



**Music &  
Entertainment**

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT

# **Live Music Fund Event Program**

## ***Inaugural Program of the Live Music Fund***

**Music & Entertainment Division  
Economic Development Department  
10/12/2021**



# Live Music Fund Event Program – Inaugural FY2022 Pilot Program

The Live Music Fund was established by [City of Austin Ordinance No. 20190919-149](#) on September 19, 2019. To develop program guideline recommendations, the Music Commission formed the Live Music Fund Working Group on December 2, 2019, and the Systemic Racism Working Group on July 6, 2020, to gather community feedback:

- [Live Music Fund Working Group Recommendation](#)
- [Systemic Racism Working Group Recommendation](#)

The Systemic Racism Working Group's [Recommendation 20201019-2bii](#) declared that a **Preservation, Innovation, and Elevation & Collaboration (PIE)** fund be established from the Live Music Fund to create greater equitable economic growth in Austin's music sector.

Based on these recommendations, Staff formed draft guidelines for community feedback in July and August 2021. The Music Commission unanimously approved the [Live Music Fund Event Program guidelines](#) on September 13, 2021.

## MJR Partners Presentations to Music Commission

- **July 6, 2020:** Music Commission Special Called Meeting (Virtual Meeting)—Item 2B: Discussion and Possible Action following presentation to set expectations & goals, define equity, and draft racial equity focused distribution plans for Live Music Fund by Margi Reese, MJR Partners. [See MJR Partners discussion here.](#)
- **July 22, 2020:** Music Commission Special Called Meeting (Virtual Meeting)—Item 3B: Discussion and Possible Action following presentation by Margie Reese of MJR Partners on Roles and Goals for the Music Commission, Live Music Fund Working Group and City Staff. [See MJR Partners presentation here.](#)
- **August 5, 2020:** Music Commission Special Called Meeting (Virtual Meeting)—Item 2A: Discussion and Possible Action following presentation by Margie Reese of MJR Partners on Roles and Goals for the Music Commission, Live Music Fund Working Group and City Staff, Black Lives Music Fund and Comprehensive Equity Plan to repair and address historic neglect within the Austin music industry towards the Black Community. [See MJR Partners discussion here.](#)

# Austin Commercial Music Industry Development

- **Economic Development:** Awards pay for the production expenses associated with organizing events, including live music venue rental, musician & contractor compensation, and marketing & promotion. With key production expenses paid fairly through the program, any ticket sales and/or sponsorship revenue is extra compensation rather than for event production debts.
- **Professional Development:** Technical assistance and training will be provided to awardees to ensure they are well prepared to deliver on all aspects of their events. This professional development, in addition to cash awards for compensating all involved, will lead to a more professional music industry in Austin and improved outcomes for Austin's musicians and venues.
- **Austin Music Industry Diversity & Innovation:** Through prioritizing events based in PIE, awardees and their collaborators will contribute to the development of Austin's music industry as an innovative model for developing new talent and experiences in an ever-changing music industry landscape. Austin will continue to be seen as a global leader and innovative music city committed to promoting and supporting diverse voices and collaboration.



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# THANK YOU! *QUESTIONS?*

