists
- Performance Fees / Guarantees
- Stage, Lighting, and Sound Rental
- Studio and Video Production Rental, excluding Capital Expenditures (see “Ineligible Expenses)
- Supplies
- Telephone / Internet
- Tourism Marketing
 - Paid Ads
 - Merchandise Production
 - Posters, Banners, and Signage
- Venue Rental - Public Events Only

Ineligible Expenses

- Awardee travel costs, including gas, flights, hotels, tolls, parking, and ferries
- Expenses paid before the application due date
- Capital costs, including the purchase, construction, and renovation of equipment and property
- Food & hospitality
- Fundraisers and benefits, including entertainment and receptions
- Start-up costs of a new organization
- Consultants who are also employees
- Payments to students or interns whose employment is tied to class credit
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Existing debts, fines, contingencies, penalties, interest, or litigation costs
- Taxes other than retail sales and payroll

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Scoring Criteria – Professional Musicians and Independent Promoters

Category	Criteria	Available Points
Limited Access to Services	<ul style="list-style-type: none"> Limited access to healthcare and financial lending Languages other than English spoken in the household High level of dependency on music business income Lives in a Qualified Census Tract (QCT) No grant funding from the City of Austin Cultural Arts Division in the last year 	Up to 35 Points
Local Economic Impact	<ul style="list-style-type: none"> Hires local musicians and other creatives Hires local creative spaces (refer to <i>Glossary of Terms</i> for definition of “Creative Spaces”) Hires local businesses for operations, i.e. merchandise production, marketing/PR, equipment, storage 	Up to 30 Points
Programming & Outreach	<ul style="list-style-type: none"> Programming that expands audiences and amplifies Austin’s diverse arts and culture sectors Tourism Marketing strategies to reach visiting and potential tourists and convention delegates, as well as local audiences 	Up to 20 Points
Accessibility	<ul style="list-style-type: none"> Provides accessibility features for audiences with disabilities Programming and features for non-English speaking communities Programming open and accessible to the public 	Up to 30 Points
Previous City of Austin Funding	<ul style="list-style-type: none"> No grant funding received through the 2023 Live Music Fund Event Program 	15 Points

Scoring Criteria – Live Music Venues

Category	Criteria	Available Points
Limited Access to Services	<ul style="list-style-type: none"> Limited access to organizational healthcare and business lending Located in a Qualified Census Tract (QCT) 	Up to 20 Points
Local Economic Impact	<ul style="list-style-type: none"> Hires at least 40% local musicians and other creatives year-round Provides subletting opportunities Provides free or low-cost temporary space for other creative organizations Provides internships and apprenticeships Hires local businesses for business operations 	Up to 25 Points
Programming & Outreach	<ul style="list-style-type: none"> Programming that expands audiences and amplifies Austin’s diverse arts and culture sectors Tourism Marketing strategies to reach visiting and potential tourists and convention delegates, as well as local audiences 	Up to 20 Points

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Accessibility	<ul style="list-style-type: none"> • Provides accessibility features for audiences with disabilities • Programming and features for non-English speaking communities 	Up to 20 Points
Previous City of Austin Funding	<ul style="list-style-type: none"> • Did not receive City of Austin grant funding in the previous year 	10 points

Documentation Requirements

- **Application Answers – All Applicants**
Applicants must provide uploaded documentation to support their application answers, including:
 - o Evidence of local economic impact, accessibility, and programming outreach, including executed agreements, reservations, receipts, photos, and such marketing placements as a website, e-newsletter, social media, and printed publications.
- **Eligibility – Professional Musicians & Independent Promoters**
To confirm eligibility to process an application, documentation must demonstrate active participation for at least 2 years, including:
 - o **Professional Musician:** Applicant has regularly performed solo or as part of a band in live performances to public audiences for at least 2 years; or, evidence of 6 released recordings, or evidence of 6 promotionally released music videos.
 - o **Independent Promoter:** Applicant has curated and promoted live shows featuring musicians and bands for at least 2 years; must not be contractually tied to one venue; and has no more than 3 employees.
 - o **Acceptable Documentation to confirm eligibility as a "Professional Musician" and an "Independent Promoter" include:**
 - Current resume or curriculum vitae (CV)
 - Current biography
 - Screenshot or PDF of LinkedIn work history
 - Press demonstrating involvement within the music sector
 - Portfolio (web links, screenshots, printouts, scans, etc.)
 - Marketing materials for performances, exhibitions, showings, productions, collections, or recitals.
 - Materials showing merchandise created and sold, including screenshots of websites that exhibit or sell the applicant's products
 - Credits or liner notes
 - Purchased advertising to Austin residents
 - Contracts for performances, exhibitions, showings, commissions, recitals, productions, or production services
 - Letter from employer or manager stating role and involvement in the music sector
 - Website screenshot of events or concert schedule with location
- **Eligibility – Live Music Venues**
Applicants must provide documentation supporting their eligibility as a Live Music Venue, including:
 - o Photos of performance and audience spaces, mixing desk, PA system, lighting rig, and backline
 - o Employee documentation for sound engineer, booker, promoter, stage manager, or security personnel, including a W2, W9, or 1099 forms
 - o Evidence of marketing placements, hours of operation coinciding with performances, ticketing, and frequency of live music performances through a website, social media, and print publication
 - o Previous year operating budget or profit & loss statement to determine grant award amount

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Grant Awardee Commitments

Applicants must acknowledge and affirm their understanding of the following Awardee commitments:

- **Professional Musician Compensation**
 - As directed in [Resolution No. 20230720-123](#), the pay rate for Live Music Fund performances is no less than \$200 per musician for groups of up to six people; \$150 per musician for groups between seven and ten people; and, \$1,500 total for groups of musicians of ten or more

- **Promotional Tours Outside of Austin – Cultural Tourism Marketing Requirements**
 - The tagline “Austin Live Music Fund Presents” before the musician/band name on all promotional materials
 - Tourism marketing plan targeted to potential Austin tourists and convention delegates

- **Public Events**
 - Must be open to everyone
 - Event insurance required
 - As confirmed, add events to the [Visit Austin’s Event Calendar](#) with the submission link for City of Austin awardees

- **Training**
 - Equity Strategic Planning
 - Tourism Marketing & Promotion
 - *Online training options provided at no cost

- **City of Austin Marketing Statements**
 - “Austin Live Music Fund Presents”
 - “Support provided in part by the City of Austin Economic Development Department”
 - "#AustinLiveMusicFund"

- **Outcome and Cultural Tourism Marketing Reporting**
 - Progress Report for the second payment
 - Final Report with a completed Equity Strategic Plan for the final payment
 - *Support provided for Tourism Marketing analytics reporting

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Glossary of Terms

City of Austin Council District

The City of Austin is made up of ten single-member districts. To determine where address is located, go to <https://www.austintexas.gov/GIS/CouncilDistrictMap/> and click "I Want to..." then click "Find my Council District."

City of Austin Fiscal Year

The City of Austin Fiscal Year runs from October 1st through September 30th of the following year. For example, the City of Austin Fiscal Year 2024 is October 1, 2023, through September 30, 2024.

City of Austin Musician Pay Rate

As directed in [Resolution No. 20230720-123](#), the pay rate for musicians for live City music performances is no less than \$200 per musician for groups of up to six people; \$150 per musician for groups between seven and ten people; and \$1500 total for groups of musicians of ten or more.

Creative Spaces

Commercial locations that include both for profit and nonprofit creative businesses including live music venues, recording studios, performance venues/theaters, museums, art galleries, etc.

Cultural Arts Fund

City of Austin cultural funding grant fund sourced through Municipal Hotel Occupancy Tax revenues and facilitated by the City of Austin Cultural Arts Division of the Economic Development Department. The Fiscal Year 2024 grant programs funded through the Cultural Arts Fund are "Nexus", "Elevate", and "Thrive".

Delinquent Status

An applicant who has failed to comply with or complete all requirements of another Economic Development Department funding program.

Extraterritorial Jurisdiction (ETJ)

Includes the unincorporated land within 5 miles of Austin's full purpose city limit not within the city limits or ETJ of another city. Austin's ETJ currently extends into 4 counties including Travis, Williamson, Hays, and Bastrop. To learn where the address is located, go to the [Jurisdiction Web Map](#) and click "I Want to..." then click "Find my Jurisdiction".

Metropolitan Statistical Area (MSA)

Austin-Round Rock Metropolitan Statistical Area, which includes Bastrop, Caldwell, Hays, Travis, and Williamson Counties.

MSA Eligibility Search - Look up the home address to ensure it's located in the Austin-Round Rock, TX Metropolitan Statistical Area (MSA) via the [Geocoding Mapping System](#).

Independent Promoter

Must meet all of the following requirements:

- No more than 3 employees
- And, at least 2 years documentation showing that applicant has curated and promoted live shows featuring musicians and bands
- And, must not be contractually tied to one venue

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Live Music Fund

City of Austin cultural funding grant fund established by City of Austin [Ordinance No. 20190919-149](#) and sourced through Municipal Hotel Occupancy Tax revenues. The City of Austin Music & Entertainment Division of the Economic Development Department facilitates the program. The Fiscal Year 2024 grant program funded through the Live Music Fund is "2024 Austin Live Music Fund".

Live Music Venue

An establishment where live music programming is the principal function of the business and/or the business is a live music destination, and where the venue establishes the ability of an artist to receive payment for work by percentage of sales, guarantee, or other mutually beneficial formal agreement for every performance. A live music venue is a destination for live music consumers, and/or its music programming is the primary driver of its business as indicated by the presence of at least five (5) of the following:

- e) Defined performance and audience space
- f) Mixing desk, PA system, and lighting rig
- g) Backline
- h) At least two of the following:
 - (i) Sound engineer
 - (ii) Booker
 - (iii) Promoter
 - (iv) Stage manager
 - (v) Security personnel
- e) Charges admission to some music performances through ticketing or front door entrance fees
- f) Markets acts through show listings in printed and electronic publications
- g) Hours of operation coincide with performances
- h) Programs live music at least five nights a week

Professional Musician

Must meet *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
- Or, 6 released recordings (singles)
- Or, 6 promotionally released music videos

Qualified Census Tract (QCT)

A qualified census tract is a geographic area defined by the Census Bureau in which 50% of households have an income less than 60% of the Area Median Gross Income.

Municipal Hotel Occupancy Taxes

As outlined in [State of Texas Statute Chapter 351](#), municipalities are authorized to charge a tax of up to 7% on individuals staying overnight in hotels or other accommodations, which creates revenue that must be used for one of nine allowable uses, including the promotion of the arts and to “promote tourism and the convention and hotel industry.”