

2023 AUSTIN LIVE MUSIC VENUE SUMMIT



3TEN ACL Live
Tuesday, July 18th, 2023



**Music &
Entertainment**

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



Agenda

11:25 am

Welcome

- Morgan Messick, Economic Development Department Interim Assistant Director
- Erica Shamaly, Music & Entertainment Division Manager

11:30 am

Presentation

2023 Live Music Venue Survey Results

- Greg Gonzalez & Shelbi Mitchell, Music & Entertainment

2023 Creative Space Assistance Program Highlights

- Kim McCarson, Music & Entertainment

District Development & Creative Space Definitions

- Donald Jackson, Global Business Expansion

Entertainment Services Group, Development Services

- Brian Block, Entertainment Services Group Manager

City of Austin Coaching, Classes & Resources

- Joy Miller, Small Business

12:30 pm

Q&A

1:00 pm

Closing Remarks

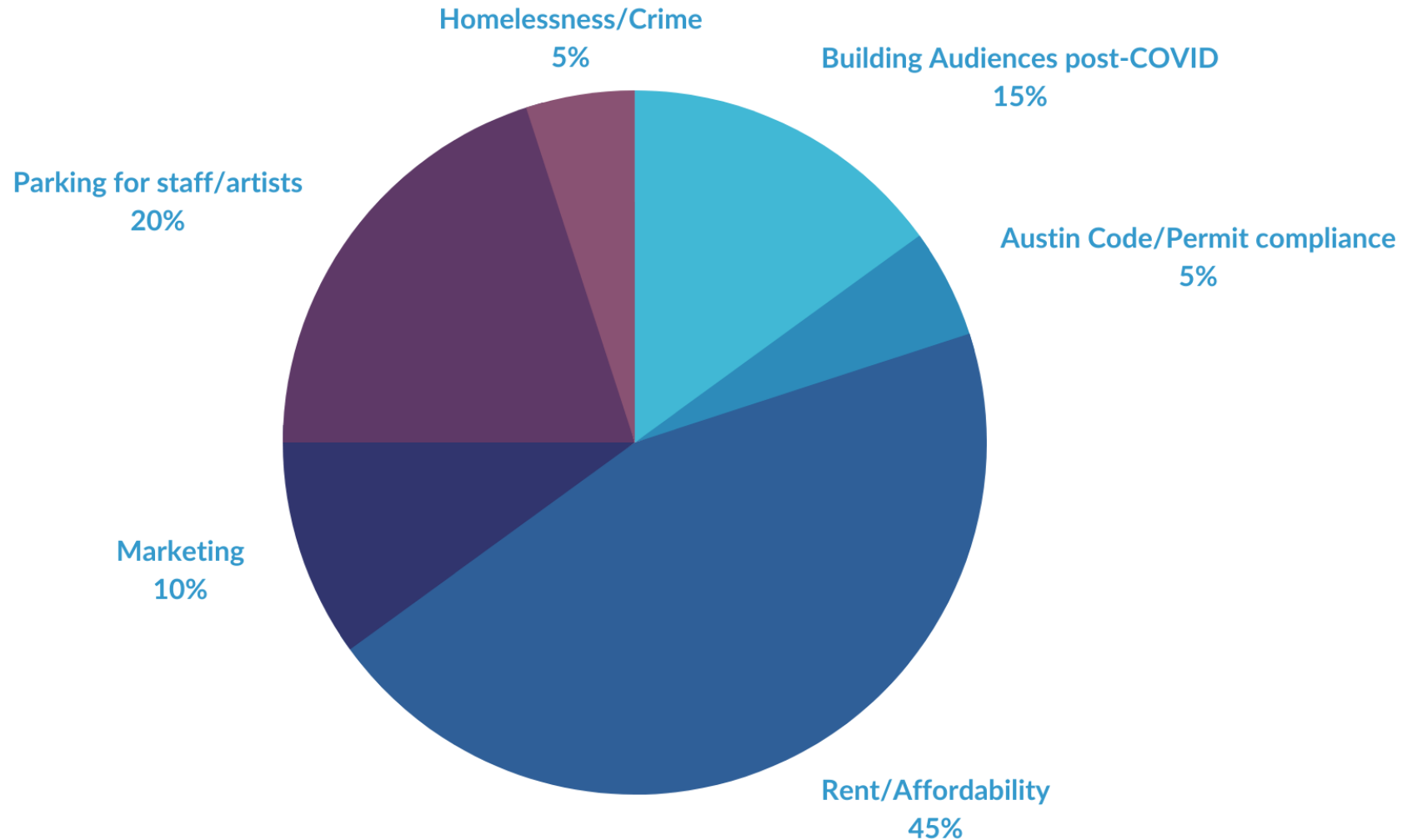


Welcome!

- **Morgan Messick**
Interim Assistant Director, Economic Development Department, City of Austin
- **Erica Shamaly**
Division Manager, Music & Entertainment, City of Austin

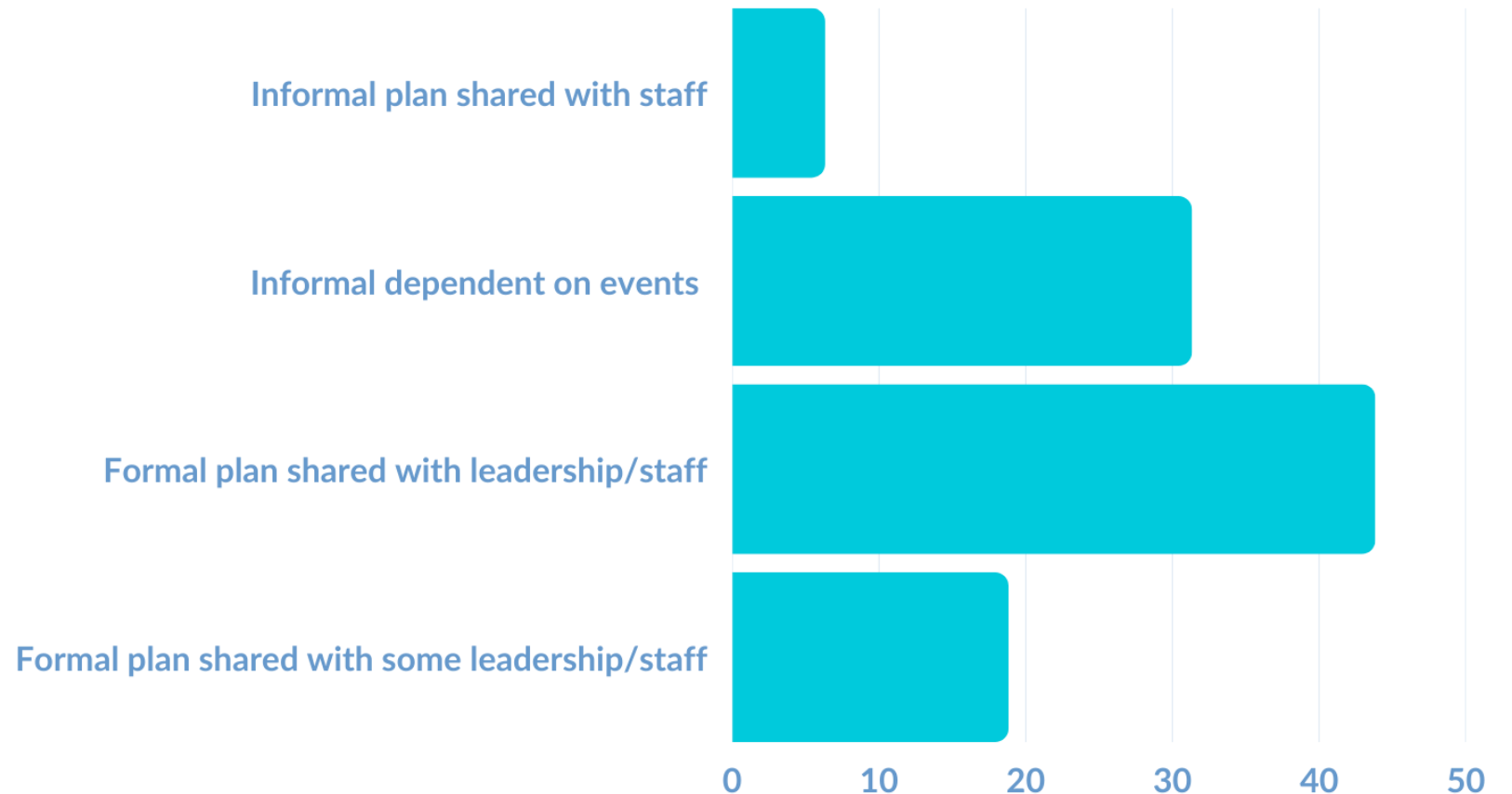
2023 Live Music Venue Survey Results – Greatest Challenge

What is your greatest challenge doing business in Austin?



2023 Live Music Venue Survey Results – Equity Strategic Planning

Is your strategic plan for developing equity within your live music venue shared with leadership and staff?



2023 Live Music Venue Survey Results – Equity Strategic Planning

What strategies has your venue implemented to increase diversity in the last 12 months?



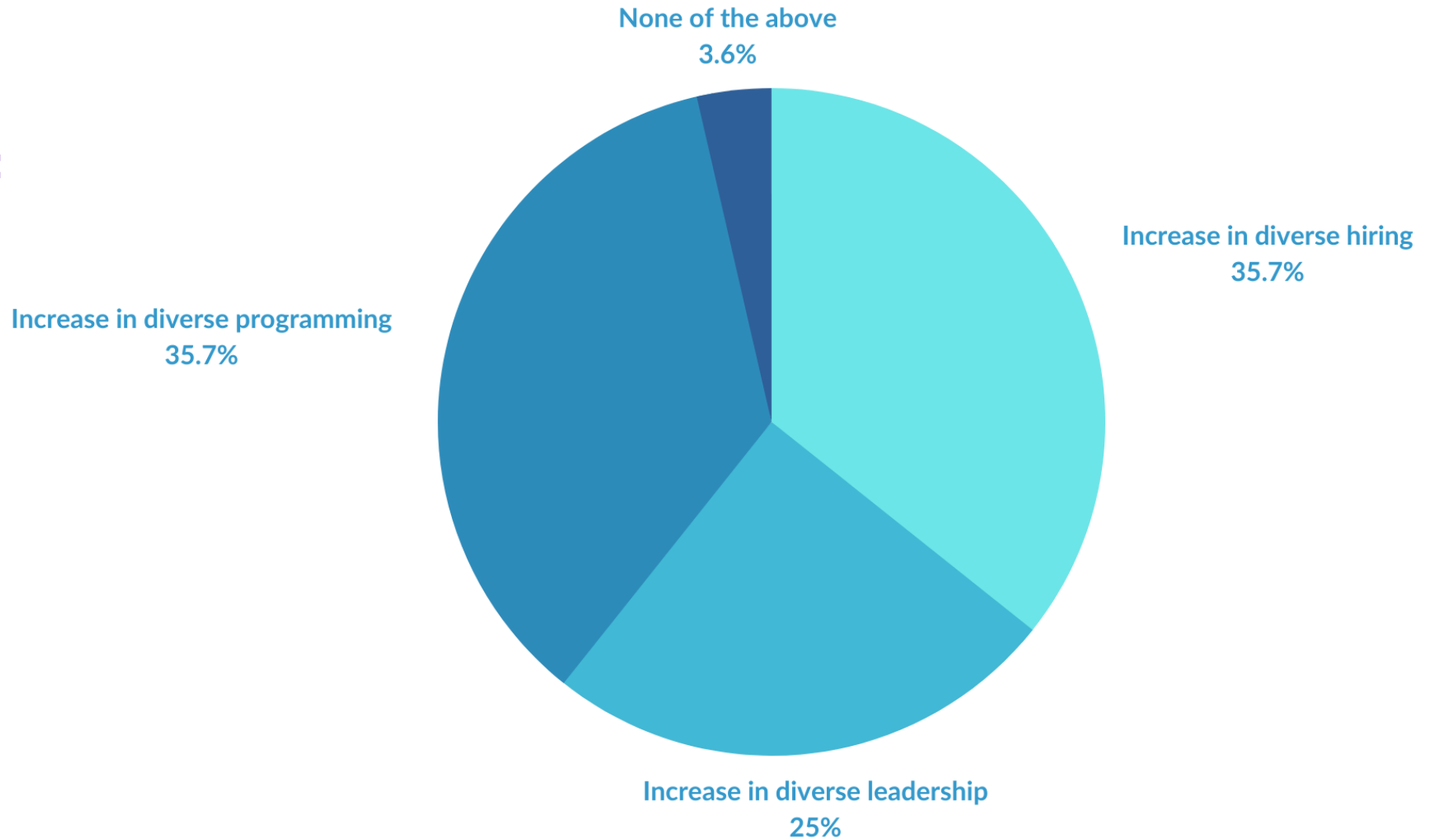
2023 Live Music Venue Survey Results– Equity Strategic Planning

What strategies could be implemented to improve diversity and equity in venues?



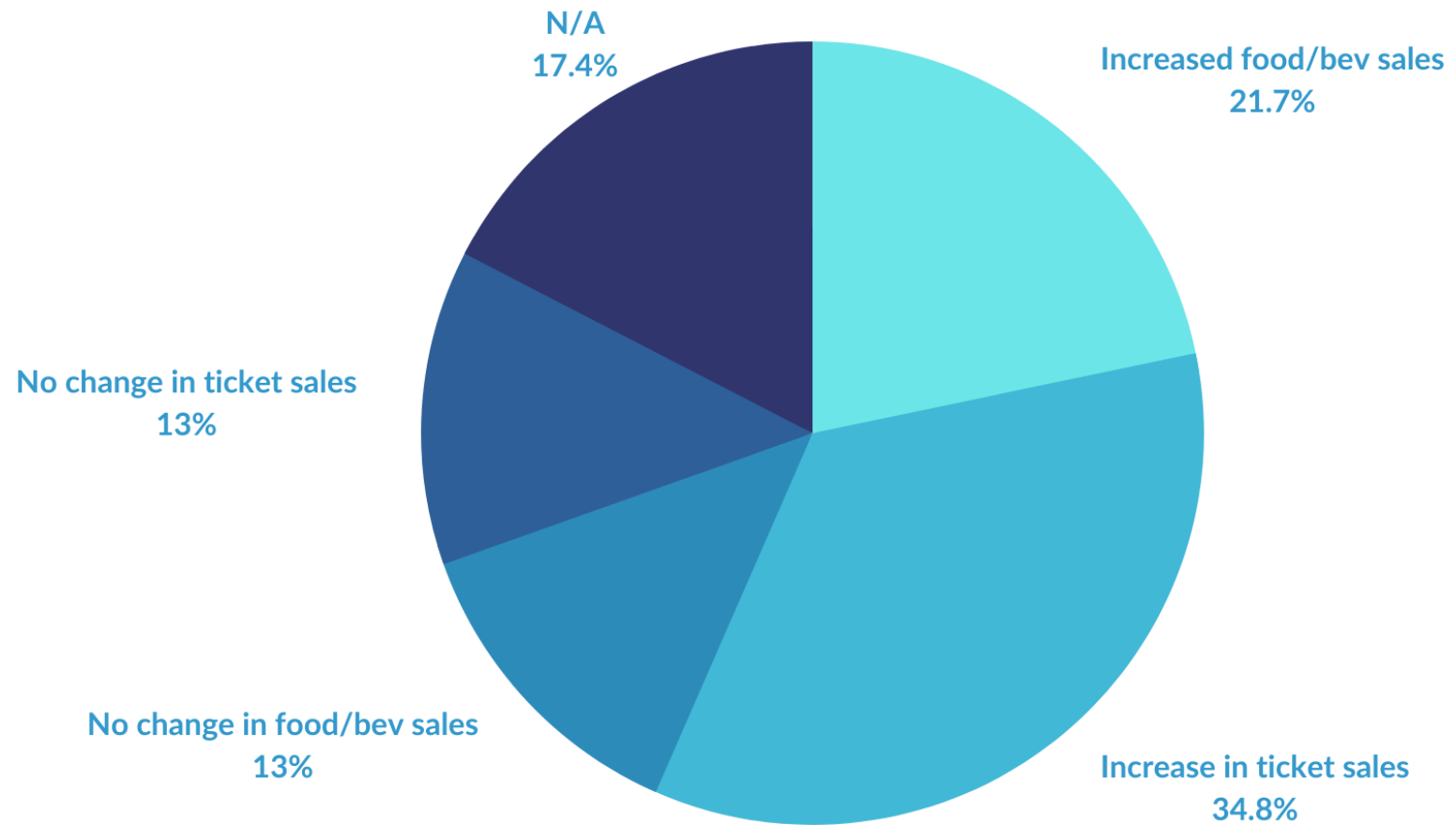
2023 Live Music Venue Survey Results – Equity Strategic Planning

Outcomes resulting from equity strategic planning



2023 Live Music Venue Survey Results – Equity Strategic Planning

Equity strategic plan effects on revenue



2023 Live Music Venue Survey Results – Equity Strategic Planning

Rank the resources needed to implement equity strategic planning at your live music venue

1. City marketing and grant support
2. Networking opportunities with community organizations
3. Networking opportunities with potential diverse staff
4. Networking opportunities with diverse talent
5. Diversity, Equity & Inclusion trainings for leadership and staff
6. Current data on Austin music venue demographics of audiences and talent
7. Job board for posting to diverse pool of workers
8. Marketing training focused on increasing audience diversity

2023 Live Music Venue Survey Results – Live Music Fund

Does your venue have the staff capacity to apply for a live music fund grant program?

85% yes

Would you likely apply for specific projects according to the current live music fund guidelines?

90% yes

Would your venue prefer a dedicated reimbursement program?

65% yes

2023 Live Music Venue Survey Results – Live Music Fund

In order of importance, select eligible expenses for which you would use funding

1. Performer fees
2. Video production& rental
3. Project contractors (accounting, event staff, crew)
4. Marketing
5. Insurance
6. Venue/Office rental
7. Employee salaries for project
8. Distribution materials and fees
9. Stage/Lighting/Sound rentals
10. Studio production and rental
11. Supplies for project activities
12. Telephone/Internet

2023 Creative Space Assistance Program – All Applicants

Creative Space Assistance Program, 2023

Program Details | <https://www.austintexas.gov/creative-space-assistance-program>

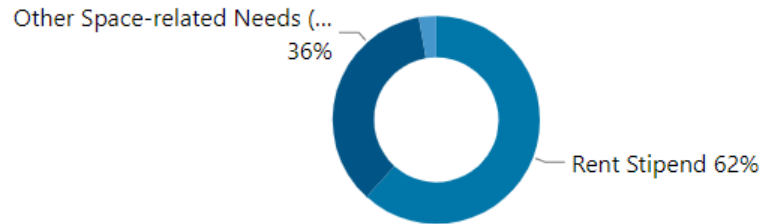
last updated 7/11/2023



152

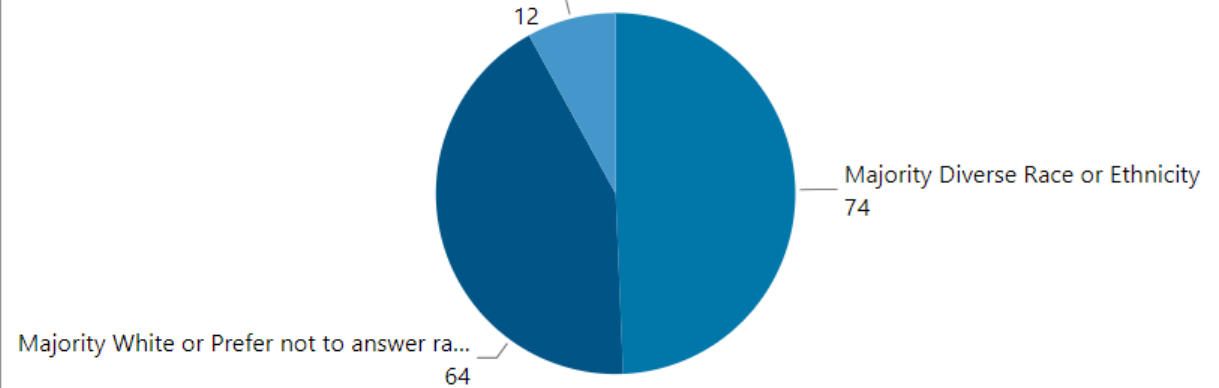
Total Number of Applicants

Category of Funding Requested

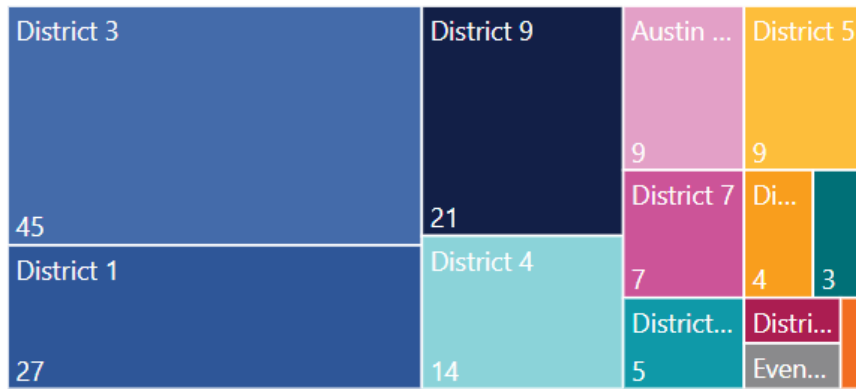


of Applicants Led by Race or Ethnic Groups

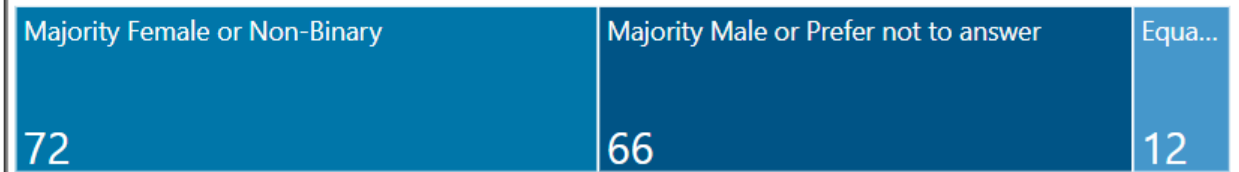
Equally Led by White and Diverse Race or Ethnic...



Council District of Creative Space Location



of Applicants Led by Gender Group

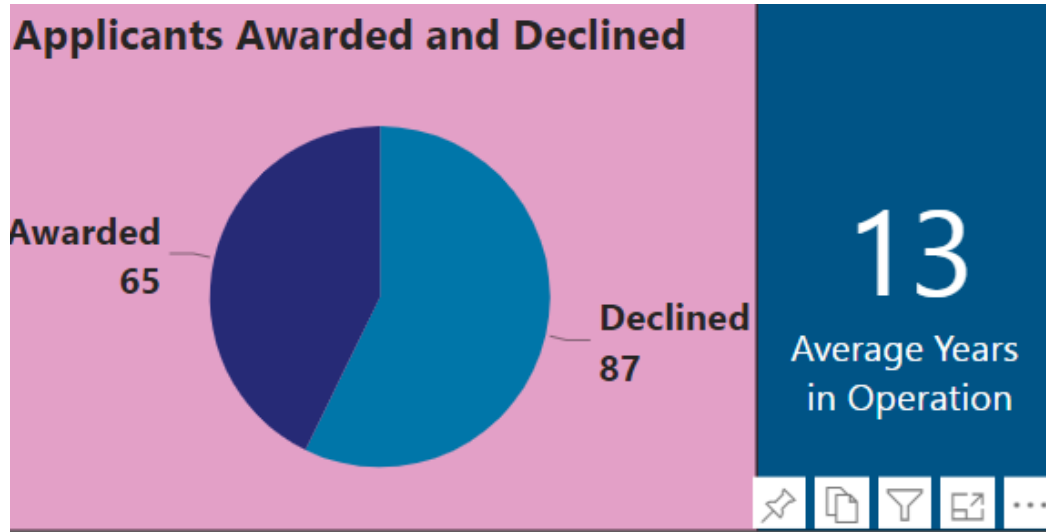


of Applicants with Members of the Disability Community in Leadership: 33

of Applicants with LGBTQIA+ Leadership: 66

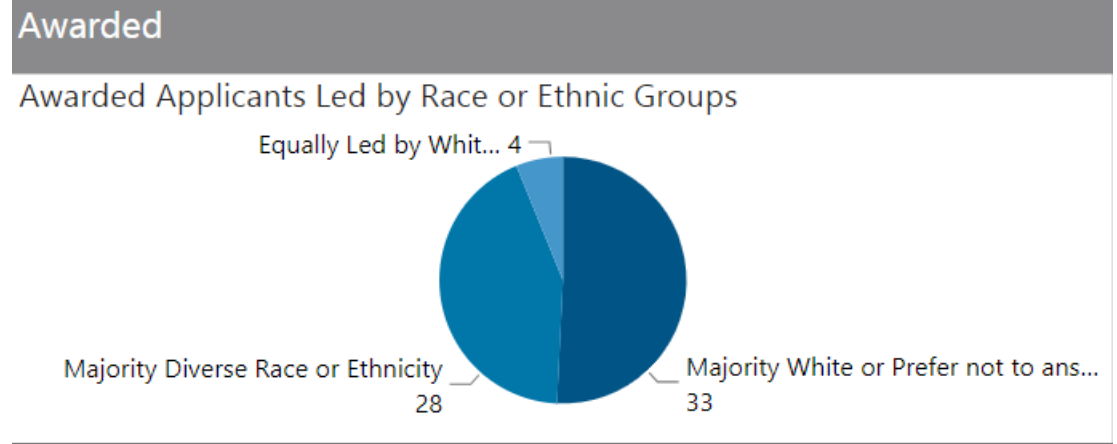


2023 Creative Space Assistance Program – Awarded Applicants



Awarded Applicants by Eligibility Category

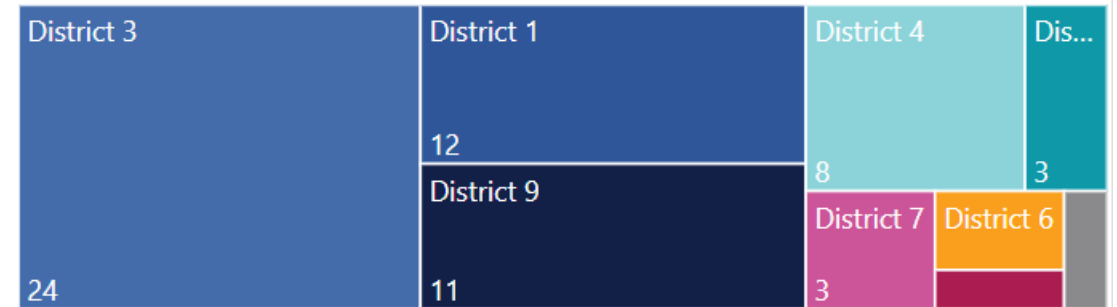
Category	# of Applicants
Arts Non-Profit	31
For-Profit Live Music Venue	10
For-Profit Museum / Art Gallery	8
For-Profit Theater / Performance Space	15
Independent Artist with Eligible Commercial Studio Space	11



of Applicants Led by Gender Group

Majority Female or Non-Binary	Majority Male or Prefer not to answer	Equa...
30	29	6
17		
# of Applicants with Members of the Disability Community in Leadership		
35		
# of Applicants with LGBTQIA+ Leadership		

Council District of Creative Space Location



District Development & Creative Space Definitions

Council Resolution No. 20220728-094

- Establish definition to be a Live Music Venue
- Create live music venue bonus and incentive program for new and existing venues
- Initiate changes to Land Development Code Section 25

Community & Council Presentations

- Code and Ordinances Joint Committee – June 21, 2023 ([see presentation](#))
- Planning Commission – July 25, 2023
- **City Council Hearing – September 14, 2023**

Next Phase Goals

- Establish full implementation of Creative Space Definitions/Overlay items by Winter 2023
- Development of Economic and Cultural District Framework (includes process to identify/designate cultural districts for arts and/or live music)
- Draft incentives and protections for live music venues based on resolution guidance

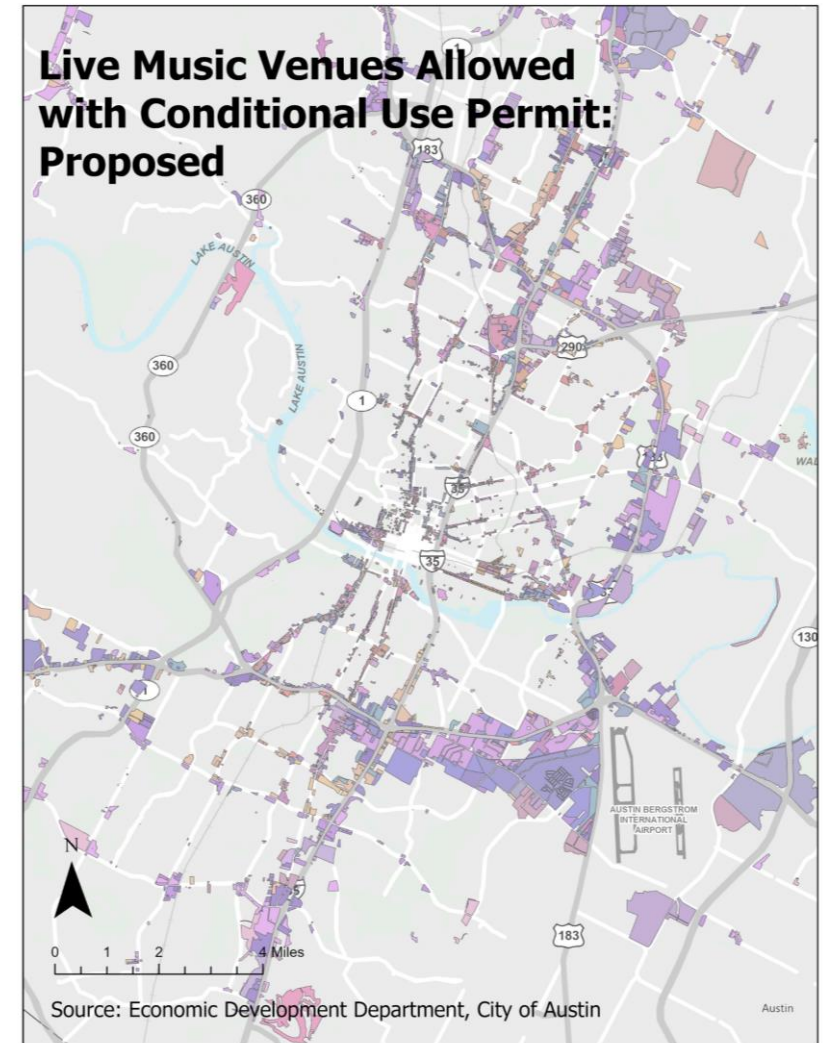
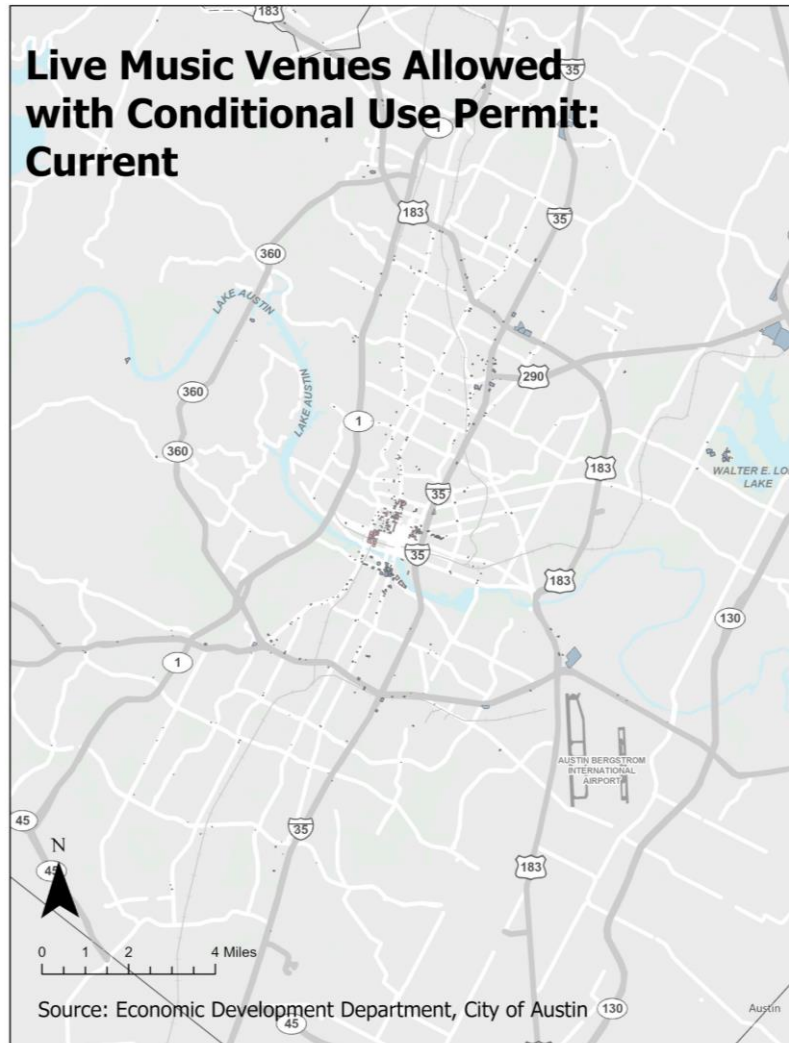
District Development & Creative Space Definitions

New Performance Venue Definition

- **PERFORMANCE VENUE** use is the use of a site for presentation of live music, plays, motion pictures, or other performances that includes the retail sale of alcoholic beverages for consumption on the premises.
 - A performance venue must allocate a minimum of 50 percent of gross floor area for production and programming space.
 - Production and programming space includes stages, green rooms, box offices and ticketing booths, audience areas, and equipment dedicated to producing plays, motion pictures, or other performances
- Higher intensity base zones for Conditional Use Permit: Commercial Recreation (CR); Community Commercial (GR); General Commercial Services (CS); Warehouse/limited Office (W/LO); Commercial Highway Service (CH); Limited Industrial Services (LI); Downtown Mixed Use (DMU); CBD (Central Business District)

District Development & Creative Space Definitions

Live Music Venues



*This expands the number of lots in which **Live Music Venue** use is allowed by Conditional Use Permit by almost 2,000%, or 12,700 lots; including lots permitted Downtown this is a 685% increase. Venues using this definition will be subject to CUP monitoring to ensure compliance with site plan and use requirements.*

Entertainment Services Group – Development Services

Outdoor Amplified Music Permits	Music & Nightlife Liaison
<p>Review & Permitting</p> <ul style="list-style-type: none">• Detailed review• Appropriate allowances based on the location and context• Expert resource on sound management <p>Compliance & Enforcement</p> <ul style="list-style-type: none">• Respond to complaints and determine if there is a violation• Educate permit-holders in the field and seek compliance• Take enforcement action as needed	<ul style="list-style-type: none">• Liaison between establishments and residents.• Liaison to permit-holders with city departments on planning, permitting and public safety issues• Inter-departmental coordination for entertainment district planning, management, and public safety• Subject matter expert on sound ordinance, entertainment-related sound and entertainment district management

Nightlife District Management

- Safer 6th Street Initiative
- Multi-faceted approach with a goal of contributing to a safe, vibrant and well-managed entertainment district
- Focus Areas:
 - Public Space Design
 - Bar Operator Partnerships
 - Diversity of Uses & Activities
- Improving safety through communication, training and enhanced operating standards for bars.
- New Programs
 - Nightlife Establishment Safety Training Program
 - Nightlife Establishment Accreditation Program

City of Austin Coaching, Classes & Resources

SMALLBIZ@AUSTINTEXAS.GOV • (512) 974-7800 • SMALLBIZAUSTIN.ORG

BUSINESS COACHING

- Assist with business planning, marketing and access to capital
www.peoplefund.org/intake

BUSINESS CLASSES

- Range of topics covering day-to-day management of a business taught by industry experts and specialized instructors
www.smallbizaustin.org

SIZEUP AUSTIN

- Easy-to-use platform that allows you to receive data to help your small business make better decisions around competitive benchmarking, customers, suppliers, marketing, and advertising
<https://austin.sizeup.com/>



Questions & Answers

Please reach out to music@austintexas.gov
with any additional questions.





Music & Entertainment

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2023 Austin Live Music Venue Summit

THANK YOU!

Music & Entertainment Division
City of Austin Economic Development Department

