



# LIVE MUSIC FUND: APPLICATION FEEDBACK





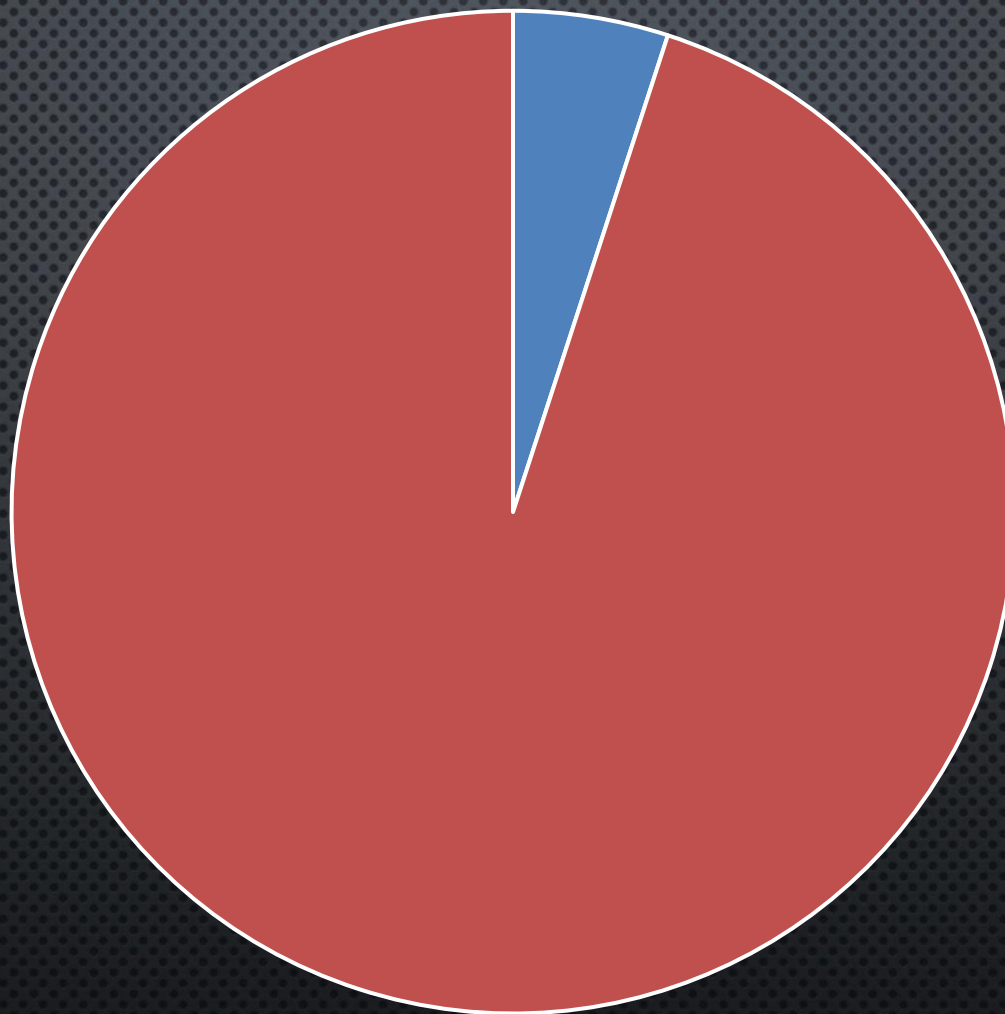
# BACKGROUND

After the Live Music Fund Application closed, Austin Texas Musicians received a wide range of feedback from our members, informing us of both shortfalls and benefits to the current form. What follows is both anecdotal evidence and data points that illustrate their experience **with the application. We hope that this data set will serve to assist staff and commission in informing Round Two of the Live Music Fund.**





Application Feedback



Positive Negative





## ANECDOTAL

“I feel like this "live music fund" doesn't really apply to me and I'm someone who does live music for a living. It feels like it's more for promoters.”





## ANECDOTAL

“We are in the only city in the continent putting on a live music fund like this. Apply! If you have issues, attend their office hours posted on the site. There's some good humans trying to help.”





## ANECDOTAL

“Many of us do put events together with these kinds of documents or budgets which could be used as “proofs” or plans, but they take time to create and it can be a full time job. To do that with this window of time for the application after just finding out the parameters while taking care of our families and actually doing our jobs is unrealistic for most.”





## ANECDOTAL

“Seems way too complicated and really not geared to help the average Musician trying to build their career and make a living playing live music in this community. Many Musicians are going to miss out on these funds. When will it ever really be about helping Musicians? I don't believe that the live music fund group committee meant for the process of applying for this grant to be so complicated.”





## ANECDOTAL

“While there are never guarantees, I suggest applying and you will learn about the grant writing process for now or for your future.”





# ANECDOTAL

“I haven’t been able to get to the end of the application, but I’d say that whoever put this together didn’t bother to talk to even one local musician, such as myself or pretty much any and all of my musician friends. I’m not going to bother with it any further. Best of luck to those artists who are able to be accepted”





# ANECDOTAL

“This one seems extremely complicated and more about production of a live show and geared more toward providing an opportunity for the city and tourism than interest in helping an artist achieve their vision. I would love the opportunity to get my new songs recorded. Seems I’d need to spend a lot more time spinning my artistic vision to meet the guidelines than I would on achieving my own artistic goals and that seems like an anti-art goal and counter-productive to actually raising up artists. I keep going back and reading the rules as I’m not usually one to give up without trying, but every time I come away with the same feeling about it. Which is..., “What exactly IS this and who is it for?”





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“It appears to be geared more towards promoters and venue operators and is irrelevant to any of my needs.”





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## ANECDOTAL

“I feel like this "live music fund" doesn't really apply to me and I'm someone who does live music for a living. It feels like it's more for promoters. Maybe I'm interpreting it wrong.”





## ANECDOTAL

“I gave up when they asked for specific budget spreadsheets and project details etc. Totally seems geared toward nonprofits or specific live cultural minded productions or something (all worthy causes) but not really for individual artists trying to cover everyday studio or touring type costs.”





## ANECDOTAL

“I felt it was way more based on helping someone throw an event than it was for artists to create art.”





## ANECDOTAL

“Based on comments I’ve read in this group, I haven’t messed with it. I have an album that will be ready to mix, master, and manufacture before long. I was going to seek monetary assistance as someone that has been contributing to the local culture for 30 years, but it really sounds like they’re looking for events to fund.”





## ANECDOTAL

“Appears to be geared toward funding an event, so I haven’t pursued it.”





## ANECDOTAL

“I gave up as well at the form section for filling in ad time for radio, TV, etc. None of that pertains to individuals and bands needing funds to record, press, etc.”





## ANECDOTAL

“I applied, definitely took me hours but I already had a solid project and marketing plan so that helped. Don’t try to do it on your phone!”





# ANECDOTAL

“From my cursory review, it seems to be strictly for live performance even though you can select other uses - which is a tad confusing. If only for a live event, \$10k or even \$5k seems extremely generous.

If it can be applied to a recording project then those amounts seem right in line. But not so much if it's for a live event to debut said project.

Lastly, can I submit on behalf of my live performance tribute band as well as myself as a solo act, with plans to be performing new original music live in hopefully not-too-distant future?

If it's one or the other, which stands a better chance of getting approved?”





# DATA SURVEY



<https://tinyurl.com/ATXMLMF090723>





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