

AMPLIFY BC

CAREER DEVELOPMENT GUIDELINES 2018-2019

creativeBC



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COLUMBIA**

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AMPLIFY BC

CAREER DEVELOPMENT

GUIDELINES 2018-2019

WHAT IS THE AMPLIFY BC CAREER DEVELOPMENT PROGRAM?

The Career Development Program is one of four Amplify BC programs funded by the Province of BC to stimulate growth and activity in BC's music industry.

This program is designed to support the economic growth and career development of emerging and established artists in the areas of sound recording, marketing, and music videos.

Career Development Program Budget: **\$1.8 million**

KEY DATES:

Summer intake for BC artists opens June 13, 2018 | Deadline **July 25, 2018**

Winter intake for BC artists opens November 1, 2018 | Deadline **December 12, 2018**

Rolling intake for non-BC artists for Record in BC opens **June 27, 2018**

Applications accepted until **March 1, 2019**, or until all funds are disbursed

Supports projects occurring between **April 1, 2018** and **September 1, 2019**

Final reports due: ongoing until **September 1, 2019**

WHAT ARE THE PRIORITIES OF THE CAREER DEVELOPMENT PROGRAM?

- Increase and sustain earning potential and economic activity for BC artists, studios, recording professionals, music companies and vendors;
- Develop audiences for BC artists in local and export markets;
- Invest in the creation and marketing of intellectual property and expanded digital presence for BC artists;
- Support a diverse range of artists across genres with broad regional and cultural representation; and,
- Attract national and international business to BC's recording industry.

ELIGIBLE ACTIVITIES

Applicants may apply for activities that support sound recording in BC and the marketing and promotional activities of BC artists. Applicants can apply for a single activity or a combination of any of the following activities:

- **Sound recording** activities for commercial release that take place in BC at an eligible recording facility (as defined on page four). Eligible activities include, but are not limited to singles, EPs, and LPs in the form of original music, covers, remixes, or interpretations of existing music, as well as music recordings created for soundtracks (film, tv, video games, musical theatre) or other commercial uses.
- **Video** production including, but not limited to music videos, live performance videos or other promotional videos that support BC artists. All eligible video production must take place in BC.

- **Marketing** and promotional activities including, but not limited to, electronic press kits, photography, websites, publicity, radio promotion, promotional merch, and/or advertising for a recent campaign for an eligible BC artist. Vendors may be Canadian or international, although hiring BC vendors is encouraged.

Projects must not contain any elements of serious or gratuitous violence, sexual violence or exploitation, obscene, indecent or pornographic content within the meaning of the Criminal Code, or elements which are libelous or in any other way unlawful.

ELIGIBLE APPLICANTS

This program supports activities for both emerging and established musicians, composers, bands, and musical ensembles. Applicants must meet all the following minimum criteria in order to be considered eligible:

- The applicant company's primary business activities must be in the music industry (for example: record labels, artist-entrepreneurs, or another music company owned by the artist).
- The applicant's company must be a legal entity in the form of a sole proprietorship, partnership, incorporated company, society, or not-for-profit. The applicant must have business banking set up under their company's name and pay for the project as a business. If you do not have a business for your music company, visit [BC Business Registry](#).
- Emphasis will be given to applications that support diverse populations, gender parity, Indigenous peoples, and to artists who have yet to receive significant funding from Creative BC. Creative BC encourages applications from Indigenous and diverse groups. Indigenous applicants can also access funding programs offered by the [First Peoples' Cultural Council](#).
- If the applicant is not the artist, a signed contract between the artist and the applicant company is required to outline their business relationship. The applicant company is responsible for all payments related to the project and cannot recoup any portion of expenses covered by the grant from amounts payable to artists, authors, musicians, performers, and/or other parties associated with the project.
- Applicants applying to the Emerging or Established categories must qualify as a BC artist. A BC artist is defined as a Canadian citizen or Permanent Resident who has resided in BC for at least 200 of the 365 days immediately preceding the date of application, and who has filed income tax returns in BC in the taxation year prior to the date of application. Exceptions may be made for artists on tour. Proof of residency includes a BC tax return and a recent utility bill, lease, or rental agreement and may be requested at any time. In the case of a band or group, the majority or 50% of the permanent performing members must meet the above citizenship and BC residency requirements. Groups that are 50/50 will be assessed on their commitment to building a career in BC.
- If an artist has previously received funding from Creative BC, all final reports must be submitted prior to applying for new funding.
- The owners, principals, directors, officers and shareholders of the applicant company must be in good standing (i.e. not in default) with Creative BC.

All eligible expenses must be third party costs; therefore, recording studios, producers, production companies, video production companies, managers or other industry vendors are not eligible to apply. Individuals affiliated with a project may assist with an application preparation and be listed as a secondary contact or grant writer but cannot apply or sign on behalf of the applicant or artist.

FUNDING

Applicants may apply to Creative BC for a grant of **up to 50%** of budgeted eligible expenditures. Public funding cannot exceed 75% of the budget.

Artists may submit one application per deadline and may self-identify on a sliding scale based on the career milestones outlined below that best describe them respective to their genre and cultural community. Artists may be moved to a different applicant category during the evaluation period based on the information they provide.

Emerging: BC artists can apply for a minimum grant of \$1,000 and a maximum of \$10,000 per year.

Funds available for this category are approximately \$600,000 allocated over two deadlines. This category will support emerging artists with at least one previous release such as an EP, LP, or series of singles available on any public streaming platform (Spotify, Bandcamp, Soundcloud, YouTube, etc.). This category supports artists that demonstrate a commitment to a career in music with clear, achievable goals.

Emerging artists exhibit many or all the following career milestones:

- Earn money from their music in the form of paid gigs, royalties, merchandise;
- A history of performance or presentation of works within their geographical area;
- Maintain a web presence and create content affiliated to the project on a public platform, including but not limited to a website, social media, blog, live performance videos, or music videos;
- Able to provide basic audience and sales metrics as indicated by their digital platforms; and
- Registered with SOCAN if creating original works, and/or other royalty collection organizations.

Emerging artists that do not meet all the milestones are welcome to apply and encouraged to focus their project on activities that build capacity in the above areas.

Established: BC artists can apply for a minimum grant of \$1,000 and a maximum grant of \$60,000 per year.

Funds available for this category are approximately \$900,000 allocated over two deadlines. This category will support established artists that demonstrate financial viability and create economic impact in BC in the form of job creation and business relationships with industry.

Established artists must meet all the Emerging milestones, and exhibit many or all of the following additional criteria:

- Earn a significant portion of their livelihood from music related activities including sales, royalties, live performances, music production, session work, composing or teaching;
- Are supported by one or more industry professionals such as a label, manager, booking agency, publisher, etc.
- Have produced an extensive body of recorded work commercially released with a strong, recognizable style and sound;
- Track record of media traction in the form of radio, blogs, press, or awards;
- Recent tour history with national and/or international tour dates with affiliated press; and
- Demonstrates a substantial audience on social media, streaming services, or at live performances.

Record in BC: Out-of-province or international artists can apply for a minimum grant of \$10,000 and a maximum of \$50,000 per year.

This category supports out-of-province artists coming to BC to record. Funds available for this category are approximately \$300,000 distributed on a rolling intake until the budget is allocated. This program supports a quick turnaround for medium to large scale projects that bring new business to BC. Applicants seeking to apply for an out-of-province artist must meet all the Emerging criteria. This stream is for sound recording activities only and does not support video production or marketing for non-residents. Record in BC artists are eligible to receive funding for one recording project only.

This category does not provide an advance to international applicants. Successful international applicants will be reimbursed at 50% of eligible expenses, up to the total grant offer in their funding agreement, upon completion of the final report.

Creative BC reserves the right to adjust funding requests prior to approval based on funds available or to serve a diverse range of projects, studios, and recording professionals.

ELIGIBLE RECORDING FACILITIES

Recording facilities must meet the minimum criteria to be considered an eligible expense in this program. Studios may be reevaluated on an ongoing basis and asked to provide additional data on their facility. Approval in previous intakes does not guarantee approval in all future intakes. It is the responsibility of the applicant to ensure their studio meets the requirements and has submitted the required forms to Creative BC. Recording facilities can complete the [Eligible Recording Facilities Application Form](#) on the Creative BC website and submissions will be reviewed within 2-5 business days.

- The facility must be a legal entity in the form of a registered sole proprietorship, partnership, incorporated company in British Columbia or Canada;
- The company or registered business must have its head office in British Columbia, and have filed income tax returns in BC in the taxation year prior to the date of application;
- The facility must be located in British Columbia;
- The facility must be a commercial studio and cannot be a private or project studio primarily for the benefit of one artist;
- The facility must be in active use, have recorded variety of external clients within the past 12 months, and have a professional track record; and
- The owners, principals, directors, officers and shareholders of the recording facility company must be in good standing (i.e. not in default) with Creative BC.

Exceptions may be made for professional engineers who do not operate out of a permanent facility and specialize in genres such as opera, classical or traditional music that require an alternative location.

BUDGET

Applicants must provide a proposed budget for their project and declare all expenses and sources of revenue including grants, whether confirmed or unconfirmed, in their application. Applicants are expected to contribute to the financing of the project and seek other sources of financing where appropriate. Proof of funds for the applicant's portion of the project may be requested. Proposed budget items must be market rate. Applicants should only apply for activities they can complete and pay for prior to **September 1st, 2019**.

Examples of eligible expenses include, but are not limited to:

- Eligible studio rental, gear rentals, producer fees, mixing fees, mastering fees, or session players for hire;

- Catering OR per diems for artists recording outside of their city or hometown requiring travel. Maximum per diem is \$60 per day per person and maximum eligible BC hotel rate is \$175 per room per night;
- Camera rentals, location rentals, costumes, props, director fees, editing, etc.;
- A BC-based, national, or international publicist, radio promotor, photographer, or graphic designer;
- Album artwork, single artwork, web design;
- Union fees for hired performers, arrangement fees;
- Short term pre-production facility rental or rehearsal fees for hired players; and
- Mechanicals and licensing fees for non-original content accompanied by required clearance agreements.

Ineligible activities include, but are not limited to:

- Touring and/or other business travel costs. These activities are supported through [Music BC](#).
- Songwriting or music creation prior to recording;
- Live performance, ongoing rehearsal space rentals, parties, receptions, or alcohol;
- Manufacturing costs associated with the production of merchandise for sale;
- Non-third-party costs, in-kind expenses or donated services, GST, or expenses paid in cash;
- Grant writing fees, legal fees, management fees, or booking agent fees;
- Music lessons, performance coach, or tuition fees;
- Business registration fees or business banking fees;
- Capital, purchase of equipment, musical instruments, subscriptions, distribution, or membership fees; and
- Recording activity or video production that takes place outside of BC.

APPLICATION EVALUATION

Applications for Emerging and Established BC artists will be evaluated by Creative BC staff and panel of industry professionals representing a variety of genres, industry backgrounds, regions and demographics. Applications will be scored according to the priorities of the program, the economic impact of the project, and the applicant's capacity to deliver the project. A scoring sheet is available on the Creative BC website.

- **Relevance:** Does this project support the growth and development of this artist? How relevant is this project to the artist's career trajectory? Are the activities outlined timely? Is the artist successful at demonstrating incremental progress in their career?
- **Impact and Outcomes:** Does the application demonstrate achievable and trackable outcomes? How successful is the application at demonstrating future audience growth and revenue generation? Does the artist have a track record of success and are they likely to build on this activity in the future? Do the applicant and hired professionals have the expertise and knowledge to ensure the project is a success?
- **Financial Viability and Budget:** How realistic and achievable is the budget? What is the financial track record of the applicant? Did the budget include specific vendors and have vendor quotes to support the costs?
- **Diversity:** Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through regional activity, genre, activity, cultural, or gender representation, and other means.
- **Jobs:** Does the project demonstrate a commitment to creating BC jobs and investing in the BC economy? If hiring outside of BC, has the applicant supported this decision in their project plan?
- **Innovation, Digital Presence and Creative Assets:** Is this project creative and forward thinking in its approach to developing the artist's career? Does this project expand the artist's digital presence and create intellectual property owned in BC?

The review period for complete applications is approximately 10 weeks after the application deadline. Applying does not guarantee funding. The total funding available in this program is limited and competitive. Funding requests may be reduced if expenses are ineligible, not addressed in the project plan, disproportionate to the category of artist, or to increase regional representation and diversity of funded projects.

Artists who are unsuccessful may reapply for following deadlines. Unsuccessful applicants will be notified by email. Applications will only be discussed with the applicant and name of the contact included in the application.

LOGO AND ACKNOWLEDGEMENT

Successful recipients are required to publicly acknowledge Creative BC and the Province of British Columbia on supported content as indicated in the [Usage Guidelines and Graphics Criteria](#). Logos must be included on back of album art, after video credits, and in digital and online materials related to the project. Graphic representations of the logo require approval prior to releasing content through the [Application for Third Party Use of BC ID](#). Approval takes approximately 2-5 business days.

For digital-only releases, the tagline must be visible where music appears online (Bandcamp credits, YouTube description, and artist's website) as follows: "Supported by Creative BC and the Province of British Columbia".

High resolution graphics can be downloaded on the [Creative BC Brand Assets](#) page. The logo must be large enough so that the tagline is clear and legible. Supported videos and other content that fails to include logo acknowledgement may be asked to re-upload content or be subject to a reduction in funding.

PROJECT COMPLETION

Successful BC and Canadian based applicants will receive a **60% advance payment** upon executing of a funding agreement, and up to the remaining **40% upon completing the final report** based on eligible final expenditures. Grants will be released to the applicant company and not the individual or project vendors involved.

Deadlines for final reports will be set approximately 60 days after the project end date submitted by the applicant up until **September 1, 2019**. Final report deadlines will be indicated in the recipient's funding agreement. Extensions may be requested prior to the deadline date and are subject to approval.

Final reports can be submitted as soon as all supported activities have been paid. Commercial releases may take place after the final report has been submitted, but no more than 12 months after submission of the final report.

To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report (available at www.creativebc.com);
- Detailed Cost Report (template available at www.creativebc.com);
- Invoices and proof of payment;
- Copy of SOCAN registrations for recorded materials;
- Delivery of funded creative assets and/or progress.
- [Approved Creative BC and Province of BC logo placement\(s\)](#)

The applicant company is responsible for issuing all payments related to the project. Acceptable proof of payment includes a bank statement, credit card statement, processed cheque, e-transfer email or wire transfer confirmation all of which need to include the date, amount paid, and name of the account holder that match the invoice. Cash payments are not eligible for reimbursement.

FORFITURE AND DEFAULT

If the applicant company fails to deliver the funded project, makes significant changes that would affect the original evaluation without advance approval, or fails to submit all final reports by the deadline date without an approved extension, the applicant company is required to return funding. If funds are not repaid within 30 days, the applicant company will be placed in default. This limits the applicant, its principals and any related companies from accessing further funding from Creative BC.

HOW TO APPLY

Applications are available on the Amplify BC website. Eligible activities must take place between **April 1, 2018** and **September 1, 2019**. Results will be available approximately 10 weeks after the deadline date for BC Artists.

- Summer intake for BC artists opens June 13, 2018. | Deadline **July 25, 2018**
- Winter intake for BC artists opens November 1, 2018 | Deadline **December 12, 2018**

Record in BC applications for out-of-province and international artists will be accepted between **June 27, 2018** and **March 1, 2019**, or until all funds in this category have been allocated. Applications will be evaluated on a rolling basis. Record in BC results will be available 2 weeks after the submission of a complete application.

APPLICATION REQUIREMENTS

To apply, applicants must complete and submit the following items to Creative BC:

- Online application form (available at www.creativebc.com);
- Business Statement of Registration, Certificate of Incorporation, or GST number for the music company;
- Contract between the company and artist outlining their business relationship if the artist is not the applicant;
- Project plan (BC Artists only);
- Budget and Schedule of Activities using the provided template (.xls);
- Vendor quotes or estimates (recommended);
- Video concept with treatment and an .mp3 or link to the video's song (required for video requests); and,
- Expressions of support showing industry engagement or other supporting documents (optional).

Record in BC applicants are also required to include:

- Letter of support from the BC studio or producer expressing interest in the project and availability.

Applications must be received on or before 11:59 PM PST on the deadline date. Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed.

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