



Tourism Commission Meeting

Sylvia Holt-Rabb
Director, Economic Development Department
City of Austin

August 9, 2023

Economic Development Department – *Leadership Team*



Sylnovia Holt-Rabb

Director

Economic Development Department



Susana Carbajal

Deputy Director

Economic Development Department



Morgan Messick

Acting Assistant Director

Economic Development Department

The Economic Development Department's mission is to promote a competitive, sustainable and equitable economy for all.



Music & Entertainment Division – *2023 Live Music Fund Event Program*

- The **Live Music Fund** was established by City of Austin [Ordinance No. 20190919-149](#) and provides an ongoing budget for cultural funding programs for Austin's music industry.
- The [Live Music Fund Master Timeline](#) outlines how pilot program guidelines formed through a robust community engagement in coordination with the Music Commission and as part of the [Cultural Funding Review: Arts, Heritage, Music](#).

Music & Entertainment Division – *2023 Live Music Fund Event Program*

- Sourced from State of Texas Hotel Occupancy Tax (HOT) revenue from Austin's hotel and convention industries, awarded projects are marketed to potential and visiting tourists, conventions delegates, and local audiences by the Awardees and the City of Austin.
- Cultural Tourism Marketing classes offered at no cost to Awardees through Miles Partnership.
- Visit Austin & Music & Entertainment Division Marketing Collaboration:
 - \$100,000 annual budget from the Live Music Fund
 - [2021 End of Campaign Final Report](#)

Music & Entertainment Division – *2023 Live Music Fund Event Program*

- Encourages, promotes, improves, and showcases Austin’s diverse live music industry through supporting live and online music events, recording studio production, video production, merchandise distribution, and music broadcasting.
- Eligible applicants include Austin’s professional musicians/bands and independent promoters.
- [Music Commission Recommendation 20201019-2bii](#) stated that the core equity principals of Preservation, Innovation and Elevation & Collaboration (P.I.E.) be followed to create greater economic growth in Austin's music industry.

Music & Entertainment Division – *2023 Live Music Fund Event Program*

Fiscal Year 2023 Award Budget: \$3,500,000

- Eligible awards of \$5,000 or \$10,000
- Awards are paid over a grant agreement period of up to 12 months
- The first disbursement of funds will be 50% of the total award within 30 days of grant agreement execution and confirmed attendance at required agreement kick-off meeting
- The second disbursement of funds will be 40% of the total award once a progress report evidencing expenditures for the first disbursement is accepted
- The final 10% of the total award will be paid upon receipt of the final report

Music & Entertainment Division – *2023 Live Music Fund Event Program*

- Contractors
- Accounting
- Event, Studio, Video
- Security (if separate from other fees)
- Stage Crew (if separate from other fees)
- Employee Salaries Dedicated to Project
- Distribution Materials & Fees (Vinyl, Digital, Compact Disc, Cassette, Video)
- Insurance - General Liability
- Marketing
- Advertising Paid Placements
- Design Fees for Artwork
- Project Merchandise
- Posters, Banners, Signage
- "Street Team" Contractors
- Miscellaneous Project Expenses
- 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)
- Studio Production & Rental, excluding Capital Expenditures Supplies for Project Activities
- Telephones / Internet
- Venue / Office Rental
- Video Production & Rental, excluding Capital Expenditures

Music & Entertainment Division – *Quality of Life Meetings*

June 21, 2022 – Asian American Quality of Life Advisory Commission

- [HOT Programs Update Presentation from the Economic Development Department](#) (PDF 223KB)
- Listen to [June 21 Meeting](#)

August 23, 2021 – Hispanic / Latino Quality of Life Resource Advisory Commission Special Called Meeting

- Staff Briefing on Live Music Fund Event Program by Music & Entertainment Division Staff
- Listen to [August 23 Special Called Meeting](#)

August 3, 2021 – African American Resource Advisory Commission Regular Meeting

- Staff Briefing on Live Music Fund Event Program by Music & Entertainment Division Staff
- Listen to [August 3 Meeting](#)

Music & Entertainment Division – *Commission & Working Group Meetings*

September 19, 2019 – City Council Action

- **Live Music Fund Working Group** established

December 16, 2019 – Live Music Fund Community Forum

- **Live Music Fund Working Group**, community members, and staff to share priorities for funding and next steps.

July 6, 2020

- **Systemic Racism Working Group** established to advise on MED funding programs
- MJR Partners presentation on expectations & goals, defining equity, and strategic planning for racial equity
- [Watch July 6 Meeting](#)

October 19, 2020 – Working Group Recommendations

- **Live Music Fund Working Group** Recommendation – [Recommendation - 20201019-2bi](#)
- **Systemic Racism Working Group** Recommendation – [Recommendation - 20201019-2bii](#)
- Watch [October 19 Meeting](#)

July 12, 2021 – Music Commission Meeting

- [Presentation on proposed Live Music Fund Event Program](#) to gather community feedback
- Watch [July 12 Meeting](#)

Music & Entertainment Division – *Commission & Working Group Meetings*

August 2, 2021

- [Presentation on responses to community feedback](#) on proposed guidelines
- Watch [August 2 Meeting](#)

September 13, 2021

- Presentation on draft guidelines for the Live Music Fund Event Program with latest community feedback.
- **Third-Party Working Group** created to “develop guidelines/recommendations around criteria for the third party for live music fund..”
- Listen to [September 13 Meeting](#)

October 4, 2021

- **Third-Party Working Group** discussion on solicitation; Commission voted to deliver recommendations to EDD
- Listen to [October 4 Meeting](#)

November 1, 2021

- After public comment from local musicians on [presented draft guidelines](#), Commission approved [Recommendation 20211101-3c](#) to support but update eligibility & additional uses based on feedback from a newly formed working group, the **Live Music Fund Stakeholders Working Group**
- Watch [November 1 Meeting](#)

Music & Entertainment Division – *Commission & Working Group Meetings*

February 7, 2022

- [Recommendation 20220207-3b](#): Music Commission recommends "Option 2" for draft guidelines according to feedback from the **Live Music Fund Stakeholder Working Group**. Recommendation stated:
 - Includes all eligible uses (live music performance plus music industry production activities which support the music ecosystem) and with musicians and independent promoters as eligible applicants
 - Includes "live music venue promoter" as an eligible applicant in year two of the program
- Watch [February 7 Meeting](#)

April 4, 2022

- Based on Commission Recommendation 20220207-3b, Staff added more eligible grant uses into draft guidelines, including a 24-month contract term for \$20,000 awards. However, Music Commission reiterated their preference for 12-month contracts for \$5,000–10,000 awards.
- Watch [April 4 Meeting](#)

May 2, 2022

- Based on commission feedback, staff presented final updates to the pilot [Live Music Fund Event Program guidelines](#)
- Watch [May 2 Meeting](#)

Live Music Fund Next Steps – *Live Music Venues*

- [2023 Austin Live Music Venue Summit](#) gathered Austin's live music venue professionals on July 18, 2023, to share the 2023 Austin Live Music Venue Survey results and other helpful resources.
- Survey included feedback from live music venue professionals about potential 2024 Live Music Fund programs, which will include Live Music Venues as eligible to apply based on [Music Commission Recommendation 20220207-3b](#).
- Learn what was shared during the summit - [2023 Austin Live Music Venue Summit Presentation](#).
- Next community engagement meeting with live music venues taking place virtually in September 2023.

Additional Next Steps

- Newly hired Equity & Inclusion Coordinator supporting Economic Development Department's work.
- Hiring a consultant to evaluate our economic development workplan and vision to better support our programs.
- Requested an increase to EDD FY24 budget for translation / language access support.
- Planning process underway to better address accessibility needs and implement a stronger baseline for wraparound support for Spanish-language application processes.



Questions?