

## AMPLIFY BC

# CAREER DEVELOPMENT PROGRAM TIP SHEET + FAQs 2021 - 2022

### PROGRAM UPDATES FOR 2021-2022 GUIDELINES

- For 2021-2022, the program covers **100%** of expenses up to the grant amount in each artist category: \$10,000 for emerging artists and \$30,000 for established artists.
- 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 can also continue to include gear purchases up to **10%** of the funding offer including software, or other equipment necessary to complete the project.
- Artists can record in any studio they choose, as long as the project maintains a minimum of **50%** B.C.-based expenses overall. A list of B.C. studios continues to be available as a resource and directory, however **recording at an eligible facility is no longer a requirement** of the program. Studios can continue to submit their business information to be included in a wider music directory that will launch in the coming months.
- Revenue benchmarks have been added in the guidelines for both emerging and established artists. It is strongly recommended that emerging artists are generating a minimum of \$2,000 and established artists are generating a minimum of \$30,000 per year prior to COVID-19 to be competitive in this program.
- Artists can claim childcare expenses for studio days, video production days, or other activities directly related to the project.
- [One-hour grant coaching sessions](#) are available for new and previously unsuccessful applicants from underrepresented groups and regions of B.C.

### 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.
- You can start and save the [application form](#) 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](#) while you respond to the project plan questions. Address your business strategy and how it directly relates to the funding requests in your budget.

Follow the project plan template and respond to each question. 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. If you are using a .pages file, convert your file to a .pdf before uploading to the application form.

### **1. What do you want to do? Briefly describe the activities you are requesting funding for.**

Activities need to be completed between April 1, 2021 and December 1, 2022. 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. How will you measure success?**

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 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 your audiences? What is your release strategy for the supported content or the activities you're proposing? If your project includes a digital or social strategy, what sets it apart from other artists?**

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 a wider audience. How are you going to make sure your music is heard? If your project includes video, what is your plan to make sure people see it?

### **6. How does this artist create B.C. jobs and strengthen B.C.'s music sector? How are B.C. jobs prioritized in this project? How are the key people you are working with going to help you succeed? If you are hiring or spending outside of B.C., share why.**

Refer to your project budget to consider the kinds of jobs being created through your project. What role do the people you are hiring play in advancing the B.C. music industry? 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 invested dollar amount yield results?

**7. How are you adapting during COVID-19 to manage your career?**

Share how your career has been impacted in the last months as a result of COVID-19. Quantify any losses and how you are adapting. How will you keep your momentum? What makes this project meaningful during a time when so much has changed?

**8. (For previous recipients only) 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? How would you continue to leverage investment from Creative BC to build your career? How will this project build on previous results? Be specific.**

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.

**8. Is there anything else you would like to share? (Optional)**

Open ended. Use this space if there is anything you'd like to add.

**BUDGET TIPS:**

- Applicants are required to use the budget template for Career Development. You can download the 2021 template on the Career Development program page. **Do not** use an old budget template or make your own.
- 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 and the rate, and how many songs you are paying your producer for and the rate, so we can understand how you built your budget.

**BUDGET FAQ's:****1. What is considered private investment?**

Private investments are 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?**

No. You may apply for any combination of the three activities, up to the artist cap for the stream you are applying under.

**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 equipment and gear in the budget?**

Applicants can allocate a maximum of **10%** of their total funding offer towards gear purchases that relate to their project. There is no limit on rental costs.

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

The manufacturing of items for sale is ineligible. 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 (giveaways) 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 for work I do related to my project?**

Artists can claim a self-payment allowance up to 15% of the grant amount. Artists will need to report on the type of work they did and the number of hours that went into their work.

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

Since COVID-19, remote work is eligible as long as the 50% B.C.-spend is maintained in the overall budget. This program does not fund travel for B.C. artists outside of B.C. Out-of-province professionals can be engaged remotely, or when travel is possible again, have their expenses to come to B.C. to do the work included in the budget.

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

Vendor quotes are not required but recommended, particularly for large budget items, and are 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. 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 outlined in the Career Development program guidelines 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?**

No. Out-of-province artists must apply through [Record in BC](#). Applications are rolling through November 30, 2021.

### **5. For the career highlights can you include what an artist has 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 both the company owner and 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's name.

### **8. Do I need to upload a demo or sound recording?**

Applicants are required to already have music from previous releases or performances readily available online. You should not submit .mp3 audio with your application.

### **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.

## **TYPES OF APPLICANTS**

### **1. Do we need a business number to apply?**

No. Both emerging and established artists can apply either as individuals or as a business. If applying as an individual, you will be asked to provide social insurance information at the contract stage if your grant is successful. This information is used to issue T4As to recipients during tax time.

## **2. 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, to be determined, 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 a few sentences are insufficient.

### **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.

## **OTHER FAQ's:**

### **1. What is the expense eligibility window?**

Eligible expenses must fall between April 1, 2021 and December 1, 2022. You can include expenses in your budget that already happened prior to applying, as long as they take place in this date range.

### **2. 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.

### **3. 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 GENERAL FEEDBACK FOR APPLICANTS

**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. The success rate in this program will vary each intake. Overall success rates have been as low as 19% and as high as 40%.

**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. [Grant coaching](#) is available for new and previously unsuccessful applicants from underrepresented groups and regions of B.C.

**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. If you have already received funding from Creative BC, 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. 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 B.C., and different approaches to a career in music. However, viable applicants need to demonstrate they are actively working towards a career in music, earning money, performing, building their brand, and building an audience for their music in a competitive way. Your 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, 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 rely heavily on other unconfirmed public funding may be less convincing.

**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.

**Revenue Projections:** In the project plan, specify how much revenue you are expecting to earn from your proposed initiative. Project plans for artists that did not discuss money or projected revenues at all will be less competitive / will receive lower scores.

**Diversity:** Diversity is weighted in the scoring criteria for this program. Applications that include representation from Indigenous peoples, Black, People of Colour, 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 will receive higher scores in diversity. Creative BC also aims to fund a diversity of genres and activities within B.C.'s music industry. Applications must also score well in the other categories to be competitive overall.

**Video Treatments:** We receive a wide variety of video treatments in this program. Video treatments with strong and relevant visual references, production timelines, and a clear creative vision for the proposed video are more competitive.

**B.C. Jobs and Sustainability:** Projects that emphasize B.C. jobs, particularly B.C. music jobs, the hiring of B.C. musicians, or those that support B.C. music companies, are more competitive. Projects that include minimal B.C. spending will be less competitive / receive lower scores in this scoring category. Projects with out-of-province expenses over 50% of the budget are ineligible.

**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 also demonstrate industry support and provide useful context about your career.

**Scoring:** Applications are reviewed by staff and industry professionals according to the [Career Development Scoring sheet](#) available on the Creative B.C. website. Panelists 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 B.C. Amplify panels include Indigenous representation, regional representation, gender diversity, cultural diversity, and artists and music professionals from a variety of backgrounds.

## 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:

Giselle Lee Hausman | Coordinator, Music

Direct Line: 236-455-6232

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

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