



**Music &
Entertainment**

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

FY 23 Creative Space Assistance Program

Updated Guidelines

August 2022

Music & Entertainment Division
City of Austin Economic Development Department

Program Purpose

Supports creative organizations facing temporary or permanent displacement or new commercial leases at higher and unaffordable rates.



Program Overview

- FY 23 Award Budget: \$1.5 Million
- Awards: \$5,000 - \$50,000
- Program Eligibility:
 - Arts-focused nonprofits
 - Select for-profit creative businesses, as allowed by definitions within the program guidelines
 - Independent artists seeking support for short-term or month-to-month commercial lease
 - Property must be in Austin city limits or ETJ

Applicant Eligibility – For Profit Organizations

- **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 clearly 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 and 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) Back line;
 - d) At least two of the following: (i) sound engineer, (ii) booker, (iii) promoter, (iv) stage manager, or (v) security personnel;
 - e) Charges cover charge to some music performance through ticketing or front door entrance fee;
 - f) Markets specific acts through show listings in printed and electronic publications;
 - g) Hours of operation coincide with performance times; or
 - h) Programs live music at least five nights a week.
- **Performance Venue / Theater**: An establishment whose principal function and mission is to present live performances, plays, live music, film screenings, or other performances of artistic work produced by an artist, or arts and culture organization, accessible by public audiences.
- **Museum / Art Gallery**: Facility whose principal function and mission is to exhibit, present, and/or sell artistic work in a variety of media produced by an artist, artist collective, or arts and culture organization, accessible by public audiences. (For the purposes of this program's eligibility, this will not include City-run/owned, State-run/owned, or Federally-run/owned facilities.)

Eligible Uses of Funds

- Lease payment stipends
- Gap financing for property acquisition
- Other space-related needs, such as facility improvements, displacement-related expenditures, and predevelopment planning

FY23 Program Guidelines Improvements

- **Benchmark-Driven Distribution:** Award paid up front and on a scheduled basis, rather than as expenditure reimbursements.
- **Rent Stipend Calculation:** Award up to 30% of contracted base rent, not to exceed \$50,000.
- **Award Minimum:** Award of at least \$5,000.
- **New Recipient Bonus:** 10 bonus points for Applicants who have not received: Austin Creative Space Disaster Relief Program, Live Music Venue Preservation Fund, Legacy Business Relief Grant, Small Business Relief Grant, or Non-Profit Creative Relief Grant.

FY23 Scoring Matrix

Category	Criteria	Available Points
Access to Services	Applicant lacks access to services, including: <ul style="list-style-type: none"> •Access to traditional funding support •Healthcare coverage for employees •Applicant and/or project located in a Qualified Census Tract (QCT) 	Up to 30 Points
Compelling Project Need	The applicant demonstrates the funding will address a compelling organizational need.	Up to 20 Points
Urgency	The applicant demonstrates the level of urgency of need according to the following categories: <ul style="list-style-type: none"> •Most Urgent: Applicant displaced or requires immediate relocation, lease renewal, or renovation in 6 months to avoid displacement •Urgent: Applicant not displaced, but requires immediate relocation, lease renewal, or renovation in 7-13 months to avoid displacement •Less Urgent: Applicant not displaced, but requires immediate relocation, lease renewal, or renovation in 14-20 months to avoid displacement 	Up to 15 Points
Co-Location	Applicant Demonstrates co-location / sub-leasing opportunities, including: <ul style="list-style-type: none"> •Co-location has served or advanced the applicant's mission, cultural use, or artistic production •Applicant has either increased access to affordable space to other creatives, or has benefited from increased income •Co-location has improved programmatic efficiencies/collaboration for the applicant 	Up to 15 Points
Community Benefit	Demonstrates impact to the community through such elements as mission, programs, events, and relationships.	Up to 5 Points
Equity	The applicant demonstrates that it's committed to equity and to serving historically underrepresented communities in Austin.	Up to 20 Points
Event History & Programming Advancement	Demonstrates the quality and advancement of its event history and artistic programming & services over time.	5 points
New Recipient	The applicant has not received previous City funding, including: <ul style="list-style-type: none"> •Austin Creative Space Disaster Relief Program •Austin Live Music Venue Preservation Fund •Austin Legacy Business Relief Grant •Austin Small Business Relief Grant •Austin Non-Profit Relief Grant 	10 Bonus Points



FY 23 Implementation Improvements & Next Steps

- Third-Party Administrator will be utilized to process and evaluate applications and make grant payments.
- City of Austin Contracts for Services will not be required.
- Procurement process in final stages with Purchasing Department.
- Application Launch scheduled for FY23.

Program Contact

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