This document is an optional template. Each page in this document describes questions in the Austin Live Music Fund Application for Live Music Venues 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](#_Toc165385571)

[4: Limited Access to Services - Scored 3](#_Toc165385572)

[5: Local Economic Impact - Scored 4](#_Toc165385573)

[6: Programming and Outreach - Scored 5](#_Toc165385574)

[7: Accessibility - Scored 6](#_Toc165385575)

[8: Previous City of Austin Funding - Scored 7](#_Toc165385576)

[9: Grant Award Proposed Budgets - Scored 8](#_Toc165385577)

## 3: Narrative – Not Scored

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

2000 character limit

*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

**How long has the venue been banking with a traditional bank or credit union?**

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

**When was a commercial loan, line-of-credit, or other type of commercial loan last secured for the venue?**

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

**What best describes the venue’s healthcare coverage?**  
  
**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## 5: Local Economic Impact - Scored

**What best describes how the venue’s 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 the venue’s 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

**Have the venue’s 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.**

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

**Have the venue’s 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.**

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

## 8: Previous City of Austin Funding - Scored

**Has the venue received grant funding from the City of Austin Economic Development Department in the last year? Possible 2023 funding programs include the Creative Space Assistance Program, Heritage Preservation Grant, Elevate, Thrive, and/or support from the Austin Economic Development Corporation (AEDC)**

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

## 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 |