

LIVE MUSIC LAUNCH CHECKLIST



AN OPERATIONAL OPERATING LAYER CHECKLIST FOR HOSPITALITY GENERAL MANAGERS & OPERATORS

01 / COMPLIANCE & LEGAL SHIELDING

- **Secure Blanket Licenses:** Contact ASCAP, BMI, and SESAC for blanket venue quotes. The property is legally liable for public performances, even impromptu cover song requests.
- **Commercial Audio Audit:** Ensure background audio streamed between sets or on off-nights runs on commercial accounts, not consumer profiles.
- **Local Permits & Codes:** Cross-examine local noise ordinances, occupancy layout restrictions, and verify requirements for independent entertainment permits.
- **Insurance Allocation:** Update your risk broker to incorporate live entertainment parameters within the property's primary general liability policy.

03 / CURATION & RELIABILITY

- **Audit Room Alignment:** Frame curation around clear daypart targets (e.g., desaturated background acoustic for daytime vs. high-tempo acts for weekend peaks)
- **Three-Tier Confirmation:** Enforce an ironclad confirmation cadence across three mandatory intervals: *At booking window*, *Week-of*, and *Morning-of performance*
- **Roster a Backup Bench:** Maintain a local database of vetted, fast-responding standby performers optimized for short-notice emergency coverage

02 / LOGISTICAL INFRASTRUCTURE

- **Map Spatial Footprints:** Establish a dedicated 6-to-8 sq ft zone near baseline power outlets. Track flow lines at peak service hours to protect server lanes.
- **Govern Audio Controls:** Mandate precise house decibel parameters. Determine house hardware vs. artist PA logistics to retain master volume control.
- **Standardize Payout Scales:** Implement locked pricing matrices mapped explicitly to performance calendar slots to eliminate ad-hoc, individual rate friction.
- **Automate Tax Flows:** Remove cash payouts. Enforce digital invoicing structures, acquire W-9 documentation upfront, and track 1099 reporting limits (\$600/year).

DIY VS. GIGFINESSE MODEL

- **The In-House Tax:** Managing music internally burdens onsite operations with 5 to 10 hours a week spent handling contracts, payouts, and replacement heroics.
- **The Infrastructure Layer:** Shifting to the GigFinesse framework automates the entire coordination process—vetting talent, handling automated 1099 compliance, and managing standby networks as a clean backend utility.