

Fine Tuned

JOSH JOSÉ WILLIFORD IS HITTING ALL THE RIGHT NOTES WITH HIS MUSIC AGENCY, ACOUSTIC SPOT TALENT

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With musical beginnings traced back to a middle school talent show performance of "Twist and Shout," Josh José Williford has always had music in his genes. Needless to say, it was only a matter of time before he dove headfirst into the music industry and founded Acoustic Spot Talent, a local live music agency that specializes in placing musicians at corporate events, as well as managing live music programs at upscale hotels, restaurants and resorts.

Williford began his career working in medical sales, then quit a six-figure position and took a part-time job bussing tables at Burlap in Del Mar so he could start Acoustic Spot (they would later become one of his largest clients). He booked his first musician at Enchitas hotspot Union, attending every weekly concert for months. From the beginning, he was committed to forming and sustaining personal relationships with both artists and venues. As word began to spread, he slowly started to book gigs at L'Auberge and Duck Dive. Fast-forward seven years and Acoustic Spot Talent now manages over 70 gigs per week—and thousands of artist submissions!

Williford now serves as the A&R Director of Solana Beach's Acoustic Spot Talent, scouting and vetting new artists and venues, as well as managing existing spots and musicians. They have

now hired an agent, David Heffernan, who manages the weekly placements at the local venues. While Williford is still involved with that process, his main focus these days is on high-budget private and corporate events and expanding their business model into other markets. But Williford is committed to going beyond just a typical artist and agent relationship by dedicating himself to getting to know his venue partners and musicians as people. The three key traits he looks for? Attention to detail, courtesy and charisma. "We work with great people, who happen to be amazing musicians," he explained. And it pays off. Most of his artists stick around for the long haul, working with Acoustic Spot Talent for years because of Williford's own attention to detail, charisma and knowledge of the music industry.

"Josh has been with me from beach bar gigs to Disney World and now opening for Jake Owen. Whenever I'm back in town for a few days, he always has perfect gigs to plug me back into the local community," said Acoustic Spot Talent artist Angie Keilbauer.

Williford's footprint with Acoustic Spot Talent is all over town, including at Cannonball, Herringbone, L'Auberge Del Mar, Duke's, Rustic Root and Pendery San Diego. We will wait with eager ears to see what's on deck from Williford and his team. ■

GO AZTECSI
• Josh is from Goleta, CA, but attended college at San Diego State University.

A FAMILY AFFAIR
• Josh's wife also works at Acoustic Spot Talent!

ALL GENRES, ALL DAY
• Josh claims that all music is his favorite kind of music. He will admit that Latin music and punk rock have a special place in his heart, but his favorite song of all time is "Bottom of The Barrel" by Amos Lee.

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