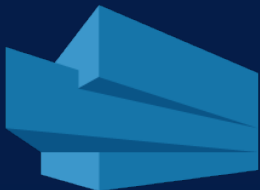


Austin Live Music Venue Preservation Fund



Economic
Development
CITY OF AUSTIN



Agenda

- Overview
- Key Dates
- Technical Assistance
- Equity Strategic Plan
- Eligibility & Matrix
- Eligible Expenses
- Award & Monthly Distributions

Phase 2 – Enhanced Grants Overview

Eligible Recipients

- Limited to Phase 1 Emergency Grant Recipients

Components

- Technical Assistance
- Equity Strategic Plan
- Eligibility & Matrix Score
- Eligibility Expenses
- Award & Monthly Distributions
 - Maximum Grant Award Calculation

Key Dates

February 24 - Phase 2 grant portal opens

March 2, 4, and 15 - Equity Strategic Plan Training Series: “Workshop” Sessions 1*

April 12 and 13 - Equity Strategic Plan Training Series: “Debrief” Session 2*

Mid-March - Initial round of funding disseminated**

May 4 and 5 - Equity Strategic Plan Training Series: “Strategy” Session 3*

* Each applicant must participate in one of these sessions.

** Payments will occur monthly until August or maximum award (\$140,000) is distributed.

Technical Assistance

What is it?

- No-cost services available to recipients based on technical assistance evaluations
- Separate funds were allocated above the \$5M grant fund specifically for these services
- Services include:
 - Legal and accounting services;
 - Real estate advice and guidance on lease negotiations; and
 - Other professional services and long-term planning from community experts (ex. Marketing, Revenue Planning, etc.)

Technical Assistance

Who is conducting it?

- Texas Accountants and Lawyers for the Arts (<https://talarts.org/>)
- Decades of experience serving the arts and artists
- Focused on legal and accounting needs

How does this impact you?

- Technical Assistance Evaluation is required for participation in Phase 2
- Evaluation will be a one-time, confidential process with TALA staff
- If additional services are needed, TALA will either refer you to an attorney/accountant or work with the Long Center to identify content experts available to assist you

Equity Strategic Plan

What is it?

- The Austin City Council's program guidelines requires all Phase 2 applicants to complete an Equity Strategic Plan.
- The City of Austin Economic Development Department is hosting three workshops about institutional and structural racism to increase participants' awareness and understanding of the systemic barriers and challenges that must be removed to advance diversity, equity, and inclusion in live music venues in Austin.
- Applicants must complete all three sessions (Workshop, Debrief, and Strategy) of the series to qualify for all of Phase 2 funding.
- Each session is 6 hours in length; sessions are available on multiple days.
- Sample strategies can be found in the Program Guidelines adopted by Council. Email atxrecovers@austintexas.gov for a copy of the guidelines.

Equity Strategic Plan

Who is conducting it?

- The City of Austin Economic Development Department contracted national expert Joyce James to facilitate the workshops

How does this benefit you?

- All three sessions (Workshop, Debrief, Strategy) of the Equity Strategic Plan Training Series must be completed to qualify for all Phase 2 funding:
 - Workshop Session 1 – March 2, 4, or 15
 - Debrief Session 2 – April 12 or 13
 - Strategy Session 3 – May 4 or 5

Eligibility & Matrix

What is it?

- Series of scored application questions that will allow the program to demonstrate and rank applicants who are:
 - Most vulnerable or at risk of closure
 - Create the most impact to the live music community
- The Long Center will publish a final copy of the scoring matrix online prior to accepting applications for enhanced support grants

Eligibility & Matrix

What is it?

- The application will include attestations and require documentation of the following types of information:
 - Impact of business interruption
 - Percentage of earned revenue secured from live music
 - Scope and scale of infrastructure to present live music
- Uploaded information and answers to application questions will be used to calculate your maximum eligible grant.

Eligibility & Matrix

Who is conducting it?

- The Long Center, through an online Submittable portal
- TALA and other identified community experts (as needed) will assist the Long Center's evaluation

What is required from you?

- Applicants for Phase 2 will be required to:
 - Upload relevant financial documents to the grant portal
 - Answer a series of questions

Eligibility & Matrix

Portal Submission Documents

- The Long Center will publish a grant portal via Submittable to answer questions based on the scoring matrix and upload documents
- Information required:
 - 2018 & 2019 Federal Income Tax Returns
 - 2019 & 2020 Abbreviated Profit & Loss Statement (Mar-Dec)
 - 2019 & 2020 Payroll Records
 - Current Balance Sheet
 - 12-Month Profit & Loss Statement (Trailing P&L preferred)
 - Eligible Expenses Calculation
 - Gross Revenue YOY Calculation 2020-2019
 - Revenue Detail Statement for either 2019 (or 2020 if not in business in 2019)

Eligible Expenses

These expenses will be used to determine the Phase 2 monthly disbursement:

- Rent or mortgage for commercial property, including triple net leases
- Utilities
- Payroll, payroll taxes and employee benefit programs such as health and life insurance
- Technology and software
- Sanitation/cleaning services or supplies
- Personal protective equipment (PPE) purchases/rentals
- Business and commercial property insurance
- Permits and regulatory fees
- Maintenance and repair
- Professional services (i.e., CPA, attorney, brokerage, payroll services, etc.)
- Property taxes

Eligible Expenses

Documentation can include, but is not limited to:

- Bank statements/cancelled checks
- Contracts
- Copies of invoices or payment receipts
- Property tax statements
- Other itemized expenses

Award & Monthly Distributions

What is it?

- Questions and documentation submitted in the portal will help the Long Center calculate your maximum eligible monthly award
- The maximum award amount is based on eligible operating expenses (see Slide 12)
- Monthly disbursements:
 - Up to \$40,000 per month for six months
 - Not to exceed \$140,000

Award & Monthly Distributions

Who is conducting it?

- The Long Center

How does this impact you?

- Not all eligible applicants will receive funding
- All applications will be evaluated using a scoring matrix
- Enhanced support grants will be allocated to applicants that score the highest on the scoring matrix
- Grants are terminated if a venue closes permanently

Austin Live Music Venue Preservation Fund



thelongcenter.org/save-austin-venues/



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Questions