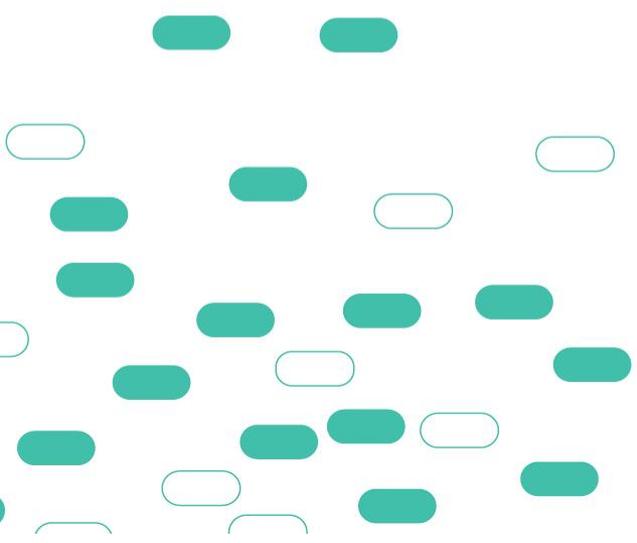


AMPLIFY BC
IS BACK

Info Sessions

Career Development Program
2020/2021



WHAT IS AMPLIFY BC?

Amplify BC is a \$7.5 million fund from the Province of British Columbia to stabilize, support, and sustain B.C.'s music industry. These funds will be administered by Creative BC from April 2020 through the end of March 2021.

AMPLIFY BC PROGRAMS

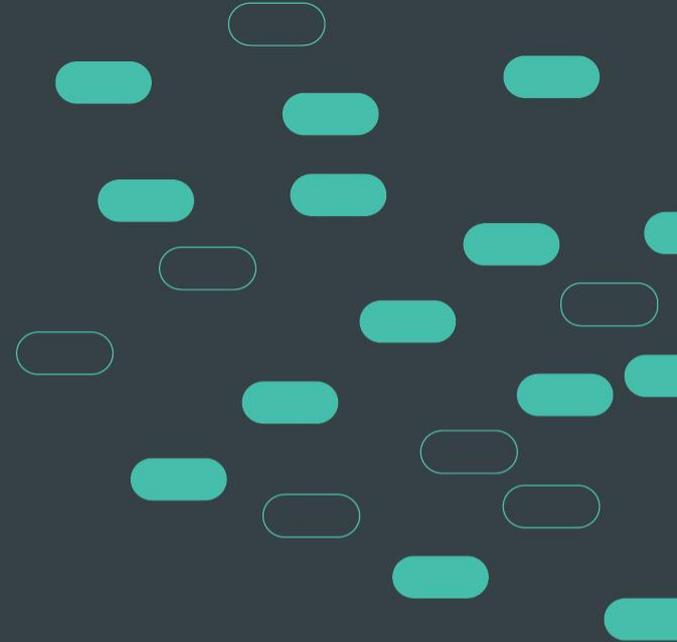
Live Music

Innovation

Music
Company
Development

Music
Industry
Initiatives

Career
Development



AMPLIFY BC
IS BACK

Career Development

INFO SESSION OVERVIEW

WHAT IS THE CAREER DEVELOPMENT PROGRAM?

WHY DOES THIS PROGRAM EXIST?

WHO CAN APPLY?

WHO IS AN EMERGING OR ESTABLISHED ARTIST?

WHAT CAN WE APPLY FOR?

HOW DO WE APPLY?

WHEN ARE THE IMPORTANT DATES?

WHERE CAN WE LEARN MORE?

WHO CAN I TALK TO ABOUT THE PROGRAM?

SUMMARY

PRIORITIES

ELIGIBLE ACTIVITIES

ELIGIBLE APPLICANTS

APPLICATION PROCESS

TIMELINE

MORE INFORMATION

CONTACT

SUMMARY

INTENT:

To support the economic growth and career development of emerging and established artists in the areas of sound recording, marketing, and music videos.

PROGRAM BUDGET: \$1 million

GRANT AMOUNTS:

- Emerging: \$1,000 - \$10,000
- Established: \$1,000 - \$35,000

PROGRAM OPENS: September 2, 2020

APPLICATIONS ACCEPTED UNTIL: October 14, 2020 at 11:59pm PST

PRIORITIES

- 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

- **Sound recording** activities for commercial release including recording, production, mixing, and mastering occurring in BC or engaging out-of-province professionals remotely.
- **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.
- **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.

ELIGIBLE APPLICANTS

Applicant Types

1. EMERGING AND ESTABLISHED BC ARTISTS

2. MUSIC COMPANIES REPRESENTING A BC BASED ARTIST

- Music companies can be Canadian or international if they are representing a BC artist
- Have a signed contract with the artist outlining their business arrangement
- Issue all payments related to the project, otherwise the applicant should be the artist

EMERGING ARTISTS: \$1,000 - \$10,000

Has earned approximately \$2,000 in a recent year from music activities.

Has the basic building blocks of a career in music.

The artist has released a minimum of two songs.

Has an online presence for their project (Facebook page, website, socials).

ESTABLISHED ARTISTS \$1,000 - \$35,000

Earns a significant portion of their livelihood from music.

Supported by at least one industry professional.

Extensive body of recorded work.

National or international touring or presentation history.

Substantial audience and media track record.

INELIGIBLE ARTISTS

BC artists who do not yet meet the Emerging artist criteria.

Out-of-province and international artists

Artists who currently have a Career Development grant and outstanding final report.

Who Qualifies as a BC Based Artist?

1

Artists living in BC for at least 200 of the previous 365 days prior to applying.

2

Artists who have filed BC taxes in the taxation year prior if legally required to do so.

3

Artists where the majority or at least 50% of the members meet the BC residency requirement.

Getting started on your application

What is a Project Plan?

A project plan is a four page document where you'll answer specific questions in paragraph form. The questions in the project plan are directly related to the program evaluation criteria.

1. What do you want to do?
2. What are the goals for your project?
3. How do these goals fit within your career trajectory?
4. How will this project increase your revenues and lead to new business opportunities?
5. How will you use the tools created through this project to reach and build your audiences?
6. How does this artist create BC jobs and strengthen BC's music sector?
7. How are you adapting during COVID-19 to manage your career?
8. For artists who have previously completed a Career Development grant: What were the results of your previously funded project?
9. Is there anything else you would like to share? (Optional)

SAMPLE BUDGET

APPLICANT		<i>Example Artist</i>						
Do you have a GST account? (Y/N)		<i>N</i>						
REVENUE: List how you will be paying for the project.								
Public Funding: (Include all grants, confirmed or unconfirmed)								
Type of Revenue	Description	BC Revenue (Y/N)	Confirmed (Y/N)	Funding requested				
Creative BC	Career Development	Y	N	\$ 7,500.00				
TOTAL Public Revenue				\$ 7,500.00				
Private Investment (Company, artist, or label investment)								
Type of Revenue	Description	BC Revenue (Y/N)	Confirmed (Y/N)	Budgeted Revenue				
Example Artist	Personal Investment	Y	Y	\$ 2,500.00				
TOTAL Private Revenue				\$ 2,500.00				
Total Revenue				\$ 10,000.00				
EXPENSES								
Recording Expenses (production, mixing, mastering, travel, hotels, session musicians, album art, etc.)								
Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Start Date	End Date	Number of paid workers (0+)	Does this vendor primarily serve the music industry? (Y/N)	Is the vendor based in BC? (Y/N)	Is this primarily a remote-work expense? (Y/N)	Eligible Expenses (Includes GST if applicant does not have a GST account)
Studio Rental	Recording studio rate x days	11/15/2020	11/15/2020	0	Y	Y	N	\$ 1,250.00
Recording Engineer	Recording studio rate x days or songs	11/15/2020	11/15/2020	1	Y	Y	N	\$ 1,250.00
Editing and Mixing	Mixing studio rate x songs	12/10/2020	12/10/2020	1	Y	Y	Y	\$ 1,250.00
Mastering	Name of mastering studio rate x songs	1/16/2021	1/16/2021	1	Y	Y	Y	\$ 400.00
Session Drummer	Name of player	11/15/2020	11/2/2020	1	Y	N	Y	\$ 500.00
TOTAL Eligible Recording Expenses				\$ 4,650.00				
Video Expenses (director, producer, camera rentals, location rentals, filming permits, props, editing, actors, etc.)								
Type of Expense	Video Title, Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Start Date	End Date	Number of paid workers (0+)	vendor primarily serve the music industry? (Y/N)	Is the vendor based in BC? (Y/N)	Is this primarily a remote-work expense? (Y/N)	Eligible Expenses (Includes GST if applicant does not have a GST account)
Live Video in Studio "Song Title #1"	Name of production company	11/6/2020	11/6/2020	2	N	Y	N	\$ 500.00
Editing and Sound Mix "Song Title #1"	Name of editor	11/7/2020	11/30/2020	1	N	Y	Y	\$ 500.00
Music Video "Song #2"	Name of Production company	4/1/2021	4/5/2021	3	N	Y	Y	\$ 3,000.00
Location Rental	Location rental specifics	4/1/2021	4/5/2021	0	N	Y	N	\$ 500.00
TOTAL Eligible Video Expenses				\$ 4,500.00				
Marketing Expenses (photography, advertising, web design, radio campaigns, mailouts, promotional merchandise, bio writing, graphic design, etc.)								
Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Start Date	End Date	Number of paid workers (0+)	vendor primarily serve the music industry? (Y/N)	Is the vendor based in BC? (Y/N)	Is this primarily a remote-work expense? (Y/N)	Eligible Expenses (Includes GST if applicant does not have a GST account)
Promotional Photography	Name of photographer	2/1/2021	2/2/2021	1	N	Y	N	\$ 850.00
TOTAL Eligible Marketing Expenses				\$ 850.00				
TOTAL ELIGIBLE EXPENSES				\$ 10,000.00				
[Revenue - Expenses]				\$ -				
TOTAL FUNDING REQUESTED				\$ 7,500.00				

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.

- It is the responsibility of the applicant to ensure their recording businesses meet the requirements and have submitted the required forms to Creative BC.
- If 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 REQUIREMENTS

- Earn a minimum of \$5,000 from recording activities in a recent year, unless located in a regional community or from an underrepresented group
- Can not be a private or personal studio that primarily serves one artist
- Have access to their own space and/or professional equipment
- Have a professional track record with a portfolio that is publicly verifiable
- Be located in British Columbia
- File income tax returns in BC
- Have a business registration

APPLICATION EVALUATION

Scoring Sheet

Applicant: _____ BC Artist: _____	TOTAL SCORE
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?	/ 50
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?	/ 50
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?	/ 30
Diversity: Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through cultural, gender representation, genre, activity, and other means.	/ 30
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?	/ 20
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?	/ 20
TOTAL ASSESSMENT	/ 200

2020-2021 Updates

- ❑ Grant amounts have increased to 75% of the total eligible budget, up to the maximum grant amount in each artist category.
- ❑ There is no public funding limit for both indigenous artists and artists from underrepresented groups, and combined grants can cover their full budget.
- ❑ Project budgets must maintain a minimum of 50% BC-based expenses overall.
- ❑ Studio guidelines have been expanded to include more recording business including producers and engineers who meet the criteria.
- ❑ Sound recording and video activities can take place in BC or engage out-of-province professionals remotely.

2020-2021 Updates (cont.)

- Live streamed videos are supported if the video continues to be available after the live stream as a permanent promotional asset.
- 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.
- Gear purchases related to the project up to 10% of the total funding offer can be included in the budget as eligible.
- Covid-19 specific expenses such as quarantine time or sanitization.
- GST is now eligible for applicants who do not have GST accounts.
- Advance payments have increased to 75% advance. The remaining 25% upon completing the final report based on eligible final expenditures.

PROJECT COMPLETION

To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report
- Detailed Cost Report (template provided)
- Copies of all invoices and proof of payment; and
- Approved Creative BC and Province of BC logo placement(s).

HELPFUL HINTS

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

KEY DATES

Applications open: **September 2, 2020**

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

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

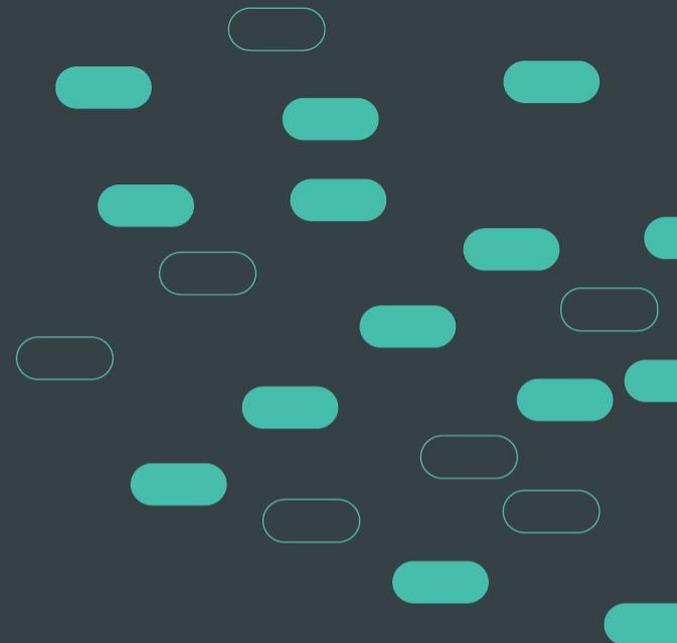
Final reports due: ongoing until **September 1, 2021**

MORE INFORMATION

Visit the Career Development page at www.creativebc.com

CAREER DEVELOPMENT PROGRAM

Contact: Gina Loes Program Analyst, Music
Email: gloes@creativebc.com
Schedule: calendly.com/gloes
Phone: 604-730-2253



AMPLIFY BC
IS BACK

Career Development