



Huntsville, Alabama

305 Fountain Circle
Huntsville, AL 35801

Cover Memo

Meeting Type: City Council Regular Meeting **Meeting Date:** 2/27/2025

File ID: TMP-5234

Department: Planning

Subject:

Type of Action: Approval/Action

Resolution authorizing the Mayor to establish the Huntsville Music Ambassador Program (MAP).

Resolution No.

Finance Information:

Account Number: N/A

City Cost Amount: N/A

Total Cost: N/A

Special Circumstances:

Grant Funded: N/A

Grant Title - CFDA or granting Agency: N/A

Resolution #: N/A

Location: (list below)

Address: N/A

District: District 1 District 2 District 3 District 4 District 5

Additional Comments:

RESOLUTION NO. 25-_____

WHEREAS, the City of Huntsville has and continues to invest resources in building its reputation as a music ecosystem; and

WHEREAS, sustaining and further developing Huntsville’s music industry requires a holistic approach

WHEREAS, the Huntsville/Madison County Chamber of Commerce has identified the Music Industry as one of the Top 5 targeted industries for economic development; and

WHEREAS, the City has retained a professional consultant to assess the Huntsville music ecosystem and provide professional recommendations for attracting and retaining music artists within Huntsville; and

WHEREAS, the professional consultant provided guidelines for a Huntsville Music Ambassador Program, which will provide music sector grants for Huntsville music artists to, while on tour outside of the Huntsville Area, promote Huntsville as a music destination and a community that provides direct career support to musicians who reside in or relocate to Huntsville; and

WHEREAS, the City desires to establish the Music Ambassador Program (“MAP”) to facilitate the artist grant program and to build upon the City’s reputation as an emerging music hub for artists; and

WHEREAS, the Music Ambassador Program will serve a valid public purpose by providing, economic job growth, expanded tax base, expanded cultural opportunities, and other benefits to the City of Huntsville.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Huntsville, Alabama, that the Music Ambassador Program is established and shall offer music sector grants to qualifying local musicians in amounts from \$750.00 to \$1,500.00 per tour, with a maximum annual disbursement of \$4,500.00 per grantee. The requirements for participation in the program are as set forth in Exhibit A attached hereto.

BE IT FURTHER RESOLVED that the MAP is subject to availability of funds as established annually in the City’s budget for the Huntsville Music Office.

ADOPTED this the 27th day of February, 2025.

President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of February, 2025.

Mayor of the City of Huntsville,
Alabama

HUNTSVILLE MUSIC AMBASSADOR PROGRAM (MAP)

The Huntsville Music Ambassador Program (MAP) is hereby established and shall become effective on February 28, 2025 (the “Effective Date”). The primary goal of the Huntsville Music Ambassador Program shall be to expand workforce development and talent attraction within the music sector to locate and operate within Huntsville, Alabama through a artist grant program.

The Music Ambassador Program is a grant program that recognizes and supports Huntsville musicians whose professional service in performing and promoting the City of Huntsville improves the community economically, socially, and culturally. The MAP grant program allows performers to share their music abroad while providing the City of Huntsville marketing exposure benefits that will continue to bring awareness and growth to the Huntsville music economy.

The City of Huntsville continues to invest and build on its reputation as an emerging music hub through multiple initiatives and investments. The MAP grant program aims to mobilize local musicians as national and international music ambassadors for the City. The Music Ambassador Program, along with any and all music related grants, shall be executed and managed by the Huntsville Music Office.

1.0 Artist Eligibility Requirements

The Huntsville Music Office recognizes the reality within the music industry regarding artist exposure. It is critical that local artists have the ability to tour in order to develop industry exposure, create a fan base, generate revenue, and sustain a music career. The Music Ambassador grant program allows local artists to provide Huntsville with marketing exposure within the music sector while securing grant proceeds to offset some costs associated with national and international touring dates.

In order to be consider for a MUSIC AMBASSADOR grant, an artist or band must meet all the following eligibility requirements:

- Artist, group, band, or ensemble must be a valid Huntsville area resident
- Artist, group, band, or ensemble must have a minimum of four eligible (4) tour dates booked and confirmed outside of the Huntsville Metropolitan Service Area (HSV MSA)
- Of the total booked and confirmed touring dates, touring dates must be outside a 100-mile radius of Huntsville, Alabama to be considered eligible

Artists with multirate residencies (multiple performance dates at a single venue within a single city) will not be considered for a Music Ambassador grant, unless the multirate single venue is they are part of a larger confirmed tour schedule.

Multiple artist members of the same group, band, or ensemble will not be individually considered or funded. A group, band, or ensemble shall submit one (1) application that collectively represents its members. The application must identify the total number of members associated with the touring group.

Multiple artists or groups associated with a single tour can submit an application for a Music Ambassador grant. Each artist or group must submit individual applications and will be independently reviewed by the Huntsville Music Office. The individual artist or group must be billed and advertised individually as a performing act in order to qualify for a Music Ambassador selection.

Each artist or group selected for a Music Ambassador grant shall be individually responsible for satisfying the marketing requirements set forth within the Music Ambassador grant program.

No music genres are excluded from submitting a Music Ambassador application. All applications meeting the eligibility requirements shall be reviewed and considered for a grant award.

2.0 Music Ambassador Application Requirements

The Music Ambassador Program shall require an individual artist or group to submit a Music Ambassador application to the Huntsville Music Office. Each application shall be reviewed and scored to determine an applicant's eligibility of being selected as a Huntsville Music Ambassador.

The Music Ambassador application shall be made available online at the City of Huntsville's official website or in hard copy form in the Huntsville Music Office.

All local artists or groups meeting the eligibility requirements stated in Section 1.0 shall submit, as a minimum, the following information within the Music Ambassador application:

- Applicant Name (artists, group, band, or ensemble)
- Primary contact information
- Primary Address of Applicant
- List of ALL booked and confirmed tour dates. (City, State, Venue, and Date of Performance)
- Start date and end date of music tour performances
- Tour Promotional Materials (posters, graphics, social media, weblinks, etc)
- Sample of applicants past music performance(s) or produced music
- Number of musicians touring with applicant(s)
- Narrative on how applicant(s) will make a good Music Ambassador for the City of Huntsville

3.0 Application Review Requirements

All Music Ambassador grant applications shall be reviewed monthly by the Huntsville Music Office for the current budgeted fiscal year. The selection and award of any Music Ambassador grant funds shall be dependent on the availability of budgeted funds within the Huntsville Music Office.

All received applications shall be reviewed for completeness to ensure the applicant meets the minimum qualifications of the Huntsville Music Ambassador Program. The selection for a Huntsville Music Ambassador award shall be based on scoring criteria as described within Section 3.0. Applications shall be scored based on the number of tour dates, distance of travel for each tour date, and overall number of artists and/or group members.

A minimum cumulative score of three (3) must be achieved by an applicant in order to be considered. Any artist or group under consideration as a first-time Huntsville Music Ambassador shall be awarded one (1) additional bonus point towards their overall score. A minimum of four (4) booked and confirmed tour dates outside a 100-mile radius of Huntsville is required for any Music Ambassador grant award, regardless of total points scored for a submitted application.

Any artist or group that has previously been selected as a Huntsville Music Ambassador must have completed all prior grant obligations and be in good standing with the Huntsville Music Office in order to submit a new application and be considered for any additional grant award.

Application Scoring Matrix

Number of Tour Dates 100+ Miles from HSV	
Dates	Pts
4 to 9	1
10 to 14	2
15+	3
International	4

Full Tour Schedule Category	
Location	Pts
Regional	1
East Coast	2
West Coast	3
International	4

Number of Performing Artists and Musicians in Touring Group	
	Pts
Solo Artist	1
2-3 members	2
4-5 members	3
6+ members	4

note: Travel Distance Points to be awarded for furthest tour date location noted in the application.

4.0 Music Ambassador Obligations

A Huntsville Music Ambassador shall be a artist, group, band, or ensemble that has submitted an application meeting the minimum qualifying requirements and has been selected by the Huntsville Music Office to represent Huntsville, Alabama for the duration of their scheduled music tour(s).

Upon an artist or group being selected as a Huntsville Music Ambassador, the Huntsville Music Office shall notify the applicant in writing of its selection as a Music Ambassador grant recipient. As part of the grant award, the Huntsville Music Office and the selected recipient shall execute a binding Huntsville Music Ambassador Grant Acceptance Letter that contains the following:

- Legal Name of Artist or Group
- Location of Artist or Group Residency
- List of qualifying tour dates and locations
- Grant Award Amount
- Anticipated Grant Installment Payment dates
- The social media requirement promoting Huntsville and the Huntsville Music Ambassador Program
- Start and End Date of artist’s participation as a Huntsville Music Ambassador
- Post Tour Reporting requirements as a Huntsville Music Ambassador

As a Huntsville Music Ambassador grant recipient, each selected artist or group shall be required to promote Huntsville and the Huntsville Music Ambassador Program. Artists or group promotions shall, (i) illustrate how the MAP program has benefited their tour, and (ii) reflect on what it means to be an artist or group to representing Huntsville, Alabama as an Ambassador while on tour.

A Huntsville Music Ambassador shall be required to create a minimum of two (2) pieces of social content per every funded tour program period listed within their submitted MAP application (e.g., Instagram reel, TikTok video, Facebook photo and/or video with captions, etc.). One social content piece must be posted within the tour dates listed on the application. Both social media posts shall be in-feed or saved to the artist or group social profile so that they are permanently viewable. Each social content post must also utilize or incorporate the hashtag - #HSVMusic.

All selected Huntsville Music Ambassadors shall submit a post-tour report within ninety (90) days of the last concert performance within the grant funded tour. The post-tour report shall provide testimonials and anecdotes that can be utilized by the City of Huntsville for MAP promotions, marketing, reports, and/or general use in promoting the Huntsville music economy.

5.0 Grant Awards

All Huntsville Music Ambassador grant awards to any artist or group shall be based and awarded on a Tiered Funding format. Funding tiers shall be the following:

Tier	Grant Award	Total Points
Tier 1	\$ 750.00	3-5 points
Tier 2	\$ 1,000.00	6-8 points
Tier 3	\$ 1,250.00	9-10 points
Tier 4	\$ 1,500.00	11-12 points

The maximum number of annual grant awards per individual artist or group shall be no more than three (3) for any given fiscal year. The maximum annual disbursement shall not exceed \$4,500.00 per grantee for any given fiscal year.

The Music Ambassador Program is prohibited from awarding any artist or group multiple Music Ambassador grants that would overlap or run concurrently under the program. Any artist or group selected as a Huntsville Music Ambassador shall not be prohibited from applying for any additional programs or other music initiatives within the Huntsville Music Office while serving as a Huntsville Music Ambassador.

6.0 Payment and Use of Funds

The Huntsville Music Office shall not be permitted to award any grant funds to a selected Ambassador recipient prior to the full execution of a Huntsville Music Ambassador Grant Acceptance Letter as outlined in Section 3.0.

The award of grant funds to a Huntsville Music Ambassador will be made in two (2) installment payments:

- The first installment payment shall be within ten (10) business days of the first scheduled tour performance date, as stated in the recipient's application.
- The second installment payment will be issued within ten (10) business days of the last scheduled tour performance date, as stated in the recipient's application.

The artist or group must be in compliance with the terms of the Grant Acceptance Letter during their term as a Huntsville Music Ambassador. The intent of the Huntsville Music Ambassador Program is to support local artists or groups with Ambassador grants to help offset some of the costs associated with their stated touring performances while providing marketing exposure for the City of Huntsville related to its music sector economy.

The City of Huntsville shall reserve the right to withhold any installment payment for non-compliance by an artist or group representing Huntsville as a Music Ambassador.