

## AMPLIFY BC

### CAREER DEVELOPMENT TIP SHEET + FAQ's 2018-2019

#### APPLICATION TIPS:

- Start early, and read the guidelines several times
- Call us if you have questions (earlier is better!)
- Check out the list of past recipients
- Have someone else read and review your application
- Refer to the goals of the program
- Answer questions directly - simple is better!

#### AS YOU WORK THROUGH THE APPLICATION:

- The applicant should be whoever is managing the project and paying the bills, whether this is the artist or the record label. If you are the artist and are paying for the project, we recommend you register your own music business and apply.
- You can start and save your application at anytime. You will receive a link to your email when you save. When you return to your application, the original link you received will continue to update your saved material.
- Once you submit your application, you will receive a confirmation email with a .pdf of your completed application form along with the attachments you submitted with your application.

#### HOW TO WRITE YOUR PROJECT PLAN:

Reference the [Career Development Scoring Sheet](#) as you respond to the project plan questions. Stay focused and address your business strategy and how it directly relates to the funding requests in your budget.

The project plan is designed specifically for each grant program and makes sure all applicants are responding to the same questions. If you have a marketing plan you've created for other grant programs, you do not need to include it in this application. Submit the completed project plan in a .doc or .pdf format. Copy the questions into your word document and write answers below.

**1. Briefly describe the activities you are requesting funding for.**

This program has a short timeframe. You need to be able to complete the activities that you propose within the timeframe. In this section, describe the activities that are indicated in your budget.

**2. What are the goals for your project? Make sure the goals are specific and measurable and connect to your budget.**

Be as specific as possible when discussing your goals. Focus on your short-term goals that you can achieve as a result of this project. Demonstrate that you understand the individual steps you need to complete to achieve those goals. Use available sales metrics, audience numbers, past and projected revenue to quantify your goals, and show us how the goals you have identified make sense for your career. Why are they great goals for you?

**3. How do these goals fit within your career trajectory? Where have you seen momentum in your career recently and how is this project essential to moving it forward? Why now?**

How is this project timely? Have you already started working on the project, booked time with your vendors, confirmed your release and tour dates? Explain where you are at in your career and why this project is important for your career at this point in time.

**4. How will this project increase your revenues and lead to new business opportunities? Please use concrete examples from the artist's own history, stats, or include revenue projections.**

Discuss how the activities you are requesting funding for will help you build audiences and earn more from your music in the long term. Talk about how you are currently earning money from music, where you see the most success, and how this has influenced your decision making. Show that you have the business expertise and relationships to execute your goals.

**5. How will you use the tools created through this project to reach and build audiences? What is your release strategy for supported content or activities?**

Interpret the audience analytics you have available to you through social and streaming platforms. Tell us how the content supported by this program will reach your audience. How are you going to make sure your music is heard? How will fans come across your video online?

**6. Why is this team the best fit for this project? How are the key people you are working with going to help you succeed? If you are hiring or spending outside of BC, share why. Provide context, not bios.**

Have you worked with them before? Do they have expertise in the music industry and with your specific genre? Are the rates appropriate to the level of artists? Will the dollar amount invested yield results? Since this funding will help support the vendors you hire, this is your opportunity to build up your team, talk about their skills, and why they are the best fit for your music.

**7. For returning applicants only: If you previously received funding from Creative BC, what learning outcomes will you carry forward into this project? How does this project build on previous results?**

Explain how the investment from previously funded projects helped you get to the next stage in your career, and how you are continuing to grow. Share how you were able to maximize your funding and how you are continuing to grow as an artist. This funding is not intended to subsidize projects year after year, but to make strategic investments that will help you grow in the long term and become more sustainable.

**BUDGET TIPS:**

- Make sure you fill out the revenue section of the budget. Your revenue should equal the expenses, to show that you have the funds to pay for the project. Include your Career Development funding request in the revenue section as unconfirmed, along with other sources of funding.
- Break down your expenses - show us how many days you are recording at what rate, and how many songs you are paying your producer for at what rate, so we can understand how you built your budget.
- As the applicant company, remember that you are responsible for paying for 50% of proposed budget.

**BUDGET FAQ's:**

**1. Is the template available on the website?**

Yes. You can find the template for Budget & Schedule of Activities available for download under the Career Development section of the website.

**2. What is considered private investment?**

Private investment is any funds not derived from government sources. This could be money earned from shows, other jobs, awards, or crowdfunding.

**3. Are there max amounts for marketing/sound recording/video within the grant?**

There are no maximums for specific activities within the grant. You may apply for any combination of the three activities, up to the artist cap for the stream you are applying under.

**4. What if my budget changes during the course of my project?**

The application budget is a proposed budget and some changes are anticipated. In the final report you will address any changes to your application budget. If you are not sure if an expense that was not included in your application will be eligible, check the guidelines to be sure, and speak with Creative BC staff prior to incurring the expense for approval.

#### **5. Can you include studio equipment in the budget?**

Applicants can include equipment rentals in their budget, but studio equipment or instrument purchases are ineligible.

#### **6. Can you include pressing albums into your budget?**

Only promotional copies can be included in the budget as a marketing expense. Applicants will need to address how they will use the promotional merchandise in their project plan.

#### **7. Is merchandise production eligible?**

Merchandise created for promotional use is eligible. Merchandise for sale is not. If you are requesting funds for promotional merchandise, discuss your promotional campaign.

#### **8. Can I include business consulting in my budget?**

Consulting is eligible if you are able to demonstrate that your consultant has expertise in the music industry and if you clearly identify the learning objectives in your project plan. These learning objectives must connect to your sound recording, marketing or video activities.

#### **9. Can I pay myself as a producer to work on my own album?**

No, All eligible expenses must be third party costs and take place at an eligible studio.

#### **10. Can I hire a producer or musicians from outside BC for my sound recording project?**

Yes. Fees, travel, accommodation, and hospitality costs are eligible.

#### **11. Do you need a vendor quote for every expense?**

No. Vendor quotes are optional, but useful in supporting your request for key budget items. It also shows that you have done the research on your vendors and are further along in the planning process for your project.

### **ELIGIBILITY + ARTIST CATEGORY FAQs:**

#### **1. Are not-for-profits eligible? Yes**

## **2. 50/50 BC artists? Is it better to apply for BC or out of province?**

Artists who are 50% BC artists and 50% out of province will need to apply as a BC artist.

## **3. I am not sure if I am an Emerging or Established artist. What should I do?**

Think about your project first and what you want to achieve. Applicants are responsible for 50% of the project budget, so consider your own budget and other sources of funding available. If you meet all the Emerging criteria some of the Established criteria, and want to apply to the Established category, build a case in your application and project plan for why your project should receive significant funding. The Established category will be more competitive since the funding amounts are higher and there are fewer grants available. When applications are evaluated, applications may be moved to a different category.

## **4. I don't meet all the criteria for an Emerging/Established artist. What should I do?**

Artists are not required to meet all the career milestones outlined in the program guidelines. This program supports a variety of genres and levels of artists and each artist will respond to certain criteria differently. If you are a new artist and are missing some of the Emerging criteria, focus on funding requests in your application that help you build capacity in the areas where you are still developing.

## **5. Are you ineligible if you don't have an artist website?**

Artists are required to have an online presence, but an official website is not required. Facebook pages or other social media profiles qualify.

## **6. Can international artists or music companies apply for Sound Recording?**

Yes. National and international artists can apply to come to BC to make a recording at an eligible recording facility. Out-of-province artists are supported on a rolling basis until the budget for out-of-province has been fully allocated.

## **7. What if one of the members is registered with SOCAN but the others aren't?**

If your project is successful, you'll need to show that you've registered the songs you've recorded as a result of the program with a performing rights organization. You don't need to be registered to apply, but if you are recording original content you will need to be registered to complete your final report.

## **8. For the career highlights can you include what an artist had done with a previous project?**

This question primarily relates primarily to the artist that is requesting funding and their current project. You can provide context from other project, but focus on the applicant project. Be sure to differentiate the two.

## **9. What do I include in my artist income?**

On the income tab of the application form, list gross revenues earned from music in 2017. This does not refer to personal income, or music revenues from other musical groups you may be involved in, just the

artist or group applying.

**10. How do I describe “the applicant company’s relationship with the artist” if I am an artist-entrepreneur applying for my own project?**

Specify in the application form if you are the company owner and also the artist. Also specify if one member of the band owns the company which is representing the group. This is important for those reviewing applications to know whether or not a contract between the company and the artist is required, since some company names for artists don’t closely resemble the artist name.

**11. Do I need to upload a demo or sound recording?** Submitting samples of your music for this program is not required. Applicants are required to already have music from previous releases or performances readily available online. As an optional support document, you may chose to include a sample of an upcoming recording if you have one available you’d like to include.

**REGISTERING AS A BUSINESS**

**1. Do we need a business number to apply?** Yes. All applicants must have a registered business. If you have not registered your business, you can do so with [BC Business Registry](#).

**2. The wait time to register my business with BC Registry Services is currently 3 weeks, can I still submit an application?** Yes. Submit your confirmation of name request from BC Registry Services along with your application. We will follow up with you during the evaluation period and you can provide us with your business registration then.

**3. Do you have to be incorporated for your business or can you be a sole proprietorship?** Eligible business types include: sole proprietorships, general partnerships, corporations, or artist-entrepreneurs with registered GST numbers.

**ELIGIBLE ACTIVITIES:**

**1. Is making a new website a marketing expense?** Yes, artist websites are eligible

**2. If I already have an album finished (mastered), can I apply to this program just for marketing it?** Yes. You can apply for any combination of sound recording, marketing, or video in the Career Development Program.

**3. Can i record it at one place and get it mixed and mastered by another studio?** Yes. Many projects will make use of multiple studios. All studios you use must meet the eligible facility requirements for the program.

**4. Does the video company I’m hiring have to be a registered business?** No. The only companies that need to be registered are the applicant company and the recording facility. You can hire a video company that is not officially registered as a business.

**5. Is the treatment in addition to the project plan?** Yes. If you're applying for funding for music video production, please include a video treatment detailing the artistic and technical details of the video you're going to make, in addition to the required Project Plan. Applications for video production without a treatment may be ineligible.

## **STUDIO ELIGIBILITY:**

### **1. What does 'complete online submission form' mean for studios?**

All applications for sound recording must take place in an eligible recording facility. To become eligible, studios must complete an [online submission form](#), which includes business information and studio track record. Once a studio has been approved, sound recording projects are eligible to record there. The application form is available in the Career Development section of the website.

### **2. Is there a list of eligible studios?**

Creative BC's list of eligible studios is not public, since we are learning about new studios all the time. If you are unsure if your preferred studio meets the requirements of the Career Development program, call the studio to confirm. Feel free to check in with Creative BC to see if the studio you want to work with qualifies. If you need recommendations on BC studios, [Music BC](#) has BC music business directories that are available for members.

## **OTHER FAQ'S:**

### **1. If you have an ongoing project with expenses upcoming is it ok to apply now and again in for the winter intake? What is the expense eligibility window?**

Eligible expenses must fall between April 1, 2018 and September 1, 2019. The expense eligibility window is the same for both deadlines. Applying to the first deadline will give you more time to complete your project, and give you a chance to integrate feedback if you are unsuccessful first round and want to reapply.

### **2. Can I apply twice for the Career Development program?**

Yes. Most applicants will bundle their activities into one application so they have the most time and flexibility to complete their project. However if your project takes place in several stages, you can apply in the summer intake, submit your final report before the next deadline, and reapply. The maximum eligible funding amounts are per program, not per deadline.

### **3. When will I know if my application is successful?**

The review period for applications is approximately 10 weeks after the application deadline.

#### **4. How do I know if you got my application?**

Once you successfully submit your application, you will receive a confirmation email to the address you provided. This email will include a PDF copy of your submitted application, as well as a copy of the attachments you provided.

#### **5. Where can we find a list of previous recipients?**

You can find out more about previous recipients on the [BC Music Fund page under Recipients](#). New recipients in Amplify BC will be posted to the Amplify BC in the fall 2018.

### **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:

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