



**Music &
Entertainment**

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Live Music Fund Event Program & Austin Music Disaster Relief Fund 3.0

Final Draft Guidelines

Music & Entertainment Division
Economic Development Department
9/13/2021



LIVE MUSIC FUND EVENT PROGRAM

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 (LMFEP)

- 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 – *Program Purpose*

- Encourages, promotes, improves, and showcases Austin’s diverse live music industry through supporting live and online music events / shows.
- Supports Austin’s professional musicians, bands & independent promoters who produce and promote live and online shows that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.
- The Music Commission [Recommendation 20201019-2bii](#) provided that a Preservation, Innovation and Elevation & Collaboration (PIE) fund be established to create greater economic growth in the music sector.

LIVE MUSIC FUND EVENT PROGRAM – *PIE Core Principals*

- ***Preservations: Enriching the Past*** – Investment in the historic cultural heritage of Austin music and the preservation of traditions and legacy of historically underserved communities, including:
 - Cultural heritage and music history events & shows, including educational workshops and presentations.
 - Destination events & shows for cultural holidays and other annual events.
- ***Innovation: Envisioning the Future*** – Investment in the innovation of traditional business models committed to innovative and inclusive practices that build capacity in underserved communities, including:
 - **Genre Diversity:** Events & shows promoting and developing diverse genres through regular residencies and streamed and/or live performances from venues and creative spaces throughout Austin.
 - **Talent Development:** ATX music tours, export & exchange programs, and support act slots on local shows and tours.

LIVE MUSIC FUND EVENT PROGRAM – *PIE Core Principals*

Elevation & Collaboration: Empowering the Present – Investment in the elevation, education, and promotion of Austin music from historically underrepresented communities, including:

- Collaborations with local Black, Indigenous, and People of Color (BIPOC) talent buyers/promoters to create and market showcases of underrepresented genres and artists.
- Partnerships with established global and national music brands to highlight the contributions of BIPOC talent.
- Curations of large and small-scale public events that specifically highlight emerging BIPOC talent.
- Collaborative educational workshops focused on overcoming the challenges faced by emerging BIPOC artists in the Austin music sector.
- Collaborations with such public cultural arts spaces as libraries and museums.

LIVE MUSIC FUND EVENT PROGRAM – *Priority Applicants*

Priority given to Professional Musicians and Independent Promoters living in the Austin area who identify as follows:

- Applicants who are Black, Indigenous, and People of Color (BIPOC), which includes Black / African American, Native American, Asian, Hispanic / Latino, Middle Eastern, or Pacific Islander individuals.
- Applicants who are Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual individuals (LGBTQIA+).
- Applicants who are part of disability communities.
- Applicants who are Woman-Identifying.

LIVE MUSIC FUND EVENT PROGRAM – *Eligibility Definitions*

Professional Musician Definition (***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.

Independent Promoter Definition (***must meet all*** of the following requirements):

- No more than 3 staff, ***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.

LIVE MUSIC FUND EVENT PROGRAM – *Eligibility Requirements***

- Professional Musicians who live in the Austin–Round Rock Metropolitan Statistical Area (MSA)—which includes Travis, Williamson, Hays, Bastrop, and Caldwell Counties—and perform solo, lead a band, or have an equal stake in a band.
- Independent Promoters who live in MSA and regularly curate shows for audiences.
- Activities proposed must take place in a City of Austin Council District or the Extraterritorial Jurisdiction (ETJ) and include at least 51% performers who fit the COA definition for "Professional Musician" and live in the MSA.
- Only one application per individual musician, band, or promoter.
- Musicians may perform in multiple bands receiving awards; however, the band leader / lead applicant may only qualify for one application.
- Must be at least 18 years old to apply.
- City of Austin Employees not eligible to apply.

LIVE MUSIC FUND EVENT PROGRAM – *Award Amounts*

FY22 Award Budget: \$2.3M

- Minimum award of \$5,000 and maximum award up to \$10,000 the first year, with award reductions the following 2 years.
- First disbursement of funds is 50% of the total award upon execution of contract.
- Awards paid over a 12-month contract drawn down monthly for reimbursable eligible expenses, including “night of show” settlement, with final 10% paid upon receipt of final report.
- Any funds not utilized by Awardees go back into the Live Music Fund for future applicants.

LIVE MUSIC FUND EVENT PROGRAM – *Eligible Expenses***

- Contractors - Accounting
- Contractors - Event Producer (if separate from any Venue Rental Fee)
- Contractors - Security (if separate from any Venue Rental Fee)
- Contractors - Stage Crew (if separate from any Venue Rental Fee)
- Employee Salaries Dedicated to Event
- Insurance - General Liability
- Marketing - Advertising Paid Placements
- Marketing - Design Fees for Artwork
- Marketing - Event Merchandise
- Marketing - Posters, Banners, Signage
- Marketing - "Street Team" Contractors
- Miscellaneous Event Expenses (please specify)
- Performance Fees / Guarantees
- Stage Lighting Rental (if separate from any Venue Rental Fee)
- Stage Rental (if separate from any Venue Rental Fee)
- Stage Sound Rental (if separate from any Venue Rental Fee)
- Supplies for Event - No more than \$1,000 total
- Telephones / Internet
- Venue / Office Rental

LIVE MUSIC FUND EVENT PROGRAM – *Scoring Criteria*

- BIPOC Applicants (51% of members of band and/or independent promotion company) who belong to a segment of Austin’s diverse population that has historically been underrepresented in the arts – **20 PTS**
- Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual people (LGBTQIA+), Woman-Identifying, or Disability Communities Applicants (51% of members of band and/or independent promotion company) – **Up to 15 PTS**
- Preservation – Activities that Enrich the Past – **Up to 15 PTS**
- Innovation – Activities that Envision the Future – **Up to 15 PTS**
- Elevation & Collaboration – Activities that Empower the Present – **Up to 20 PTS**
- Compensation for Performers & Contractors based on City of Austin standard rates of pay – **10 PTS**
- Event Budget Template – **10 PTS**
- Marketing Plan for Audience Development & Cultural Tourism – **10 PTS**

LIVE MUSIC FUND EVENT PROGRAM – *Eligibility Documentation***

Points are not associated with this application requirement, but at least two years of documentation is required to confirm eligibility. Options may include:

- Current resume / curriculum vitae (CV)
- Current biography
- Screenshot / PDF of LinkedIn work history
- Press demonstrating involvement within the music sector.
- Portfolio (web-links, screenshots, printouts, scans, etc).
- Marketing materials of 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 / concert schedule with locations.

LIVE MUSIC FUND EVENT PROGRAM – *Documentation Requirements***

Innovation:

- Such supporting documents as screenshots of accessible webpages and online payment systems; social media platforms; equitable hiring practices; event layout with Americans with Disabilities Act (ADA) compliance; and, accessibility and outreach to LBGTQIA+ and BIPOC audiences.

Elevation & Collaboration:

- Executed agreements or letters of interest with Black, Indigenous, People of Color (BIPOC) talent buyers or promoters.
- Executed agreements or letters of interest with emerging BIPOC talent.
- Executed agreements or letters of interest with global and national brands to highlight the contributions of BIPOC Austin talent.
- Downloadable Event Budget Template.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 (AMDRF3) WAS APPROVED BY MUSIC COMMISSION RECOMMENDATION NO: 20210820-1A ON AUGUST 20, 2021 AND WILL BE FUNDED THROUGH THE AMERICAN RESCUE PLAN ACT (ARPA).

Austin Music Disaster Relief Fund 3.0

AMDRF3 focuses on equitable recovery through immediate economic stabilization for households through one-time emergency relief grants awarded to eligible applicants through a scoring process prioritizing equity, vulnerability, and long-time Austin area residents.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Objectives & Eligible Use*

Key Objectives of American Rescue Plan Act (ARPA)

- Support the urgent COVID-19 response efforts to continue to decrease spread of the virus and bring the pandemic under control.
- Replace lost revenue for eligible recipients to strengthen support for vital public services and help retain jobs.
- Support an equitable recovery through immediate economic stabilization for households and businesses
- Address systemic public health and economic challenges that have contributed to the unequal impact of the pandemic on certain populations.

Eligible Use of ARPA for Austin Music Disaster Relief Fund 3.0

- Responding to Negative Economic Impacts – Assistance to Households

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Purpose & Awards*

FY22 Grant Award Budget

- \$2.3 Budget for 1,150 individual emergency relief grants.

Purpose

- AMDRF3 focuses on equitable recovery through immediate economic stabilization for households through one-time emergency relief grants awarded to eligible applicants through a scoring process prioritizing equity, vulnerability, and long-time Austin area residents.

Awards

- Emergency relief grants of \$2,000 each based on highest scores prioritizing equity, vulnerability, and long-time Austin area residents until budget is depleted.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Eligibility Definitions*

Professional Musician Definition (***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.

Independent Promoter Definition (***must meet all*** of the following requirements):

- No more than 3 staff, ***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.

Music / Music Composition / Music Industry Creative Worker Definition:

- An individual whose current or primary occupation is or has been within Music / Music Composition / Music industry sector for at least two years.
- Includes creative workers working in the Music / Music Composition / Music Industry sector, including staff and associated personnel working in venues and organizations within the sector.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Eligibility Requirements*

- Professional Musicians, Independent Promoters, and Music / Music Composition / Music Industry Creative Workers who live in the Austin–Round Rock Metropolitan Statistical Area (MSA), which includes Travis, Williamson, Hays, Bastrop, and Caldwell Counties.
- Only one application per individual.
- Awardees eligible for Live Music Fund Event Program.
- Must be at least 18 years old to apply.
- City of Austin Employees not eligible to apply.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Eligibility Documentation*

Points are not associated with this application requirement, but at least two years of documentation is required to confirm eligibility. Options may include:

- Current resume / curriculum vitae (CV)
- Current biography
- Screenshot / PDF of LinkedIn work history
- Press demonstrating involvement within the music sector.
- Portfolio (web-links, screenshots, printouts, scans, etc).
- Marketing materials of 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 / concert schedule with locations.

AUSTIN MUSIC DISASTER RELIEF FUND 3.0 – *Scoring Criteria*

- BIPOC Applicants from a segment of Austin’s diverse population that has historically been underrepresented in the arts – **20 PTS***
- Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual people (LGBTQIA+), Woman-Identifying, or Disability Community Applicants – **Up to 15 PTS ***
- Applicant home address located in a Qualified Census Tract (QCT) – **20 PTS***
- Previously didn't receive Austin Music Disaster Relief Fund and/or Austin Creative Worker Relief Fund grants – **10 PTS**
- Number of years residing in the Austin-Round Rock, TX Metropolitan Statistical Area (MSA) – **Up to 20 PTS**
- Average annual household earnings/wages (after taxes) for 2020 and 2021 – **Up to 20 PTS***
- Applicant has not returned to pre-pandemic annual household earnings/wages since March 2020 – **Up to 10 PTS**
- Limited access to PPE preventing Applicant from taking jobs in the Austin music industry – **5 PTS***
- COVID-19 Impacts: Increased Costs of Household & Doing Business; Inability to make rent or mortgage payments; Cancellation of events; Pay / Salary cuts and/or Termination of staff / contractors; Discrimination; Losses due to unrefunded deposits, leases & other down-payments – **Up to 24 PTS***

***ARPA Priority Criteria**



LMFEP & AMDRF3 – *3rd Party Administrator*

- **Single City of Austin "Portal" Application Process**
- **Turn-Key Scoring System**
- **No Peer Panels**
- **Single 3rd Party Administrator for Both Programs:**
 - Formal Solicitation for single qualified 3rd Party Administrator for the Live Music Fund Event Program (LMFEP) and the Austin Music Disaster Relief Fund 3.0 (AMDRF3) to create a more user-friendly process for Applicants and Awardees.
 - 3rd Party Administrator required to use the City of Austin Portal application system for both programs to best streamline the following according to City guidelines:
 1. Evaluation & scoring for LMFEP applications.
 2. Evaluation, scoring, & awardee payments for AMDRF3 applications.



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THANK YOU!
QUESTIONS?

