

AUSTIN LIVE MUSIC FUND

Fiscal Year 2024

Application Closes June 18th, 7:00pm

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Economic Development Department

2024 Austin Live Music Fund

Virtual Workshop and Q&A Session Guidelines

- This session will be recorded and added to the [Austin Live Music Fund](#) webpage with both English and Spanish captions
- Mute all microphones
- Add your questions to the chat anytime in English or Spanish
- Questions will be answered after the presentation
- Spanish language interpretation available for the Q&A

2024 Austin Live Music Fund

The "Live Music Fund" was established by City of Austin [Ordinance No. 20190919-149](#), and pilot 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.

2024 Austin Live Music Fund

Program Purpose – 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, tourism 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.

2024 Austin Live Music Fund

\$4.5 Million Total Grant Budget for Fiscal Year 2024

Professional Musicians & Independent Promoters

\$3.5 Million Award Budget

- \$15,000 or \$30,000 Grant Awards
- Up to 2-year Grant Agreement

Live Music Venues

\$1 Million Award Budget

- \$30,000 Grant Awards for Operating Budgets Under \$100,000
- \$60,000 Grant Awards for Operating Budgets Over \$100,000
- Up to 1-year Grant Agreement

2024 Austin Live Music Fund – Eligible Applicants

Professional Musician

Must meet at least one of the following requirements:

- At least 2 years 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

2024 Austin Live Music Fund – Eligible Applicants

Professional Musician applicants must meet all the following requirements:

- Live in Austin-Round Rock Metropolitan Statistical Area (MSA) and perform solo or in a band
- Only one application per solo musician/band, and applicant cannot also apply as an Independent Promoter
- Musicians may perform in multiple bands receiving awards; lead applicant may only qualify for one application
- Unless a promotional tour, public activities must take place in City of Austin Council District or ETJ and include at least 51% of performers who fit the definition of “professional musician” and live in the MSA.
- 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 musician pay rate outlined in [Resolution No. 20230720-123](#)
- Must be at least 18 years old
- Cannot receive consecutive awards after Fiscal Year 2024

2024 Austin Live Music Fund – Eligible Applicants

Independent Promoter

Must meet all the following requirements:

- No more than 3 staff, including the owner
- And, documentation showing that Applicant has curated and promoted live shows featuring musicians and bands for at least 2 years, and
- And, must not be contractually tied to one venue

2024 Austin Live Music Fund – Eligible Applicants

Independent Promoter applicant must meet all the following requirements:

- Live in the Austin-Round Rock MSA and regularly curate shows for the public
- Only one application per Independent Promoter; applicant cannot also apply as a Professional Musician
- Unless a promotional tour, public activities must take place in a City of Austin Council District and/or ETJ and include 51% performers who fit the City definition for Professional Musician and live in the MSA
- 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 musician pay rate outlined in [Resolution No. 20230720-123](#)
- Must be at least 18 years old
- Cannot receive consecutive awards after Fiscal Year 2024

2024 Austin Live Music Fund – Eligible Applicants

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:**

- 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
 - (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

2024 Austin Live Music Fund – Eligible Applicants

Live Music Venue applicant must meet all the following requirements:

- Must be located in a City of Austin council district of extraterritorial jurisdiction (ETJ)
- 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 musician pay rate outlines in Resolution No. 20230720-123
- Previous year operating budget or profit & loss statement to determine grant award amount
- Only one application per Live Music Venue

2024 Austin Live Music Fund – Eligibility Evidence

Documentation to evidence eligibility as a "Professional Musician" and an "Independent Promoter" includes:

- 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

2024 Austin Live Music Fund – Eligibility Evidence

Documentation to evidence eligibility as a “Live Music Venue” includes:

- Photos of performance and audience spaces, mixing desk, PA system, lighting rig, and backline
- Employee documentation for sound engineer, booker, promoter, stage manager, or security personnel, including a W2, W9, or 1099 forms
- Evidence of marketing placements, hours of operation coinciding with performances, ticketing, and frequency of live music performances through a website, social media, and print publications
- Previous year operating budget or profit & loss statement to determine grant award amount

2024 Austin Live Music Fund – Eligible Expenses

- Commercial Rent – Live Music Venues
- Compensation – Contractors (Accounting, Marketing, Street Teams, Public Events, Studio/Video Production)
- Compensation – Employee Salaries
- Insurance – Live Music Venues (General Liability)
- Insurance – Professional Musicians & Independent Promoters (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
- Supplies
- Telephone/Internet
- Tourism Marketing (Paid Ads, Merchandise Production, Posters, Banners, and Signage)
- Venue Rental – Public Events Only

2024 Austin Live Music Fund – 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

2024 Austin Live Music Fund – Scoring

Professional Musicians & 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 Funding	<ul style="list-style-type: none"> • No grant funding received through the 2023 Live Music Fund Event Program 	15 Points

2024 Austin Live Music Fund – Scoring

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
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 Funding	<ul style="list-style-type: none">• Did not receive City of Austin grant funding in the previous year	10 points

2024 Austin Live Music Fund – Awardee Commitments

Professional Musician Compensation

- Pay rate is no less than \$200 per musician for groups up to 6; \$150 per musician for groups of 7-10; and, \$1500 total for groups of musicians of 10 or more

Promotional Tours Outside of Austin - Cultural Tourism Marketing Requirements

- The tagline “Austin Live Music Fund Presents” before the musician/band name
- Tourism marketing plan targeted to potential Austin tourists and convention delegates

Public Events

- Must be open to everyone
- Event insurance required
- Add events to the [Visit Austin’s Event Calendar](#)

Training - Online training options provided at no cost

- Equity Strategic Planning
- Tourism Marketing & Promotion

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

2024 Austin Live Music Fund – Applicant Assistance

- [RSVP for the next virtual workshop and Q&A Session](#) happening 1–2:30 pm, Tuesday, June 4*
- [Join Virtual Open Office Hours](#) happening 1–3 pm, Tuesday June 11, and Tuesday June 18*
- For application help, including with application questions and program guidelines, contact Create Austin at The Long Center at applicationhelp@thelongcenter.org or call (512) 457-5161, Monday–Friday, from 9–11am*
- For application technical support, including creating or logging into your submittable application account and other online technical issues, refer to [the Submittable Applicant and Technical Support Guide](#) or contact Create Austin at The Long Center at cityofaustingrants@thelongcenter.org*
- Visit [Create Austin at The Long Center - Austin Live Music Fund](#) for additional helpful resources*

***Asistencia en español disponible**

