

Economic Development Department Alignment of Hotel Occupancy Tax Funding Programs

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**Economic
Development**
CITY OF AUSTIN

Goals – Prioritizing Racial Equity

In Fall 2019, EDD began the process of reimagining the use of Hotel Occupancy Tax (HOT) funding programs within the Department in partnership with MJR Partners.

EDD determined that all HOT funded programs should speak with one voice and have a common foundation around ***Equity, Access,*** and ***Investment***, even though each program will have its own unique focus and audience. Our universal goals:

- **Increase participation of communities of color in Austin’s music industry through education & training.**
- **Provide the activities necessary to promote access to capital and technical support for increasing venue ownership and organizational leadership.**

City of Austin Equity Statement

"Racial Equity is the condition when race no longer predicts a person's quality of life outcomes in our community.

The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.

The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity."

Inter-Departmental Process for Systemic Evaluation & Improvements

Equity Office

Training for prioritizing Racial Equity:

- Training opportunities for Arts, Music, and Historic Landmark Commissions to ensure all Commissioners are operating from the same understanding of Racial Equity.

Office for Design and Delivery

Systemic Review of Internal City Processes:

- Contracting
- Payments
- Insurance
- Monitoring

Strategic Direction 2023

- "EQUITY to advance equitable outcomes, the City of Austin is leading with a lens of racial equity and healing. **Race is the primary predictor of outcomes and it is time to recognize, understand, and address racism at its various levels: personal, institutional, structural, and systemic.** Equity is the condition when every member of the community has a fair opportunity to live a long, healthy, and meaningful life. Equity embedded into Austin's values system means changing hearts and minds, transforming local government from the inside out, eradicating disparities, and ensuring all Austin community members share in the benefits of community progress."
- "Being a sustainable and resilient community **requires proactive steps to protect Austin's quality of life** now, and for future generations. A sustainable city finds a balance among three goal areas: (1) prosperity and jobs, (2) conservation and the environment, and (3) community health, **equity**, and cultural vitality. Resilience is the capacity of individuals, communities, institutions, businesses, and systems to survive, adapt, and **grow from difficult times**. In Austin, we bounce back stronger."
- https://assets.austintexas.gov/financeonline/downloads/SD23_6_Priority_Outcomes.pdf

Live Music Fund Working Group & Music Commission Deliverables & Timeline

Live Music Fund Working Group Deliverables (QTR 4 2020)

- Participation in Racial Equity Training events.
- Identify top Racial Equity priorities and goals specific to the Austin music industry.
- Identify top needs of the Austin music industry to achieve racial equity priorities and goals.
- Provide high level recommendations on the use of the Live Music Fund and other sources of City and non-City funding to preserve and sustain venues into the future.

Music Commission Deliverables (QTR 4 2020)

- Participation in Racial Equity Training events.
- Recommendation to Council in Fall 2020 based on the Live Music Fund Working Group deliverables.
- Recommendations to Council for the long-term sustainability of Austin's music industry.

Inter-Divisional Timeline

Community Engagement (QTR 4 2020)

- Solicit and gather feedback from the community on Inter-Divisional process and resulting recommendations.

Staff Recommended Guidelines (QTR 4 2020)

- EDD presents draft guidelines to Music, Arts, and Historic Landmark Commissions.

Applications Launched (QTR 1 2021)

- HOT programs launched for Music & Entertainment, Cultural Arts, and Historic Grants.

CARES Funding – Live Music and Performance Venues

		CARES Funded
Total Awards for Live Music & Performance Venues	\$ 772,728.14	\$ 401,979.14
Total Awards for Live Music Production	\$ 135,757.65	\$ 75,757.65
Total Awards for Live Music Studios	\$ 73,356.70	\$ 7,039.70
Total Awards for Entertainment or Nightlife Venues	\$ 36,543.00	\$ 1,543.00
Total Awarded to Music or Music Businesses & Venue	\$ 981,842.49	\$ 484,776.49

Small Business Grants

[illegible]

Austin Economic Injury Bridge Loan

Award	Business Name	Business DBA	Industry
█	████████████████████	████████████████	██
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\$ 35,000	Total Awards for Entertainment or Nightlife Venues		
\$ 30,000	Total Awards for Live Music Production		
\$ 20,400	Total Awards for Live Music Studios		

Creative Worker Relief Grant

\$3,343,000 to Individuals

5,502 applications received and scored on the equity matrix (\$9,989,000 in requests)

1,866 applicants selected for Awards

907 awards (\$1,672,000) highest scores using the Equity Matrix

959 awards (\$1,671,000) using the highly competitive Lottery

389 of the awardees also received a Music Disaster Relief Grant (\$1,000 awards)

Demographics of awarded

36% **LGBTQI**

4% **Trans**

Race/Ethnicity

47% White

18% Hispanic

13% Multi-race

10% Black

4% Asian

1% Middle Eastern

1% Native American

Gender

42% Male

49% Female

7% Non-Binary

Vulnerability of awarded

74% Not able to work during stay at home orders (at least 90% loss of work)

70% Less than \$35k annual rev

Industry of awarded

42% Music Industry (musicians, support staff, etc.)

11% film/TV

8% Performing/Theatre Art

6% painting/illustration

5% Photography

All creative industries were funded (comedy, literary, radio, dance, fashion, etc.)



Questions?