

# AMPLIFY BC

## Career Development Program

2020/2021  
Guidelines

# AMPLIFY BC CAREER DEVELOPMENT PROGRAM GUIDELINES 2020-2021

## WHAT IS THE AMPLIFY BC CAREER DEVELOPMENT PROGRAM?

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

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

Creative BC acknowledges the unprecedented challenges the creative industries are facing due to the global impact of Covid-19. As a result, changes have been made to the Career Development program for 2020-2021.

This program has funding streams for emerging and established artists in BC. A third funding stream, Record in BC, for out-of-province artists is currently on hold due to COVID-19.

**Career Development Program Budget: \$1 million**

### KEY DATES:

Applications open: **September 2, 2020**

Application deadline: **October 14, 2020** at 11:59 PST

Supporting projects occurring between **April 1, 2020**, and **September 1, 2021**

Final reports due: ongoing until **September 1, 2021**

## WHAT ARE THE PRIORITIES OF THE CAREER DEVELOPMENT PROGRAM?

- Increase and sustain earning potential and economic activity for BC artists, studios, recording professionals, producers, 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; and
- Support a broad range of artists, prioritizing the inclusion of underrepresented groups within BC's music industry who experience systemic barriers to participation.

## ELIGIBLE ACTIVITIES

Applicants may apply for activities that support the career development of emerging and established BC artists. In order to prioritize BC jobs during COVID-19 and counterbalance the increased flexibility for remote work, project budgets must maintain a minimum of 50% of BC-based expenses.

Applicants can apply for a single activity or a combination of any of the following activities:

- **Sound recording** for commercial release including recording, production, mixing, and mastering occurring in BC or engaging out-of-province professionals remotely. Projects must involve at least one eligible BC recording business (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. Recordings can be in any genre or language, including instrumental works. This program does not support commissions or the creation of new works prior to recording.
- **Video** production that takes place in BC or engages out-of-province professionals remotely. Eligible projects include but are not limited to music videos, pre-recorded and live streamed performance videos, music documentaries, or other promotional video content that support a BC artist. To be eligible, live streamed videos must continue to be available after the live stream as a permanent promotional asset. This program does not support live streaming events previously supported through [Showcase BC](#) and [SoundOn](#).
- **Marketing** and promotional activities related to a recording, video, event, or live stream, including, but not limited to photography, websites, bio writing, 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.

For more ideas on eligible projects, lists of [previous recipients](#) and [artist profiles](#) can be found on the Creative BC website.

## ELIGIBLE APPLICANTS

This program supports activities for both emerging and established artists, including musicians, composers, bands, and musical ensembles. An artist is an individual or group that has creative control of the music being created or recorded and performs and releases music under their individual brand. Applicants must meet all the following criteria to be considered eligible:

- Emerging and Established artists may apply as an individual or as a music company. If applying as an individual, the artist must have a valid SIN number. Social insurance numbers

are required upon receiving a grant for issuing a T4A for the tax year in which they receive payment.

- 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 a valid statement of business registration, certificate of incorporation, business number, or GST 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.
- Creative BC will prioritize applications from underrepresented groups, including those from Indigenous, Black, People of Colour, LGBTQ2S+ communities, people who live with barriers caused by disabilities or chronic illness, non-binary and woman-led groups, and other groups who experience systemic barriers to participation. Creative BC will also consider region, type of applicant, genre, cultural background, language, gender, type of activity, other means, in order to fund the breadth of BC and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit peoples. 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. Exceptions may be made for artists on tour, or for artists temporarily displaced due to COVID-19. 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.
- Eligible applicants must have filed income tax returns in BC in the taxation year prior to the date of application, if legally required to do so.
- If an artist has previously received funding from Creative BC, all Career Development 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, record producers, production companies, video production companies, or managers are not eligible to apply directly.

Individuals affiliated with a project may assist with the preparation of an application 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 75%** of budgeted eligible expenditures. Applicants are expected to contribute to the financing of the project. Total public funding from combined sources cannot exceed 75% of the budget. Creative BC considers FACTOR to be public funding. For Indigenous artists and artists from underrepresented groups (defined on page three) there is no limit on public funding, and combined grants can cover the full eligible budget.

Artists may submit one application per deadline and may self-identify as an Emerging or Established artist 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 recording and releasing music that includes an EP, LP, or a minimum of **two** official singles available on a public website or platform. This category supports artists that demonstrate a commitment to a career in music with clear, achievable goals.

This program does not support new artists who have yet to record or release music. Emerging artists who wish to apply for a new project or solo project, must meet all the emerging criteria and the release requirement for their new project independently from their experience in other groups. Musicians in performance-based genres, such as classical music, opera, traditional or ceremonial music, may provide their performance history in lieu of release history if recorded music is not a focus in their genre.

Emerging artists exhibit all the following career milestones:

- Prior to COVID-19, 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 or performance history; 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 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.

Established artists without a release history or online presence for a new project must contact Creative BC prior to submitting their application to discuss eligibility. Applicants must demonstrate how the new project builds on their existing audience and previous success in their application.

## **ELIGIBLE RECORDING BUSINESSES**

Artists applying for recording projects must include an eligible BC recording business for at least one aspect of the recording process, such as producing, editing, mixing, or mastering. Eligible recording businesses include studios, record producers, and engineers that meet the criteria below. It is the responsibility of the applicant to ensure their recording businesses meet the requirements and have submitted the required forms to Creative BC.

As long as projects include one eligible recording business, artists can hire other professionals not on the list, including artist-producers, beatmakers, session players, engineers, etc.

Recording businesses can complete the [Eligible Recording Businesses Application Form](#) on the Creative BC website. Artists should not fill out this form. Submissions will be reviewed within 2-5 business days.

- Prior to COVID-19, eligible recording businesses must earn a minimum of \$5,000 from recording activities in a recent year, unless located in a regional community or from an

underrepresented group. The recording business cannot be a private or project studio primarily for the benefit of one artist;

- Recording businesses must have access to their own space and/or professional equipment that serves the needs of the artists in their respective genre or region.
- The business must be actively pursuing work and have recorded or produced music for a variety of external clients within the past 12 months, and have a professional track record with a portfolio that is publicly verifiable;
- The recording business must be located in British Columbia, and have filed income tax returns in BC in the taxation year prior to the application deadline, if legally required to do so;
- The business must be a legal entity in the form of a registered sole proprietorship, partnership or incorporated company in British Columbia or Canada and provide a copy of their business registration, GST account, or Certificate of Incorporation; and
- The owners, principals, directors, officers and shareholders of the company must be in good standing (i.e. not in default) with Creative BC.

Artists may hire BC or out-of-province musicians and producers in instances where traveling to BC is not possible, to work or record remotely to maintain social distancing during COVID-19. Hiring BC vendors is strongly encouraged and investment in BC's recording industry is considered in the scoring criteria (page eight).

## **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. All expenses must be third-party. Artists cannot pay themselves in this program. 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, 2021**.

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

- Eligible studio rental, gear rentals, producer fees, mixing fees, mastering fees, or session players and beatmakers for hire;
- COVID-19 related expenses such as quarantine time or sanitization;
- Gear purchases and software for home recording up to 10% of the funding offer that are related to the proposed project;
- 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;
- GST for applicants who do not have GST accounts;
- 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;
- Video production that takes place outside of BC;
- Touring and/or other business travel costs. Touring is supported through [Music BC](#) and currently on hold due to COVID-19;
- Any travel outside of BC to record at an out-of-province studio;
- Commissions, composer fees, session fees for the primary artist, songwriting, or music creation prior to recording;
- Showcase fees, live performance, online streaming events, 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, or expenses paid in cash;
- GST for those who have a GST number and submit GST returns;
- Grant writing fees, legal fees, music supervision, management fees, or booking agent fees;
- Music lessons, musical instruments, performance coach, or tuition fees;
- Business registration fees or business banking fees;
- 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, 2021; 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, Equity, and Inclusion:** Does this project support or expand the representation of BC's music industry? Does this project support artists from an underserved region, community, or genre? Diversity can be demonstrated through regional activity, genre, activity, cultural, or gender representation, and other means, including the representation of the companies or individuals hired for the project.
- **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 future intakes. 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 the 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 **75% advance payment** upon executing of a funding agreement, and up to the remaining **25% 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, 2021**. 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](http://www.creativebc.com));
- Detailed Cost Report (template available at [www.creativebc.com](http://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.

## FORFEITURE 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](http://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](http://www.creativebc.com)) (4 page limit);
- Budget (template available at [www.creativebc.com](http://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 opens **September 2, 2020 | Deadline October 14 at 11:59 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.

Online info sessions and grant coaching is available for the Career Development program. Visit the [Creative BC website](#) to learn more.

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

Gina Loes | Program Analyst, Music

Email: [gloes@creativebc.com](mailto:gloes@creativebc.com)

Schedule an Appointment: <https://calendly.com/gloes>

Direct Line: 604-730-2253