

AMPLIFY BC

CAREER DEVELOPMENT GUIDELINES 2019-2020

creativeBC



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COLUMBIA**

Supported by the Province of British Columbia

AMPLIFY BC

CAREER DEVELOPMENT GUIDELINES 2019-2020

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.

This program has funding streams for emerging and established artists in BC, and a third funding stream for out-of-province artists to record in BC. The Record in BC stream has separate guidelines and deadlines to be found on the Creative BC website when the program launches on July 31, 2019.

Career Development Budget: **\$1.7 million**

KEY DATES:

Summer intake opens **June 6, 2019** | Deadline **July 17, 2019** at 11:59 PM PST

Winter intake opens **October 30, 2019** | Deadline **December 11, 2019** at 11:59 PM PST

Supports projects occurring between **April 1, 2019 and September 1, 2020**.

Final reports due: ongoing until **September 1, 2020**

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 emerging and established 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. This program does not support commissions or the creation of new works prior to recording.
- **Video** production that takes place in BC including, but not limited to music videos, live performance videos or other promotional videos that support BC artists.
- **Marketing** and promotional activities including, but not limited to, electronic press kits, photography, websites, publicity, social media marketing, radio promotion, or promotional merch for an eligible BC artist. Vendors may be Canadian or international, although hiring BC vendors is strongly 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:

- Emerging artists may apply as an individual or as a music company. If applying as an individual, the artist must have a valid SIN number.
- Established artists must apply as a music company or be represented by a music company.
- Music companies (such as record labels, publishers, and/or multi-media companies) may apply on behalf of artists on their roster. If applying as a company:
 - The primary business activities of the company must include music.
 - The business must be a legal entity in the form of a sole proprietorship, registered partnership, incorporated company, or not-for-profit society. The business must have valid statement of business registration, certificate of incorporation, or business number. To learn more about registering your business, visit [BC Business Registry](#).
 - The company must provide a signed contract between the artist and the company to outline their business relationship.
- Emphasis will be given to applications that support underrepresented 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](#).

- Eligible artists must reside in BC for at least 200 of the 365 days immediately preceding the date of application and have filed income tax returns in BC in the taxation year prior to the date of application, if legally required to do so. Exceptions may be made for artists on tour. In the case of a band or group, the majority or 50% of the permanent performing members must meet the above 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, or managers are not eligible to apply directly. 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. Applicants are expected to contribute to the financing of the project. Total grant funding from combined sources cannot exceed 75% of the budget; however, grant funding from combined sources can equal up to 100% of the eligible budget for indigenous artists.

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.

An emerging artist is defined in this program as an artist with a history of releasing music that includes an EP, LP, or a minimum of **two** official singles available on a public website. This program does not support new artists who have yet to record or release music. This category supports artists that demonstrate a commitment to a career in music with clear, achievable goals.

Emerging artists exhibit all the following career milestones:

- Has earned approximately \$2,000 or more in a recent year from music related activities including, but not limited to, paid gigs, royalties, licensing, and/or merchandise. Regional

artists and artists from underrepresented groups who have not met this threshold may still be competitive and are encouraged to apply;

- A history of performance, presentation, or distribution 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.

Established: BC artists can apply for a minimum grant of \$1,000 and a maximum grant of \$35,000 per year.

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 songwriting, sales, royalties, and live performances;
- 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.

The minimum release requirement may be waived for career musicians or instrumentalists who meet all the established criteria and are starting a new project or collaboration. Applicants must demonstrate how the new project builds on their existing audience and previous success.

ELIGIBLE RECORDING FACILITIES

Recording facilities must meet the minimum criteria to be considered an eligible expense in this program. 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 music with a 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 1, 2020**.

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 \$80 per day per person and maximum eligible BC hotel rate is \$250 per room per night;
- Flights, gas, or other travel costs for production teams to come to BC to record or shoot video;
- Camera rentals, location rentals, costumes, props, director fees, editing, etc.;
- BC-based, national, or international publicists, radio promoters, photographers, or graphic designers;
- 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;
- Mechanicals and licensing fees for non-original content accompanied by required clearance agreements; and,
- Grant writing fees for artists with self-declared disabilities or English language barriers up to \$300 for successful applications.

Ineligible activities include, but are not limited to:

- Demo recordings or recordings not intended for commercial release;
- Out-of-province mastering or other recording activity or video production that takes place outside of BC;
- Social media marketing that exceeds more than 15% of the total budget;
- Touring and/or other business travel costs. Touring is supported through [Music BC](#);
- Commissions, composer fees, session fees for the primary artist, songwriting, or music creation prior to recording;
- Showcase fees, live performance, ongoing rehearsal space rentals, venue 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, music supervision, management fees, or booking agent fees;
- Music lessons, performance coach, or tuition fees;
- Business registration fees or business banking fees;
- Capital or equipment purchases, musical instruments, subscriptions, distribution, or membership fees;
- Any activities describing or depicting serious or gratuitous violence, sexual violence or exploitation, obscene or indecent content;
- Any work that has been paid up front but that has not been completed by September 1, 2020; and,
- Major expenses not included in the approved budget and incurred prior to Creative BC approval.

APPLICATION EVALUATION

Applications for Emerging and Established BC artists will be evaluated by Creative BC staff and a 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. Evaluation categories include:

- **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? If this artist has received funding previously, have they released supported content and shared the impact from past investments?
- **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 **12 weeks** after the deadline. The total funding available in this program is limited and competitive. Applying does not guarantee funding. 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 websites) 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.

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. International companies applying on behalf of a BC artist do not receive an advance and will be reimbursed upon the review of the final report. Grants will be released to the applicant company and not the individual or project vendors involved.

Deadlines for final reports are ongoing up until **September 1, 2020**. Projects cannot be extended beyond this date. Final reports can be submitted as soon as all supported activities have been paid and completed. Commercial releases may take place up to 12 months after the submission of the final report; however, expenses cannot be pre-paid for marketing releases, or for any other activity, taking place after September 1, 2020.

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;
- Delivery of funded creative assets and/or progress; and,
- [Approved Creative BC and Province of BC logo placement\(s\)](#)

The applicant 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

The online application is available on the Creative BC website. Artists can submit one application only. Labels may be named on multiple applications, but an individual application must be submitted for each artist. Applicants with questions are encouraged to contact Creative BC staff prior to applying.

APPLICATION REQUIREMENTS

To apply, applicants must complete and submit the following items in Windows compatible formats to Creative BC:

- Online application form (available at www.creativebc.com);
- Business Statement of Registration, Certificate of Incorporation, or business number if applying as a music company;
- Signed contract between the company and artist outlining their business relationship if the artist is not the applicant;
- Project plan (template available at www.creativebc.com) (4 page limit);
- Budget (template available at www.creativebc.com);
- Vendor quotes or estimates (recommended);
- Video treatment (required for video requests); and,
- Expressions of support showing industry engagement or other supporting documents (optional).

Career Development Summer Intake opens **June 6, 2019** | **Deadline July 17, 2019 at 11:59 PM PST**

Career Development Winter Intake opens **October 30, 2019** | **Deadline December 11, 2019 at 11:59 PM PST**

Results will be available approximately **12 weeks** after the deadline. All applicants will be notified about the results of their application in writing via email. Applications will only be discussed with the artist and the contact provided on the application. 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

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