



# 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 – *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 1<sup>st</sup> time applicants for City of Austin Support

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

## 1<sup>ST</sup> 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*

## 2<sup>ND</sup> 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*

## 3<sup>RD</sup> 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*

## 4<sup>TH</sup> 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*

## 5<sup>TH</sup> 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



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

6<sup>TH</sup> THEME: *Enhanced community outreach for reaching 1<sup>st</sup> 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 – *3<sup>rd</sup> Party Involvement*

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

- 3<sup>rd</sup> 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
- 3<sup>rd</sup> 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
<b>Beginning Balance</b>	0	0	1,760,877	2,469,405	2,943,562
<b>Revenue</b>					
Interest	0	11,116	5,000	5,000	5,000
<b>Total Revenue</b>	0	11,116	5,000	5,000	5,000
<b>Transfers In</b>					
Convention Center	0	1,749,761	1,227,685	2,225,829	1,902,911
<b>Total Transfers In</b>	0	1,749,761	1,227,685	2,225,829	1,902,911
<b>Total Available Funds</b>	0	1,760,877	1,232,685	2,230,829	1,907,911
<b>Program Requirements</b>					
Music and Entertainment Division	0	0	50,000	3,000,000	2,550,000
<b>Total Program Requirements</b>	0	0	50,000	3,000,000	2,550,000
<b>Total Requirements</b>	0	0	50,000	3,000,000	2,550,000
<b>Excess (Deficiency) of Total Available Funds Over Total Requirements</b>	0	1,760,877	1,182,685	(769,171)	(642,089)
<b>Adjustment to GAAP</b>	0	0	0	0	0
<b>Ending Balance</b>	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](mailto:Kimberly.Mccarson@austintexas.gov)

*THANK YOU!*

# LIVE MUSIC FUND EVENT PROGRAM

THANK YOU

*QUESTIONS?*

