

AMPLIFY BC

Career Development Program: B.C. Artists

2021/2022

Guidelines

AMPLIFY BC CAREER DEVELOPMENT PROGRAM GUIDELINES 2021-2022

The **Career Development Program** is one of the Amplify BC programs funded by the Province of B.C. to support the recovery and growth of B.C.'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.

This program has funding streams for **emerging and established artists in B.C.**, and a funding stream for out-of-province artists called Record in BC. [Record in BC](#) has separate guidelines and deadlines found on the Creative BC website.

Career Development Program Budget: \$1.1 - \$1.2 million

PROGRAM OVERVIEW

Who is eligible? B.C.-based emerging and established artists

Eligible activities: Sound recording, music videos, and marketing initiatives

Grant Amounts: \$1,000 - \$30,000

Applications open: September 1, 2021

How to apply? Submit an [online application form](#) by **October 13, 2021**, at 11:59 PM PDT

Supporting projects occurring between **April 1, 2021**, and **December 1, 2022**

Sign up for [online info sessions](#) and [grant coaching](#) on the Creative BC website.

If you have questions or need assistance, please contact:

Giselle Lee Hausman | Coordinator, Music

Email: ghausman@creativebc.com

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

Direct Line: 236-455-6232

WHAT ARE THE PRIORITIES OF THE CAREER DEVELOPMENT PROGRAM?

- Increase and sustain earning potential and economic activity for B.C. artists, studios, recording professionals, producers, and music companies;
- Develop audiences for B.C. artists locally, nationally, and internationally;
- Invest in the creation and marketing of intellectual property and expand digital presence for B.C. artists; and
- Support a broad range of artists, prioritizing underrepresented groups who experience systemic barriers to participation.

ELIGIBLE ACTIVITIES

Applicants can apply for activities that support the career development of emerging and established B.C. artists. Project budgets must maintain a minimum of 50% B.C.-based expenses.

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

1. **Sound recording** activities including singles, EPs, and LPs in the form of original music, covers, remixes, and interpretations of existing music. 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.
2. **Music video** production including official music videos, pre-recorded and live streamed performance videos, and other promotional video content that supports a B.C. artist. Live streamed videos must continue to be available after the live stream as a permanent promotional asset. Projects must take place in B.C. or engage out-of-province professionals remotely.
3. **Marketing** activities including photography, digital media, websites, bio writing, publicity, social media marketing, or radio promotion. Vendors may be Canadian or international, although hiring B.C. vendors is strongly encouraged. This program does not support the manufacturing of merchandise for sale.

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

ELIGIBLE APPLICANTS

Emerging and established artists may include musicians, composers, bands, and musical ensembles. The artist is the individual or group that has creative control of the music being created or recorded and performs and/or releases music under their brand.

Applicants must meet all the following criteria to be considered eligible:

- **Artists must have resided in B.C. for at least 200 of the 365 days immediately preceding the date of application.** In the case of a band or group, the majority or 50% of

the permanent performing members must meet the above B.C. residency requirements. Groups that are 50/50 will be assessed on their commitment to building a career in B.C.

- **Artists must demonstrate experience** recording, releasing music and/or performing, earning money from music, and promoting their music online.
- **Artists may apply as an individual or as a music company.** If applying as an individual, the artist must have a valid social insurance number.
- Music companies such as record labels 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.

Other eligibility information:

- Eligible applicants must have filed income tax returns in B.C. 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 prior 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.
- **Prioritization for underrepresented groups and new applicants:** Creative BC will prioritize applications from underrepresented groups, including Indigenous peoples (First Nations, Non-Status, Métis and Inuit), Black, People of Colour (this may include Arab, Chinese, Filipino, Japanese, Korean, Latin American, South Asian, Southeast Asian, West Asian, and people of mixed ancestry), the Deaf and Disability community, and those who live with chronic illness or are neurodiverse, LGBTQ2IA+ communities, 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, or other means, in order to fund the breadth of B.C. and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC.

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 artist or the label.

FUNDING

For 2021-2022, the program covers **100%** of expenses up to the grant amount. Artists may submit one application per deadline and must self-identify as an emerging or established artist based on the career milestones outlined below.

Emerging Artists: \$1,000 - \$10,000

This category supports emerging artists with a commitment to music creation and clear, achievable goals to grow their business. Emerging artists exhibit all the following career milestones:

- **Previous revenue generation** as an artist from music related activities such as paid gigs, royalties, and/or merchandise sales. It is strongly recommended that artists are generating a minimum of **\$2,000** per year prior to COVID-19 to be competitive in this program.
- **A history of recording and releasing music** with a minimum of **two** songs available on a public website or platform. 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.
- **A history of performance**, presentation, or distribution of works within their geographical area;
- **Maintain an active web presence** and create content affiliated to the project on a public platform, such as a website, social media, blog, live performance videos, or music videos; and
- **Able to provide and interpret basic audience and sales metrics** as indicated by their digital platforms or performance history.

Emerging artists who wish to apply for a new project or solo project must meet all the emerging criteria and the release or performance requirement for their new project, independently from their experience in other groups.

Established Artists: \$1,000 - \$30,000

This category will support established artists that demonstrate financial viability and create economic impact in B.C. in the form of job creation and business relationships within the music industry.

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

- **Substantial earnings from music** activities including touring, licensing, publishing, streaming, and album sales. It is strongly recommended that artists are generating a minimum of **\$30,000** per year from music related activities prior to COVID-19 to be eligible as an established artist.
- **Are supported by one or more industry professionals** such as a label, management company, publisher, etc.;
- **Have produced an extensive body of recorded work** commercially released with a strong, recognizable style and sound;
- **Track record of media exposure** in the form of awards, radio play, or other press;
- **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 who wish to apply for a new project or solo project must contact Creative BC prior to applying to discuss eligibility. Applicants must demonstrate how the new project builds on their existing audience and previous success in their application.

BUDGET

Applicants must provide a detailed proposed budget for their project and their application must declare all expenses and sources of revenue including confirmed and unconfirmed grants. All expenses must be market rate. Applicants should only apply for activities they can complete and pay for prior to **December 1, 2022**.

Artists must maintain a minimum of 50% B.C.-based spends for their project to remain eligible. Hiring B.C. vendors is strongly encouraged and investment in B.C.'s recording industry is considered in the scoring criteria. Projects that create jobs in B.C.'s music industry are prioritized.

Examples of eligible expenses include:

- **Third-Party Expenses (75% - 100% of the grant)**
 - Expenses related to sound recording, marketing and video production, such as studio rentals, gear rentals, producer fees, video expenses, publicists, marketing assets, etc.;
 - 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 B.C. hotel rate is \$250 per room per night;
 - Flights, gas, or other travel costs for production teams to come to B.C. to record or film;

- Childcare expenses for studio days, video production days, or other activities directly related to the project;
 - GST for applicants who do not have GST accounts;
 - Short term pre-production rehearsal studio or fees for hired players;
 - COVID-19 related expenses such as quarantine time or sanitization;
 - Grant writing fees for artists with self-declared disabilities or English language barriers up to \$300 for successful applications.
- **Artist Self-Payment (up to 25% of grant amount)**
 - Artists may pay themselves a **maximum of 15%** of the grant amount for work completed in-house. This may include self-recording, graphic design, ad campaigns, administration, and other work related to the project. Artists must track and report on their hours for the type of work being claimed as part of the grant.
 - Artists may claim gear purchases, software, or other equipment necessary to complete the project **up to 10%** of the funding offer.

Ineligible activities include, but are not limited to:

- Touring and/or other business travel costs. Touring is supported through [Music BC](#);
- Any travel outside of B.C.;
- Commissions, composer fees, or music creation prior to recording;
- Showcase fees, live performance, online streaming events, ongoing rehearsal space rentals, venue rentals, parties, receptions, or alcohol;
- Expenses paid in cash;
- GST for those who have a GST number and submit GST returns;
- Grant writing fees;
- 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;
- Music lessons, musical instruments, performance coach, or tuition fees;
- Subscriptions, membership fees, or reoccurring expenses prior to this project;
- Work that has been paid up front but has not been completed by December 1, 2022; and,
- Major expenses not included in the approved budget and incurred prior to Creative BC approval.

APPLICATION EVALUATION

Applications 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, using the categories below. The [Career Development Scoring Sheet](#) is available on the Creative BC website.

- Relevance
- Impact and Outcomes
- Financial Viability and Budget
- Diversity, Equity, and Inclusion
- Innovation, Digital Presence and Creative Assets
- Jobs

The review period for complete applications is approximately **12 weeks** after the deadline. 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 contact included in the application.

PROJECT COMPLETION

Recipients are required to complete a final report detailing the impact of the funding and provide invoices and proof of payment for all expenses by **December 1, 2022**. 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, wire transfer, or e-transfer confirmation.

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. Early submissions are welcomed.

Career Development opens **September 1, 2021 | Deadline October 13, 2021, at 11:59 PDT**.

JUSTICE, EQUITY, DIVERSITY & INCLUSION

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, diversity and inclusion in program delivery. [Learn more](#).

RESPECTFUL WORKPLACE

As investors in B.C.'s music industry, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment. All companies that work with, or seek funding from, Creative BC are expected to respect these principles, comply with relevant laws, and implement policies and procedures for a harassment-free workplace. [Learn more](#).

HEALTH & SAFETY REQUIREMENTS

All applicants must adhere to all [orders of the Provincial Health Officer](#) and implement a communicable disease plan at their workplace and/or event. [Learn more about transitioning your COVID-19 Safety Plan into a working communicable disease prevention strategy.](#)

FOR MORE INFORMATION

Amplify BC funding programs support artists, music companies, live music presenters and industry development to stimulate recovery, activity and growth of B.C.'s music industry.

Visit the [Creative BC website](#) to learn more.

APPLICATION CHECKLIST

Complete and submit the following items in Windows compatible formats:

Required for all applicants:

- Online application form** (available at www.creativebc.com)
- Project plan** (.docx or .pdf) (template available at www.creativebc.com) (4 page limit)
- Budget** (.xlsx) (template available at www.creativebc.com)

Required for some applicants:

- Business documentation** in the form of a Business Statement of Registration, Certificate of Incorporation, or GST account if applying as a music company
- Signed contract** between the company and artist outlining their business relationship if the artist is not the applicant
- Video treatment** (required for video requests)

Recommended materials:

- Expressions of support** showing industry engagement (strongly recommended)
- Vendor quotes or estimates** (strongly recommended)
- Tour history or upcoming performance dates**
- Recent press**