

# **UPDATE: DOWNTOWN COMMISSION**

**December 16, 2020**

**Completed Relief & Recovery Programs  
SAVES Austin Live Music Venue Preservation Fund  
Live Music Fund Event Program**

**Economic Development Department**



# Completed Relief & Recovery Programs

## ➤ *Federal CARES Funding – Live Music and Performance Venues*

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

# Completed Relief & Recovery Programs

## ➤ Small Business Grants

| Award               | Business Name   | Business DBA                   | Industry                                   |
|---------------------|---|--------------------------------|--|
| \$ 40,000.00        | Cheer Up Charlies LLC                                       | Cheer Up Charlies              | Live Performance/Music Venues              |
| \$ 25,258.24        | Donnar Inc.   | Donn's Depot                   | Live Performance/Music Venues              |
| \$ 1,543.00         | 11E5 LLC  | Fair Market                    | Entertainment or Nightlife Venues          |
| \$ 40,000.00        | Hooms Inc.  | Friends                        | Live Performance/Music Venues              |
| \$ 33,193.00        | Hotel Big Chief LLC   | Hotel Vegas                    | Live Performance/Music Venues              |
| \$ 29.94            | Kick Butt Coffee  | Kick Butt Coffee Music & Booze | Live Performance/Music Venues              |
| \$ 40,000.00        | Tubbs One-2-One LP  | One-2-One Bar                  | Live Performance/Music Venues              |
| \$ 11,170.25        | Santa Cruz Collective LLC                                   | Santa Cruz Theater             | Live Performance/Music Venues              |
| \$ 40,000.00        | El Leons East LLC   | Stay Gold                      | Live Performance/Music Venues              |
| \$ 2,167.00         | 13th Floor Management/ Moloko bar                           | The 13th Floor                 | Live Performance/Music Venues              |
| \$ 40,000.00        | Belmont Interests, LLC                                      | The Belmont                    | Live Performance/Music Venues              |
| \$ 34,919.86        | Continental South Congress Corp                             | The Continental Club           | Live Performance/Music Venues              |
| \$ 40,000.00        | The Lost Well, LLC  | The Lost Well                  | Live Performance/Music Venues              |
| \$ 15,240.85        | BlancoNegro LLC   | The North Door                 | Live Performance/Music Venues              |
| \$ 40,000.00        | The White Horse Honky Tonk LLC                              | The White Horse                | Live Performance/Music Venues              |
| \$ 16,153.38        | Boss Radio Music Services                                   | Boss Radio Music Services      | Live Performance/Music Venues (Production) |
| \$ 9,043.58         | Event Production Services LLC                               | EPS                            | Live Performance/Music Venues (Production) |
| \$ 10,560.69        | Moontower Entertainment LLC                                 | Moontower Entertainment        | Live Performance/Music Venues (Production) |
| \$ 40,000.00        | Werd Media Labs, LLC  | The Werd Company               | Live Performance/Music Venues (Production) |
| \$ 3,057.77         | Ohm Recording Facility                                      | Chico Jones                    | Live Performance/Music Venues (Studio)     |
| \$ 2,046.84         | Same Sky Productions, Inc.                                  | Same Sky Productions           | Live Performance/Music Venues (Studio)     |
| \$ 1,935.09         | King Electric Recording                                     | King Electric Recording        | Live Performance/Music Venues (Studio)     |
| <b>\$401,979.14</b> | <b>Total Awards for Live Music &amp; Performance Venues</b> |                                |  |
| <b>\$ 75,757.65</b> | <b>Total Awards for Live Music Production</b>               |                                |  |
| <b>\$ 7,039.70</b>  | <b>Total Awards for Live Music Studios</b>                  |                                |  |
| <b>\$ 1,543.00</b>  | <b>Total Awards for Entertainment or Nightlife Venues</b>   |                                |  |

# Completed Relief & Recovery Programs

## ➤ *Austin Economic Injury Bridge Loan*

| Award            | Business Name   | Business DBA           | Industry                                   |
|------------------|---|------------------------|--|
| \$ 20,400        | Halversonics Recording                                    | Halversonics Recording | Live Performance/Music Venues (Studio)     |
| \$ 35,000        | Voodoo Room   | Voodoo Room            | Entertainment or Nightlife Venues          |
| \$ 30,000        | Bliss Productions   | Bliss Productions      | Live Performance/Music Venues (Production) |
| <b>\$ 35,000</b> | <b>Total Awards for Entertainment or Nightlife Venues</b> |                        |  |
| <b>\$ 30,000</b> | <b>Total Awards for Live Music Production</b>             |                        |  |
| <b>\$ 20,400</b> | <b>Total Awards for Live Music Studios</b>                |                        |  |

# Completed Relief & Recovery Programs

## ➤ *Creative Space Disaster Relief Program*

| Award             | Business Name   | Business DBA                | Industry                               |
|-------------------|---|-----------------------------|--|
| \$ 45,500         | Antone's/Arlyn Studios/Lambert's                            | Antone's                    | Live Performance/Music Venues          |
| \$ 47,500         | Mohawk Austin (Austin Hawk LP)                              | The Mohawk                  | Live Performance/Music Venues          |
| \$ 2,077          | Cheer Up Charlies   | Cheer Up Charlies           | Live Performance/Music Venues          |
| \$ 47,500         | Hole in the Wall  | Hole in the Wall            | Live Performance/Music Venues          |
| \$ 30,601         | Three's Company LLC / Hotel Vegas / Hotel Big Chief         | Hotel Vegas                 | Live Performance/Music Venues          |
| \$ 21,693         | Kick Butt Coffee LLC and Master Gohring Inc                 | Kick Butt Coffee            | Live Performance/Music Venues          |
| \$ 37,980         | Parker Jazz Club  | Parker Jazz Club            | Live Performance/Music Venues          |
| \$ 45,500         | Prestige Worldwide Event Center, LLC DBA The Venue ATX      | The Venue ATX               | Live Performance/Music Venues          |
| \$ 45,917         | RealMusic Events LLC  | RealMusic Events            | Live Performance/Music Venues (Studio) |
| \$ 26,208         | Southern Burgers and Bistro                                 | Southern Burgers and Bistro | Live Performance/Music Venues          |
| \$ 45,500         | The Continental Club  | The Continental Club        | Live Performance/Music Venues          |
| \$ 20,690         | The Electric Church   | The Electric Church         | Live Performance/Music Venues          |
| <b>\$ 370,749</b> | <b>Total Awards for Live Music &amp; Performance Venues</b> |                             |  |
| <b>\$ 45,917</b>  | <b>Total Awards for Live Music Studios</b>                  |                             |  |

# Save Austin's Vital Economic Sectors (SAVES):

## ➤ *Austin Live Music Venue Preservation Fund*

### Austin Live Music Venue Preservation Fund

- Austin City Council established the \$15 million Save Austin's Vital Economic Sectors (SAVES) Fund through Ordinance No. 20201001-052.
- Austin City Council adopted the final guidelines for the \$5 million Austin Live Music Venue Preservation Fund on December 3, 2020 via Resolution No. 20200103-013.

# SAVES: Austin Live Music Venue Preservation Fund

Application now open & closes Monday, January 11, 2021 at 5:00 p.m. Application and eligibility guidelines available online at [www.thelongcenter.org/saveaustinvenues](http://www.thelongcenter.org/saveaustinvenues)

## Phase 1: Emergency Funding

- Eligible applicants experiencing immediate risk of closure will receive a \$20,000 grant, which the Long Center will distribute in December 2020.
- Services available to venues receiving emergency funding include: Legal and accounting; real estate advice and guidance on lease negotiations; and, other professional services and long-term planning from community experts.

## Phase 2: Enhanced Funding

- Eligible applicants can apply for additional grant funding up to \$140,000.
- Grant recipients must complete a technical assistance evaluation and an Equity Strategic Plan in order to apply for more funds during the second phase..
- The funding will be distributed in monthly payments with a maximum of \$40,000 per month.



# SAVES: Austin Live Music Venue Preservation Fund

## ➤ *Live Music Venue Equity Strategic Plan*

Awardees will be provided training and support to ensure required ***Live Music Venue Equity Strategic Plans*** are actionable and implemented within one year of grant awards.

Training & Support opportunities will be created and administered in collaboration with the following City of Austin and Community Partners:

- Equity Office
- Economic Development Department
- Small and Minority Business Resources Department
- Multi-Ethnic Chamber Alliance (MECA)
- Local music venues and businesses operated by people of color
- Austin Music Foundation: EDD's workforce development partner for the music industry



# Cultural Funding Programs: Arts, Heritage, Music

## ➤ *Music & Entertainment Division*

### 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.

# Cultural Funding Programs: Arts, Heritage, Music

## ➤ *Live Music Fund Event Program*

### Purpose

- Encourages, promotes, improves, and showcases Austin's diverse live music industry through supporting live and virtual music events.
- Supports Austin's professional music businesses & organizations and musicians & bands that produce and promote live and virtual shows that can be marketed to local audiences, visiting and potential tourists, and conventions delegates.

### Funding & Contracts:

- Up to \$50,000
- Contract Period: 1 Year
- Awards paid over a 12-month contract period and drawn down monthly for reimbursing eligible expenses

# Cultural Funding Programs: Arts, Heritage, Music

## ➤ *Live Music Fund Event Program*

### Key Elements

- **Preservation – Enriching the Past:**

Investment in the historic cultural heritage of Austin music and the preservation of traditions and legacies of historically underserved communities.

- **Innovation – Envisioning the Future:**

Investment in the innovation of traditional business models committed to innovative and inclusive practices that build capacity in underserved communities.

- **Elevation & Collaboration – Empowering the Present:**

Investment in the elevation, education, and promotion of Austin music from historically under-represented communities.

#### Allowable Activities:

- Live & virtual shows by local and touring 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
- Travel

# Cultural Funding Programs: Arts, Heritage, Music

## ➤ *Live Music Fund Event Program*

### Priority Given To

- Live music venues, music labels, live music promoters, recording studios, and live music special event producers.
- Professional Austin musicians who perform solo or as part of a local Austin band; only one application per band allowed (musicians and bands proposing special events in collaboration or partnership with other artistic disciplines should apply through the Cultural Arts Division programs).
- Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+ and Disability communities and other historically under-represented and underserved communities.

### Eligibility:

- Both live music venues and musicians & bands must meet the Economic Development Department's definition for each group.

# EDD Update to Downtown Commission

## Questions & Answers

*Thank you!*

