

Press release
10 September 2021

Clubkultur Wien funding programme delivers positive results

56 projects in Vienna's club scene receive funding – and prove that targeted support works

Vienna (OTS) - Swift support and safe partying: a jury assessed the submissions for the third and final round of the "Clubkultur Wien" funding programme on 16 August 2021.

The City of Vienna specifically developed this programme to support the Viennese club scene, which has been severely impacted by the coronavirus pandemic. The Vienna Business Agency oversaw the programme, which aimed to help the city's clubs stay afloat and leverage their inherent cultural and economic value to the Austrian capital.

€1.65 million for Vienna's club scene

In total, the programme paid out around €1.65 million of funding. It offered up to €30,000 per club to promote new music event types and formats in line with COVID restrictions. "I'm pleased that so many clubs submitted applications to the Clubkultur funding programme, which allowed us to reach our target audience as effectively as possible. It was important to offer them prospects for the future, as Vienna's club culture is an essential part of our city and a vital element in any world-class metropolis," said a delighted Peter Hanke, City Councillor for Economic Affairs.

With the night-time economy effectively shut down for to close for 16 months, the Clubkultur Wien programme became the first targeted support for the club scene in all of Austria when it was introduced in November 2020. It aimed to supplement measures taken at the federal level and was processed in three rounds in order to provide swift support to affected companies. "Vienna's night-time industry and the events industry have a partner they can rely on, now and in the future, in this coalition for progress," emphasised Markus Ornig, Business Spokesperson for NEOS in Vienna. "Through their concepts and ideas, the club owners have shown just how innovative and creative this industry is. As a vibrant metropolis, Vienna needs a diverse club culture and, as the city government, we have further plans to continue this positive momentum."

Clubkultur: Establishing identity and driving the economy

In total, the programme funded 56 projects put forward by Viennese clubs such as Club 1019, Fluc and Das Werk. These projects ranged from installing an ionising ventilation system to a genre-defying music and arts event. "The Clubkultur programme not only serves to establish the identity of individual scenes, it is also a key economic factor. In this funding programme, we have been able to demonstrate once again that rapid support is twice as effective," emphasised Gerhard Hirczi, Managing Director of the Vienna Business Agency. Once their application had been approved, the clubs received a down payment of 70% of the total grant.

What projects received support?

The Clubkultur funding targeted club owners who offered or hosted curated programmes in their premises. Funding was awarded to novel event concepts as well as measures to prevent the spread of the coronavirus in clubs. This included fees for live artists and performers such as DJs and musicians. It also covered the costs of IT solutions, such as to register guests' details, as well

as construction measures and purchasing additional seating so that venues could hold events in a COVID-safe way.

Queries & contact details:

Sabine Hacker
Press Officer to City Councillor Peter Hanke
+43 (0)1 4000 81331
sabine.hacker@wien.gv.at

Ralph Waldhauser
Communications at NEOS Wien Rathausklub
+43 (0)664 849 15 40
ralph.waldhauser@neos.eu

Uschi Kainz
Communications at Vienna Business Agency
+43 (0)699 140 86 583
kainz@wirtschaftsagentur.at