



Live Music Fund Eligibility – Live Music Venues

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Live Music Fund

- 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 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 Commission Recommendation 20220207-3b](#): Commission recommends "Option 2" to amend guidelines presented on September 13 according to feedback from the Live Music Fund Stakeholder Working Group



Live Music Fund – Purpose & Eligible Applicants

- The Live Music Fund 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:
 - Professional musicians / bands that meet the City of Austin definition
 - Independent promoters that meet the City of Austin definition
 - Live music venues that meet the City of Austin definition



Live Music Fund – Professional Musician Definition

Applicants **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



Live Music Fund – Professional Musician Requirements

- Professional musicians who live in the Austin–Round Rock Metropolitan Statistical Area (MSA) and perform solo, lead a band, or have an equal stake in a band
- Musicians may perform in multiple bands receiving awards; however, the band leader or lead applicant may only qualify for one application
- Proposed activities must take place in a City of Austin Council District and / or the Extraterritorial Jurisdiction (ETJ) and include at least 51% performers who fit the COA definition for "Professional Musician" and live in the MSA
- Compensates participating Professional Musicians and Creative Workers at least the City of Austin musician and living wage standard rates of pay, including:
 - Professional Musicians (\$200 / hour per artist)
 - Event / show Creative Workers (\$20 / hour)
- Only one application per professional musician or band allowed
- Must be at least 18 years old to apply



Live Music Fund – Independent Promoter Definition

Applicants **must meet all** of the following requirements:

- No more than 3 staff
- And at least 2 years of documentation showing that the applicant has curated and promoted live shows featuring musicians and bands
- And must not be contractually tied to one venue



Live Music Fund – Independent Promoter Requirements

- Independent live music promoters who live in the Austin–Round Rock Metropolitan Statistical Area (MSA) and regularly curate shows for audiences.
- Proposed activities must take place in a City of Austin Council District and / or the Extraterritorial Jurisdiction (ETJ) and include at least 51% of performers who fit the COA definition for "Professional Musician" and live in the MSA
- Compensates participating Professional Musicians and Creative Workers at least the City of Austin musician and living wage standard rates of pay, including:
 - Professional Musicians (\$200 / hour per artist)
 - Event / show Creative Workers (\$20 / hour)
- Only one application per independent promoter allowed
- Must be at least 18 years old to apply



Live Music Fund – Live Music Venue Definition

An establishment where live music programming is the principal function of the business and/or the business is a live music destination, and where the venue clearly establishes the ability of an artist to receive payment for work by percentage of sales, guarantee or other mutually beneficial formal agreement for every performance. A live music venue is a destination for live music consumers, and/or its music programming and is the primary driver of its business as indicated by the presence of at least five (5) of the following:

- a) Defined performance and audience space
- b) Mixing desk, PA system, and lighting rig
- c) Back line
- d) At least two of the following:
 - (i) sound engineer,
 - (ii) booker,
 - (iii) promoter,
 - (iv) stage manager, or
 - (v) security personnel
- e) Charges cover charge to some music performance through ticketing or front door entrance fee
- f) Markets specific acts through show listings in printed and electronic publications
- g) Hours of operation coincide with performance times
- h) Programs live music at least five nights a week



Live Music Fund – Live Music Venue Requirements

- Must be located in the Extraterritorial Jurisdiction (ETJ)
- Must be appropriately zoned for intended use as a commercial live music venue
- Property must meet the City of Austin definition of a “Live Music Venue”





Questions?