



Austin Live Music Fund

2024 Draft Program Guidelines

Erica Shamaly, Music & Entertainment Division Manager
Economic Development Department
Music Commission Meeting, 4/1/2024

Austin 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 principles 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



Austin Live Music Fund – 2024 Eligible Applicants

Professional Musician – 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

Independent Promoter – Must meet all of the following requirements:

- No more than 3 staff, including the owner, and
- Documentation showing that Applicant has curated and promoted live shows featuring musicians and bands for at least two years, and
- Must not be contractually tied to one venue.

Live Music Venue – Must meet at least five (5) components of the City of Austin 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 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 is the primary driver of its business.



Austin Live Music Fund– Purpose & Core Principles

Program Purpose – Encourages, promotes, improves, and showcases Austin’s diverse live music industry through supporting a wide array of music initiatives, including Live and online events; studio, video, and merchandise production; and, touring, marketing, and broadcasting that is targeted to local audiences, visiting and potential tourists, and conventions delegates.

Core Equity Principles – [Music Commission Recommendation 20201019-2bii](#) provided that a *Preservation, Innovation and Elevation & Collaboration* (P.I.E.) fund be established from the Live Music Fund to create greater equitable economic growth in the music sector. Based on this direction, the core principles of P.I.E. inform the 2024 Austin Live Music Fund through awardee equity training and strategic planning.



Austin Live Music Fund– 2024 Ineligible Applicants

- Applicant does not fit the definitions and requirements for “Professional Musician”, “Independent Promoter”, and “Live Music Venue”
- Applicants who receive grant funding from the Cultural Arts Fund in the same year
- Applicants that have a “Delinquent Status” with the City of Austin Economic Development Department
- Government agencies or public authorities
- City of Austin employees
- Applicants under the age of 18 years old



Austin Live Music Fund– 2024 Grant Awards

Professional Musicians and Independent Promoters

**Beginning in Fiscal Year 2025, applicant cannot receive an Austin Live Music Fund award for two consecutive years*

- ☐ \$15,000 or \$30,000

Live Music Venues

- ☐ \$30,000 – Live Music Venues with operating budgets under \$100,000
- ☐ \$60,000 – Live Music Venues with operating budgets over \$100,000

Requirements for all Awardees

- ☐ Award payments happen over an agreement period of up to 12 months:
 - The first grant payment is 50% of the total award within 30 days of agreement execution
 - The second grant payment is 40% of the total award with a completed progress report
 - The final grant payment is 10% of the total award with a completed final report



Austin Live Music Fund – 2024 Eligible Expenses

***51% of expenses must be spent within the Austin Extraterritorial Jurisdiction (ETJ)**

- ☐ Commercial rent for activities
- ☐ Contractors
 - Accounting
 - Event, Studio, Video
 - Security
 - Stage Crew
- ☐ Performance fees/guarantees
- ☐ Promotional tours outside of Austin (must include Austin Tourism Marketing Plan)
 - Rehearsal fees
 - Marketing and promotions
 - Merchandise transport
 - Management, artist, and crew fees
 - Equipment and transport rentals
 - Administrative advancement
 - Tour-related shipping
- ☐ Salaries of Employees dedicated to activities
- ☐ Insurance – General Liability (public events)
- ☐ Marketing
 - Paid advertising placements
 - Design fees for artwork
 - Merchandise production
 - Posters, banners, signage
 - "Street Team" contractors
- ☐ Lodging and travel for participating artists from outside of Central Texas
- ☐ Stage lighting rental
- ☐ Stage rental
- ☐ Stage sound rental
- ☐ Studio production & rental, excluding Capital Expenditures (see “Ineligible Expenses)
- ☐ Supplies for activities
- ☐ Telephone / internet
- ☐ Video production and rental, excluding Capital Expenditures (see “Ineligible Expenses)



Austin Live Music Fund– 2024 Ineligible Expenses

- Awardee travel, including gas, flights, hotels, tolls, parking, and ferries
- Expenses paid before the application due date
- Capital costs, including the purchase, construction, and renovation of equipment and property
- Food & hospitality
- Fundraisers and benefits, including entertainment and receptions
- Start-up costs of a new organization
- Consultants who are also employees
- Payments to students or interns whose employment is tied to class credit
- Operating costs not associated with the project
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Existing debts, fines, contingencies, penalties, interest, or litigation costs
- Taxes other than retail sales and payroll



Austin Live Music Fund– 2024 Scoring Criteria

Professional Musician & Independent Promoter

Category	Criteria	Available Points
Limited Access to Services	<ul style="list-style-type: none">Limited access to healthcare and financial lendingLanguages other than English spoken in the householdHigh level of dependency on music business incomeLives in a Qualified Census Tract (QCT)No grant funding from the City of Austin Cultural Arts Division in the last year	Up to 25 Points
Local Economic Impact	<ul style="list-style-type: none">Hires local musicians and other creativesHires local creative spaces (refer to <i>Glossary of Terms</i> for definition of “Creative Spaces”)Hires local businesses for operations, i.e. merchandise production, marketing/PR, equipment, storage	Up to 30 Points
Programming & Outreach	<ul style="list-style-type: none">Programming that expands audiences and amplifies Austin’s diverse arts and culture sectorsMarketing strategies for reaching new audiences, including potential tourists and convention delegates	Up to 20 Points
Accessibility	<ul style="list-style-type: none">Provides accessibility features for audiences with disabilitiesProgramming and features for non-English speaking communitiesProgramming open and accessible to the public	Up to 30 Points
Previous City of Austin Funding	<ul style="list-style-type: none">No grant funding received through the 2023 Live Music Fund Event Program	15 Points



Austin Live Music Fund– 2024 Scoring Criteria

Live Music Venues

Category	Criteria	Available Points
Limited Access to Services	<ul style="list-style-type: none">Limited access to organizational healthcare and business lendingLocated in a Qualified Census Tract (QCT)	Up to 20 Points
Local Economic Impact	<ul style="list-style-type: none">Hires at least 40% local musicians and other creatives year-roundProvides co-location opportunities (see definition in <i>Glossary of Terms</i>)Provides free or low-cost temporary space for other creative organizationsProvides internships and apprenticeshipsHires local businesses for business operations	Up to 25 Points
Programming & Outreach	<ul style="list-style-type: none">Programming that expands audiences and amplifies Austin’s diverse arts and culture sectorsMarketing strategies reach new audiences, including locals, potential tourists, and convention delegates	Up to 20 Points
Accessibility	<ul style="list-style-type: none">Provides accessibility features for audiences with disabilitiesProgramming and features for non-English speaking communities	Up to 20 Points
Previous City of Austin Funding	<ul style="list-style-type: none">Did not receive City of Austin grant funding in the previous year	10 points



Austin Live Music Fund– 2024 Awardee Commitments

Since awarded applicants will enter into grant agreements, applicants must acknowledge and affirm their understanding of the following commitments:

- **Event Insurance:** Awardees using grant funds for public events must carry event insurance
- **Professional Musician Compensation:** At least the City of Austin musician standard rates of pay
- **Training** (provided by the City of Austin at no cost)
 - Equity Strategic Plan template and guide
 - Tourism Marketing
- **City of Austin Marketing Statement**
- **Progress & Final Reports**





Questions?