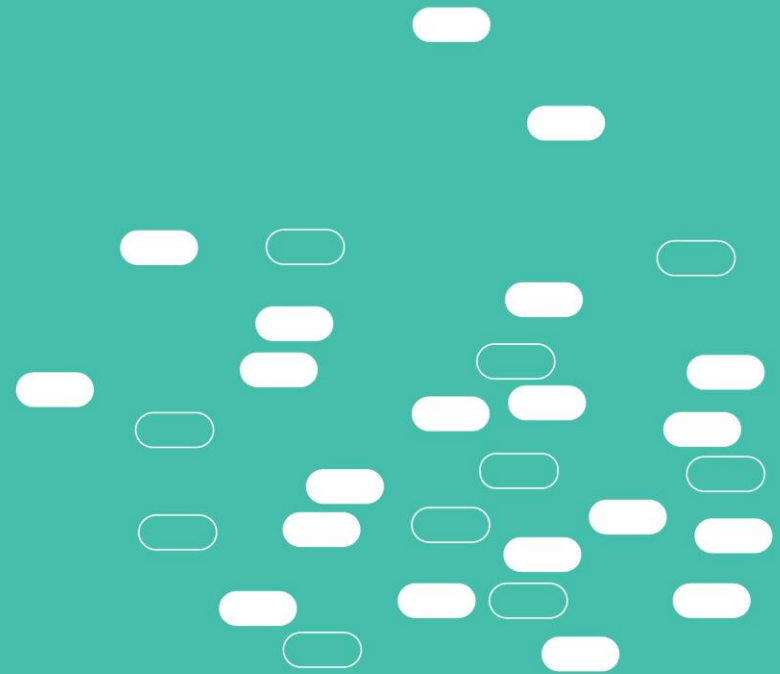


NEW!

AMPLIFY BC Innovation Program



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 during the pandemic. 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

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INFO SESSION OVERVIEW

WHAT IS THE INNOVATION PROGRAM?

WHAT DO YOU MEAN BY “INNOVATION”?

WHY DOES THIS PROGRAM EXIST?

WHO CAN APPLY?

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

DEFINITION

PRIORITIES

ELIGIBLE APPLICANTS

ELIGIBLE ACTIVITIES

APPLICATION PROCESS

TIMELINE

MORE INFORMATION

CONTACT and Q&A

SUMMARY

INTENT:

To support innovative projects, platforms and services that address the needs of BC’s music industry in response to the pandemic.

PROGRAM BUDGET: \$300,000

GRANT AMOUNTS: \$2,000 - \$40,000

PROGRAM OPENS: June 30, 2020

APPLICATIONS ACCEPTED UNTIL:

- September 30, 2020 at 11:59PM PST
- Or until funds are no longer available

DEFINITION

INNOVATION:

For the purposes of this program, to **innovate** is to offer new solutions to challenges due to COVID-19 for the music industry, by adapting existing approaches or introducing new ones.

PRIORITIES

- Support the transition of those working in BC's music sector to conduct business in new ways in response to COVID-19;
- Stimulate the evolution or application of new or existing ideas, tools, and technology to spur innovation and adaptation;
- Invest in new and emerging opportunities for revenue generation;
- Encourage industry partnerships and cross-sector collaboration; and
- Support a broad range of projects, prioritizing the inclusion of underrepresented groups within BC's music industry who experience systemic barriers to participation.

ELIGIBLE APPLICANTS

ELIGIBLE APPLICANTS

WHO CAN APPLY?

This program supports applicants from:

- Within BC's music industry, or where music is a component of a business; or
- Another sector proposing a project that has direct implications for BC's music industry.

ELIGIBLE APPLICANTS

WHO CAN APPLY?

Applicants must be:

- A **BC registered business**, such as a sole proprietorship, partnership, incorporated company or not-for-profit organization;
- A **Canadian corporation or not-for-profit organization** with headquarters in BC and files provincial tax returns if legally required to do so; or
- An **individual** who has resided in BC for at least 200 of the 365 days immediately preceding the date of application, and files provincial tax returns if required to do so.

INNOVATION PROGRAM

ELIGIBLE ACTIVITIES & EXAMPLES

ELIGIBLE ACTIVITIES

- Projects that develop, adapt, or apply new or existing tools, strategies, technology, software or online platforms, as well as services support, training, and facilitation for the adoption and application of these tools;
- Projects that facilitate the shared use of hardware, software, technology or infrastructure;
- The development or launch of new technology, products, business units or revenue streams;

ELIGIBLE ACTIVITIES (cont.)

- New methods, strategies, services or equipment for online content creation, distribution, or facilitating the delivery of high-quality online performances for artists or ensembles;
- Cross-sector projects, or projects that draw from other sectors, including audio production, tourism, motion picture, VR, AR, video games, mobile apps, social media, advertising, artificial intelligence, etc.; and
- Other innovative projects that address the needs of the music industry during the pandemic.

APPLICATION PROCESS

HOW TO APPLY

STEP 1: Project Summary	STEP 2: Initial Assessment	STEP 3: Full Application
<p>Applicants submit one-page project summary through an online form on Creative BC website</p>	<p>Creative BC staff will contact applicant within 10 business days with initial assessment of project summary</p>	<p>If the project meets the goals of the Innovation program, you will be invited to submit a full application and may be given feedback about your project</p>

STEP 3: Full Application

- Online Application**
- A Certificate of Incorporation or Business Statement of Registration;**
- Project Plan** (questions provided);
- Project Budget** (template provided),
- Schedule of Activities** (template provided);
- Company/Organization financial statements**, for requests of \$10,000 or more,
- Vendor quotes or estimates** (if applicable);
- Expressions of support**
- Other supporting documents** (if applicable).

APPLICATION EVALUATION

Applications will be scored according to the following evaluation criteria:

- **Innovation**
- **Industry Development**
- **Economic Impact**
- **Diversity, Equity, and Inclusion**
- **Capacity**

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 select invoices and proof of payment, upon request; and
- Approved Creative BC and Province of BC logo placement(s).

KEY DATES

Applications open: June 30, 2020

Application deadline:

- rolling intake until **September 30, 2020**, or until all funds are disbursed
- Project summaries assessed within **10 business days**
- Full applications reviewed at the end of every month
- Supporting projects occurring between:
 - **April 1, 2020** and **September 1, 2021**

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

MORE INFORMATION

Visit the Innovation Program page on the Creative BC website at

www.creativebc.com

INNOVATION PROGRAM

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