

AMPLIFY BC

CAREER DEVELOPMENT PROGRAM TIP SHEET + FAQs 2019 - 2020

PROGRAM UPDATES FOR 2019-2020 GUIDELINES

- Emerging artists are no longer required to apply registered business and may also apply as individuals. Established artists must still apply as a business.
- Emerging artists are expected to generate a minimum of \$2,000 annually from music related activities before applying for funding through the Career Development program. This threshold may be lowered for regional artists (artists outside Vancouver or Victoria and surrounding areas) or artists from underrepresented groups.
- Public funding for indigenous artist projects can equal up to 100% of the total budget from combined sources.
- Live videos no longer meet the minimum release requirement for Emerging artists. The minimum two song release requirement must be official releases.
- Grant writing fees are now included as an eligible expense for artists with self-declared disabilities or English language barriers.
- Schedule of Activities has been removed.
- Maximum grant for established artists is now \$35,000.
- Social media spending cannot exceed 15% of the total proposed budget.
- Information on Record in BC for out-of-province and international artists can be found in a separate set of guidelines, specific to Record in BC.
- The review period has been increased to 12 weeks after the application deadline.

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 any time. 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 now.

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. What were the results of your previously funded project? Have you released it and completed your campaigns? How did previous funding impact your album sales, audience numbers, or revenues? Be specific. How would you continue to leverage investment from Creative BC to build your career? How will this project build on previous results?

Share the results of your previous project. 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. Talk about your release and give specific sale metrics. 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:

- Applicants are required to use the budget template for Career Development. You can download the template on the Career Development program page.
- 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.

BUDGET FAQ's:

1. 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.

2. Are there max amounts for marketing/sound recording/video 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. Social media advertising is limited to 15% of the total budget, otherwise there are no category limits.

3. What if my budget changes during 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. Video projects not discussed in your original application, require a treatment to be submitted to Creative BC for approval prior to adding video components to your project.

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 or merchandise into your budget?

Only promotional copies of your recording or promotional merchandise 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. Can I include business consulting in my budget?

Consulting is eligible if you can 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.

8. 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.

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

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

10. Do you need a vendor quote for every expense?

Vendor quotes are not required but recommended, particularly for large budget items, and 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.

11. Is FACTOR considered public or private funding?

For the purposes of this program, FACTOR is considered public funding. We do not split FACTOR funding into public and private funding.

ELIGIBILITY + ARTIST CATEGORY FAQs:

1. 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 and 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.

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

This program supports a variety of genres and levels of artists and each artist will respond to certain criteria differently. Artists who exhibit the career milestones will be more competitive, however other factors, such as regional diversity and representation from underrepresented groups, may be considered.

3. Are you ineligible if you don't have an artist website?

Artists are required to have an online presence. Facebook pages or other social media profiles meet this requirement, however artists with a strong brand are generally more competitive.

4. Can out-of-province or international artists apply?

Career Development summer and winter intake is for BC artists only. However, there is a portion of the budget allocated for bringing out-of-province and international talent to BC to record. This stream of the program is called Record in BC and has a separate set of guidelines and a separate application form. Find more information about Record in BC on the Creative BC website.

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

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

6. What do I include in my artist income?

On the income tab of the application form, list gross revenues earned in the last 12 months. 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.

7. 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.

8. 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.

9. Is there a lifetime funding limit for artists who have previously received funding through Amplify BC or the BC Music Fund?

Currently, there is no lifetime funding limit. Artists who have previously received funding from Creative BC need to address the impacts of previous funding in subsequent applications and make a case for reinvestment. Artists with competitive applications that have not received significant funding through Creative BC may be prioritized for funding.

APPLYING AS A BUSINESS

1. Do we need a business number to apply?

Emerging artists may apply as individuals or as a business. Established artists must apply as a business. To apply as a business, applicants must have a GST number, statement of business registration, or certificate of incorporation. If you wish to register your business, you can do so with BC Business Registry.

2. The wait time to receive my Statement of Business Registration is after the application deadline. 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?

No. Eligible business types include sole proprietorships, general partnerships, corporations, and not-for-profits. Emerging artist may apply as individuals.

VIDEO PRODUCTION

1. What is a video treatment?

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 plan 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.

2. How detailed does the video treatment need to be?

Some video treatments we receive are very detailed and professional. Others are a half page text summary. We recommend submitting a video treatment 2-4 pages in length including visual references, outlining the narrative or concept of the video to outline your vision, and other technical requirements.

3. I want to make a video, but I don't have a treatment yet. Can I still include this in my application?

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 are 1-2 sentences are usually insufficient and may see this reflected in their score.

4. My video idea has controversial subject matter. Will this video idea get funded?

Video treatments that contain gratuitous violence, guns, nudity, objectification of any gender or persons, or any other content deemed inappropriate for a government brand will be rejected.

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.

3. Can I record my project at an eligible studio, and then have it mixed and mastered by another studio?

Many projects will make use of multiple studios. All studios you use must meet the eligible facility requirements for the program to be considered an eligible expense for reimbursement.

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, 2019 and September 1, 2020. 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?

If you are successful in the summer intake and complete your project and your final report by the winter intake deadline, you may be eligible to reapply. The maximum eligible funding amounts are per program, not per 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?

Previous Amplify recipients are posted [here](#). You can also find information on previous BC Music Fund recipients [here](#).

EVALUATION AND OTHER TIPS:

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.

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.

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. Artists with competitive applications that have not received significant funding through Creative BC may be prioritized for funding.

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 and be earning a minimum of \$2,000 annually from music related activities. 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.

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.

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, and anything listed as TBD, miscellaneous, contingency, or not addressed in the project plan.

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.

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.

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.

Diversity: Diversity is heavily weighted in the scoring criteria for this program. Artists from underrepresented regions of BC, or applications that include Indigenous representation, people of colour, women, persons with disabilities, LGBTQ+ participation, and/or other underrepresented groups will receive higher scores in diversity. Creative BC also aims to fund a diversity of genres and activities within BC's music industry. Applications must also score well in the other categories to be competitive overall.

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.

Supporting documents: Providing supporting documents such as letters of support, vendor quotes, recent press, tour history, or production schedules is encouraged. They demonstrate that you have researched the vendors and costs involved and are ready to move forward with your project. They can also demonstrate industry support and provide useful context about your career

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 are chosen for their industry experience related to the development, marketing and promotion of artists at various levels, and familiarity with artists of different genres in BC. Panels are also curated to include Indigenous representation, regional representation, women, people of colour, 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