

AMPLIFY BC

Innovation Program

2020/2021
Guidelines

AMPLIFY BC INNOVATION PROGRAM GUIDELINES 2020-2021

WHAT IS THE AMPLIFY BC INNOVATION PROGRAM?

The Innovation program is one of the Amplify BC programs funded by the Province of British Columbia to stimulate growth and activity in BC's music industry. This program supports innovative projects, platforms and services that address the needs of BC's music industry in response to the pandemic.

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.

Innovation Program Budget: \$300,000

KEY DATES:

Applications open: **June 30, 2020**

Application deadline: rolling intake until **September 30, 2020**, or until all funds are disbursed

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 INNOVATION PROGRAM?

- 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 ACTIVITIES

This program supports projects that help artists and companies adapt and pivot. The types of projects this program will fund include, but are not limited to:

- 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;
- 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.

This program supports projects serving a range of artists, companies or clients. Projects cannot predominantly benefit one artist, company or organization. This program will not fund individual artist projects, online concerts, or other projects that have limited impact outside a company or organization.

Artists seeking funding for individual creative assets or support must apply to the [Career Development](#) program. Live music presenters can access one-time operational support through the [Live Music](#) program, where funding is allocated based on need, urgency and impact. Live Music presenters can also access funding for online performances through [SoundON](#).

Operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible.

ELIGIBLE APPLICANTS

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.

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. Individuals will be required to register their business upon successfully receiving a grant.

This program will fund startups that are newly registered companies in addition to existing companies. Business collaborations are welcome in this program, as are applications from collectives. A primary applicant is required to take on legal responsibility for the project and manage all payments. The application should specify the partners or collaborators involved and their respective roles, with letters of support provided by each partner.

In addition, the principals, directors, officers, shareholders, and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

Creative BC will prioritize applications from underrepresented groups, including those from Indigenous, Black, People of Colour, persons who live with disabilities, and LGBTQ2S+ communities and other groups who experience systemic barriers to participation. Creative BC will also consider region, type of applicant, genre, cultural background, gender, type of activity, and other means, in order to fund the breadth of BC and its music industry. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit peoples.

FUNDING

Applicants can receive a minimum grant of **\$2,000** and a maximum grant of **\$40,000**.

Applicants may apply to Creative BC for a grant of **up to 75%** of the project budget. A minimum of **25%** of the total budget must come from other sources, including investment, earned revenue or in-kind contributions. The applicant must declare all sources of revenue or grants, whether confirmed or unconfirmed, in their application budget.

This program will fund activities and related expenses incurred between **April 1, 2020**, and **September 1, 2021**.

Successful applicants will receive a **75% advance payment** upon execution of a funding agreement, and **up to the remaining 25%** upon completion of the final report, based on eligible final expenditures. The funding agreement will include a schedule of deliverables, which will include, but is not limited to, a final report, and a cost report. Payment will be issued to the applicant company and not the individual or project vendors involved.

APPLICATION EVALUATION

Applications will be scored according to the evaluation criteria below:

- **Innovation:** Does this project propose a solution to an urgent need or gap in BC's music industry due to COVID-19? Does this project help artists and companies adapt, pivot and conduct business in new ways? Does this project stimulate the creation, application or evolution of new or existing ideas, tools, and technology?
- **Industry Development:** Does this project support BC artists and companies, and have a lasting impact on BC's music industry? Does this project demonstrate collaboration or meaningful partnerships? Do letters of support show industry investment in this project? Does the project show a clear plan for sharing, marketing and/or disseminating the tools or resources created through this project?
- **Economic Impact:** Does this project support new business opportunities within BC's music industry? Does this project support new opportunities for revenue generation?
- **Diversity, Equity, and Inclusion:** Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group, or an uncommon activity? Does this project have people from underrepresented groups in leadership roles, staff composition or artist roster? Does this project have a mandate or authentic partnerships to serve those communities?
- **Capacity:** Does the company have the ability, knowledge, track record, and/or financial management to undertake the project? Has the company presented a clear plan and budget for delivering the project? Can this project adapt in response to the changing demands and restrictions of the pandemic? Is this funding amount appropriate for the existing scope of business?

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 size of the company, or to increase regional representation and diversity of funded projects.

LOGO & ACKNOWLEDGEMENT

Successful recipients are required to publicly acknowledge Creative BC and the Province of British Columbia in all promotional materials associated with the project. Materials containing logos must be submitted in advance of use, for approval through the [Logo Usage Form](#). Approval can take between 2-5 business days. High resolution graphics can be downloaded on the [Creative BC Brand Assets](#) page.

PROJECT COMPLETION

Deadlines for final reports will be set approximately 60 days after the project end date submitted by the applicant up until **September 1, 2021**. Final report deadlines will be indicated in the recipient's funding agreement. Extensions may be requested prior to the deadline date and are subject to approval. Extensions will not be granted past **September 1, 2021**. Final reports can be submitted as soon as all expenses have been paid and work completed.

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\(s\)](#).

The applicant company is responsible for issuing all payments related to the project. Acceptable proof of payment includes bank statements, credit card statements, processed cheque, e-transfer or wire transfer, all of which need to include the date, amount paid, and name of the account holder that match the information on the invoice. Cash payments and/or signed invoices are not accepted. Applicants must demonstrate the market value of in-kind expenses. GST is ineligible.

Creative BC reserves the right to reduce the final grant amount based on the recipient's final report and cost report for the project. Awards will be reduced to maintain a maximum grant of 75% of final eligible expenditures.

The remainder of the grant will be released upon review and approval of the final report. Processing time for final reports is approximately 8 weeks.

FORFEITURE & 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, the applicant company is required to return funding. If funds are not repaid within 30 days of notice, the applicant company will be placed in default, and may be limited from accessing further funding from Creative BC.

RESPECTFUL WORKPLACE

Successful applicants are required to maintain a respectful workplace free of bullying and harassment, in compliance with the [Worker's Compensation Act](#), and applicable [Occupational Health and Safety Regulations](#), policies and guidelines, which must include adherence to provincial orders and WorkSafe BC requirements for a COVID-19 safety plan that assesses the risk of exposure at a workplace and implements measures to keep workers safe. Companies may be

required to provide copies of these procedures and guidelines to Creative BC, as well as evidence that such policies, procedures, and guidelines are being implemented.

HOW TO APPLY

Step 1: Prospective applicants are required to fill out an online form and attach the one-page project summary describing the idea for the project and how it responds to the needs of pandemic. The online form and project summary template are available at www.creativebc.com.

Step 2: After receipt of the one-page project summary, Creative BC staff will contact the applicant within 10 business days with an initial assessment on the project.

Step 3: Projects that meet the goals of this funding program will be invited to submit a full application to the Innovation program and given the link to the online application form. Applicants may be given feedback related to gaps, questions, and concerns to address in their application.

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC:

- Online Application Form (available at www.creativebc.com);
- A Certificate of Incorporation or Business Statement of Registration;
- Project Plan (questions provided);
- Project Budget (template provided), including all other sources of financing and whether they are confirmed;
- Schedule of Activities (template provided);
- Company/Organization financial statements in the form of a notice-to-reader, review engagement, or audited statements for the previous fiscal year, for requests of \$10,000 or more (companies under a year old may submit internally prepared statements);
- Vendor quotes or estimates (if applicable);
- Expressions of support that speak to the need and impact of the project, and accepted in the form of formal and informal letters, emails, audio clips, videos, or other means; and
- Other supporting documents (if applicable).

APPLICATION PROCESS

The Innovation program opens **June 30, 2020**. Application intake is rolling until **September 30, 2020**, at 11:59 PM PST, or until funds are no longer available. Creative BC will stagger the allocation of funding based on demand and the representation of applicants. The total funding committed to date for the Innovation program will be updated on the Creative BC website each month.

Applications will be reviewed by Creative BC staff at the end of each month. Results will be available before the end of the following month, or approximately every 4 weeks. Unsuccessful applications

may be revisited if their original scores are more competitive the following month. All applicants will be notified about the results of their application in writing via email.

Applicants with questions are encouraged to contact Creative BC staff before submitting an application.

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:

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