This document is an optional template. Each page in this document describes questions in the Austin Live Music Fund Application for Professional Musicians and Independent Promotors and provides a box to draft your answers. Whether using this template or another document, we encourage applicants to draft their answers separately and paste them into the Submittable form once completed.

[3: Narrative – Not Scored 2](#_Toc1564780910)

[4: Limited Access to Services - Scored 3](#_Toc2023041857)

[5: Local Economic Impact – Scored 4](#_Toc1966495997)

[6: Programming and Outreach – Scored 5](#_Toc346458221)

[7: Accessibility - Scored 6](#_Toc1518079612)

[Professional Musician and Independent Promotor 6](#_Toc1834708525)

[8: Previous City of Austin Funding – Scored 7](#_Toc341456842)

[9: Grant Award Proposed Budgets - Scored 8](#_Toc311329313)

## 3: Narrative – Not Scored

**Explain how will the investment of any awarded grant funds improve and grow your business.**

*Write your answer here …*

**Explain how will the investment of any awarded grant funds attract tourists and convention delegates to Austin.**

*Write your answer here …*

## 4: Limited Access to Services - Scored

**Are languages other than English spoken in your household?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How long have you been banking with a traditional bank or credit union?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**When did you last secure a commercial loan, line-of-credit, or other type of commercial lending for your business?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Did you receive grant funding from the City of Austin Cultural Arts Division in 2023, including funding programs Elevate, Nexus, and Thrive?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What best describes your healthcare coverage?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What percentage of your current income is derived from professional music activities?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## 5: Local Economic Impact – Scored

**What best describes how your past activities have supported Austin’s economy, including creatives, tourism, and local businesses?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Please be prepared to upload documentation of your partnerships or collaborations that best supports your answer.*

## 6: Programming and Outreach – Scored

**What best describes how your past activities have expanded audiences and amplified Austin’s diverse arts and culture sector?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Please be prepared to upload documentation of your partnerships or collaborations that best supports your answer.*

## 7: Accessibility - Scored

### Professional Musician and Independent Promotor

**Have your past activities provided accessibility features for participating audiences with disabilities?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please explain how your past activities have provided accessibility features for people with disabilities to participate.**

*Write your answer here …*

*Please be prepared to upload supporting materials of past activities that best supports your answer.*

**Have your past activities provided programming for non-English speaking communities?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please explain how your past activities have provided programming for non-English speaking communities in the past.**

*Write your answer here …*

*Please be prepared to upload supporting materials of past programming that best supports your answer.*

**What best describes how your past activities have been open to the public and easily accessible?**

*Write your answer here …*

## 8: Previous City of Austin Funding – Scored

**Did you receive grant funding from the 2023 Live Music Fund Event Program?**  
  
**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## 9: Grant Award Proposed Budgets - Scored

**Grant Award Total Budget: must show how the grant award will be used to pay for eligible expenses. Your budget total must equal the grant award amount previously selected ($15,000 or $30,000).**

Grant Award Total Budget: at least 51% of expenses must be spent within the 10 City of Austin Council Districts.

|  |  |  |
| --- | --- | --- |
| **Expense Categories** | **Amount Paid by Grant Award** | **Description of Proposed Expenses** |
| Commercial Rent - Live Music Venues |  |  |
| Compensation - Contractors |  |  |
| Compensation - Employee Salaries |  |  |
| Insurance - Live Music Venues General Liability |  |  |
| Insurance - Musicians & Promoters Event Insurance |  |  |
| Lodging and Travel for Visiting Artists |  |  |
| Performance Fees / Guarantees |  |  |
| Stage, Lighting, and Sound Rental |  |  |
| Studio and Video Production Rental, excluding Capital Expenditures (see “Ineligible Expenses) |  |  |
| Supplies |  |  |
| Telephone / Internet |  |  |
| Tourism Marketing (amount must equal the "Tourism Marketing Plan" total) |  |  |
| Venue Rental (Public Events Only) |  |  |
| **TOTAL** | **0.00** |  |

**Marketing Plan: should include paid and unpaid strategies for how the applicant will market and promote the grant-funded activities, if awarded, to local audiences, tourists, and convention delegates.**

Your total marketing budget should be the same in both the marketing table and the budget table

|  |  |  |
| --- | --- | --- |
| **ONLINE CAMPAIGNS (list by type, eg. 'paid ads')** | **Tourism Market Location** | **Estimated Total Budget** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **PRINT ADS (list by target publication)** | **Tourism Market Location** | **Estimated Total Budget** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **RADIO ADS (list by target station)** | **Tourism Market Location** | **Estimated Total Budget** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **MARKETING PRODUCTION** | **Tourism Market Location (N/A)** | **Estimated Total Budget** |
| Admat & Poster Design |  |  |
| Poster Printing |  |  |
| Banners/Sinage |  |  |
| Street Teams |  |  |
| Event Merch |  |  |
| **IN-KIND PROMOTION / OUTREACH (list by potential partner)** | **Tourism Market Location** |  |
|  |  | 0 |
|  |  | 0 |
|  |  | 0 |
|  |  | 0 |
| **TOTAL** |  | $0 |