



LAUNCHING FIRST IN RICHMOND, VA

Small Venue Music launches in Richmond, VA, bringing a dedicated booking marketplace to bars, breweries, and performers

A new platform connects small venues with working musicians and other artists through a structured booking workflow built for the local live music economy.

RICHMOND, Va. — MONTH DAY, 2026 — Small Venue Music, a two-sided booking platform for small venues and live performers, is launching in Richmond, Virginia. The platform lets bars, breweries, and restaurants post open entertainment slots and browse local acts, while performers can discover available gigs, submit interest, and receive formal booking offers through a single Progressive Web App available at smallvenuemusic.com.

The platform addresses a persistent friction point in the working live music economy: small venues struggle to find reliable entertainment on a consistent basis, while working musicians such as cover bands, tribute acts, and solo artists, struggle to find consistent gigs without cold-calling every bar in town. Small Venue Music replaces that ad-hoc process with a structured marketplace that brings both sides together. It keeps the relationship-driven nature of local booking — a text to a band you know, a favor from a regular — while giving both sides the tools to find each other faster, agree on terms clearly, and show up reliably.

Both venues and performers build verifiable track records over time through the platform's Show Reliability, Approval Rating, and Audience Draw metrics. These public scores give both sides meaningful information before any booking is made, something that doesn't exist elsewhere for this segment of the live music market.

The platform is free to performers. Venues get their first 5 shows free (or 60 days) with no credit card required. Afterwards, the first year for venues is \$99, with every subsequent year \$249. One plan, unlimited bookings.

The company comes to the problem from inside Richmond's music scene. Small Venue Music began as a local music podcast spotlighting Richmond artists, and for the past three years it has handled promotion for the Avery Walls Music Festival. That work — booking acts, filling rooms, and seeing where the process broke down — is what made the case for the platform, and it shaped a product built around how local booking actually works.

Richmond is the platform's first market. The city has a working-musician culture and a density of small venues that want live entertainment but have historically struggled to find it consistently. Expansion to additional cities will be demand-driven, informed by the Vote for Your City data collected at smallvenuemusic.com.

I'm particular about who plays my room — the music is part of what makes a night here worth coming back for. The calendar is curated the same way the beer is — deliberately. Small Venue Music makes the scheduling work a lot less painful. I've got more bands reaching out than I can book, so having a tool that helps me stay on top of that — and actually understands what small venues are about — means I can keep putting the right artists in front of the right crowd, every night.

— Jason Miller, owner · Crazy Rooster Brewing Co.

KEY FACTS

FOUNDED	2023
LEGAL ENTITY	Small Venue Music LLC
PLATFORM TYPE	Progressive Web App (PWA) — no app store download required. Available at smallvenuemusic.com .
LAUNCH MARKET	Richmond, VA
TARGET VENUES	Bars, breweries, restaurants
TARGET PERFORMERS	Cover bands, tribute acts, solo artists, working musicians, trivia hosts
PRICING — PERFORMERS	Free
PRICING — VENUES	First 5 shows free (or 60 days) — no credit card required. Afterwards, \$99 for the first year and \$249 every year after.

PRESS CONTACT

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Response time: Typically within 1 business day

press@smallvenuemusic.com is for media inquiries only. For general questions, use stagecrew@smallvenuemusic.com.

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