

AMPLIFY BC

CAREER DEVELOPMENT

GENERAL FEEDBACK FOR BC ARTISTS 2018/2019

1. **Success rate:** This program is highly competitive. Even unsuccessful applications may be well-prepared and meet the goals of the program. Applications are evaluated and scored comparatively within the limits of the program budget.
2. **First time applicants:** Not all artists will receive a funding offer on their first application. Applicants who reapply often see an improvement in their overall score. Update your application with recent press, awards, tours, other successful grants or sales metrics to show you've been working and moving forward with your career plans.
3. **Previous recipients:** For previous recipients, we are interested in knowing about the results of previously funded projects. If you have yet to release content supported by a previous Creative BC grant, your application may be less competitive than projects that are able to report on Creative BC's previous investment using sales, streams, views, audience growth and revenue generation. Use the space in the last question of the project plan to be specific about how funding has helped you leverage other opportunities to make a case for further investment.
4. **New artists:** This program is designed to support artists building a career in music. The minimum requirement for the program is that artists must have previously released at least two full songs publicly online. Artists who have never released, have only released one single, or are starting a new project with a new name but no content, are ineligible. Music links provided must be public, not private.

Artists who have yet to officially release music, but have live performance videos of complete songs, currently meet the minimum eligibility requirement. However, they will need to demonstrate significant success in another area to be competitive. Live performance videos are not as highly valued as having a finished, recorded product to demonstrate experience.

5. **Audience:** The metrics emerging artists need to meet are flexible to serve a variety of genres, regions in BC, and different approaches to a career in music. However, viable applicants need to demonstrate they are working towards a career in music, earning money, performing, building their brand, and building an audience for their music in a competitive way. Music is not scored as part of this program. Instead, your audience numbers are taken into consideration to justify the demand for your music in the marketplace. New artists who are not earning any money, have yet to set-up a website or social channels to be discoverable or contactable, have yet to officially released any

music, or have very low numbers in the above areas will be significantly less competitive due to the size of the applicant pool.

6. **Ineligible expenses:** Applicants that include multiple ineligible expenses in their budget may be less competitive overall. A detailed list of eligible and ineligible expenses is available in the program guidelines. If you are unsure about one of your expenses, you can contact Creative BC before the deadline to verify. Examples of ineligible expenses include video requests without treatments, mastering outside of BC, album release shows, expenses related to touring or live performance, anything listed as TBD, miscellaneous, contingency, or not addressed in the project plan.
7. **Scope:** Targeted budgets and project deliverables are often most effective, especially for emerging artists who often have smaller teams supporting their initiatives. Be purposeful with each expense listed in your budget. Items listed in the budget must be discussed in the project plan. Items not addressed, may be removed from the budget and could affect the overall score of the application.
8. **Other funding:** Funding requests that significantly exceed the artist's revenues or that relying heavily on other unconfirmed public funding may be less convincing. Applicants should be prepared to cover 50% of the proposed budget. In the case of artists who have other confirmed public funding, the applicant company is expected to contribute at least 25% of the proposed budget. Budgets that show public funding over 75% will see a reduction in their funding request. Creative BC considers FACTOR to be public funding.
9. **Schedule of Activities:** Be realistic with how many activities can be completed before the program deadline for final reports, and what you can realistically spend or fundraise in that time. Many funded projects in this program end up needing more time than planned. Projects with TBD vendors, minimal video treatments, incomplete songwriting, or very loose or rushed timelines overall may be impacted in their scores.
10. **Business strategy:** To meet the goals of the program, artists must show there is a business case for their music. This needs to be more than identifying *where* the opportunities are for increasing revenues (licensing, radio, pitching to labels, playlists), but what your *strategy* is for these opportunities. Emphasize the economic benefits of the project in the project plan.
11. **Diversity:** Diversity is heavily weighted in the scoring criteria for this program. Artists from under represented regions of BC, or applications that include indigenous representation, visible minorities, women, and/or LGBTQ+ participation will receive higher scores in diversity. Applications must also score well in the other scoring categories to be competitive overall.

12. **BC jobs and sustainability:** Projects that emphasized BC jobs, particularly BC music jobs, the hiring of BC musicians, or those that support BC music companies, are more competitive. Projects that included minimal or no BC spending or BC jobs were impacted in this scoring category.
13. **Supporting documents:** Providing supporting documents such as letters of support, vendor quotes, recent press, tour history, or production schedules is encouraged. They can demonstrate that you are further along in the planning process and your project may be more likely to happen as written. It can also demonstrate industry support and provide useful context about your career.
14. **Video requests:** Video treatments are required for all video requests except for live performance videos. The purpose of a video treatment is to demonstrate to reviewers that you have a clear creative and delivery plan for your project. A video treatment tells reviewers what your video will be about, how it will be filmed, and/or the purpose of your video.

Some video treatments we receive are very detailed and professional. Others are a half page text summary and still successful. Video requests with treatments that are omitted, TBD or in development are ineligible and removed from the budget. If you don't have a plan for your video, there is no need to include this in funding request. Video treatments that contain gratuitous violence, guns, objectification of any gender or persons, or any other content deemed inappropriate for a government brand will be rejected.
15. **Scoring:** Applications are reviewed by staff and a panel of industry of professionals according to the scoring sheet available on the Creative BC website. Industry panelists are different every intake and curated by staff to eliminate conflicts of interest. Panels include indigenous representation, regional representation, women, visible minorities, and a variety of backgrounds as artists and music professionals.

FOR MORE INFORMATION

Amplify BC funding programs offer support in the areas of artist development, music company development, live music, and industry development to stimulate the economy and serve BC's diverse music sector.

For more information about this program and upcoming opportunities, please contact:

Gina Loes | Program Analyst, Music

Direct Line: 604-730-2253

Email: gloes@creativebc.com