

AMPLIFY BC

Live Music Program: Business Development

2021/2022

Guidelines

AMPLIFY BC

LIVE MUSIC PROGRAM: BUSINESS DEVELOPMENT

GUIDELINES 2021-2022

The **Live Music** 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 B.C.-based live music presenters, creating engagement opportunities for artists and audiences.

This intake is designed to support the growth of the live music sector through business development activities. Funding will also support the recovery and restart of B.C.'s live music sector, funding live music events, creating engagement opportunities for audiences and artists, and enhancing music tourism throughout B.C.

Live Music Program Budget: \$2.6 million across two intakes: Operational Support and Regular Intake (Business Development and Presentation funding streams).

PROGRAM OVERVIEW:

Who is eligible? B.C. based music festivals, venues, concert presenters and promoters

Eligible activities: Capacity-building projects taking place in 2022

Grant amounts: \$2,000-\$100,000 per applicant company (across both funding streams)

Applications open: November 3, 2021

How to apply? Submit an online application by **December 15, 2021**, at 11:59 PM PST

Supporting projects occurring between **January 1, 2022**, and **December 31, 2022**

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

If you have questions or need assistance, please contact:

Mizzy Mejia | Coordinator, Music

Email: mmejia@creativebc.com

Schedule an Appointment: calendly.com/mizzycrbc

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WHAT ARE THE PRIORITIES OF THE LIVE MUSIC PROGRAM?

- Grow capacity, sustainability, and innovation within B.C.'s live music sector;
- Revitalize economic activity and jobs for B.C. musicians, live music companies, and industry professionals;
- Support music tourism and performance opportunities for artists and audiences; and
- Support a broad range of live music presenters, prioritizing the inclusion of underrepresented groups within B.C.'s music industry, who experience systemic barriers to participation.

FUNDING STREAMS

This program has two funding streams, with separate guidelines and application forms.

- A) Live music presenters can apply for live music events through the **Presentation** stream.
- B) Live music presenters can apply for capacity building activities through the **Business Development** stream.

Applicants may submit one or more applications for each funding stream.

ELIGIBLE APPLICANTS

Applicants must be B.C.-based festivals, venues, event producers or presenters that meet the following criteria:

- Is a B.C.-owned and controlled corporation, registered business, or sole proprietor with a valid GST number, that files B. C. tax returns. Applicants may also be not-for-profit organizations with headquarters in B.C. New companies and individuals acting as sole proprietors can apply but will be required to register their business upon successfully receiving a grant. New businesses are eligible to apply for funding;
- Primarily exists to present live music in B.C. or fills a gap in their respective community;
- Demonstrates ongoing and sustained commitment to presenting live music and engagement within the local music community; and
- Produces live music events in B.C., and assumes risk in the programming, producing, and promoting of these live music performances.

Not eligible to apply:

- Artists promoting or presenting their own tours or concerts; and
- Municipalities, spaces, or events owned or operated by any level of government.

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 to be eligible for this program

Alongside evaluation criteria, 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 neurodivergent 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, and 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.

ELIGIBLE ACTIVITIES

This funding stream provides eligible applicants support for business development activities that directly support the viability, capacity and sustainability of live music events, producers, and presenters. This funding stream is intended to support new or expanded activity, not ongoing operational expenses.

The types of projects eligible for this stream of funding include, but are not limited to:

- Capital infrastructure improvements;
- Audience development and market research;
- Improvements to business processes, policies, and procedures;
- Development of new products, services, or revenue streams;
- Staff growth and development; and
- Development of knowledge and skills.

Eligible expenses include:

- Equipment purchases and upgrades for sound systems, lighting, soundproofing, staging, technology, accessibility, etc.;
- Construction, building materials, and any other costs related to renovations or infrastructure improvements;
- Health and safety plans and protocols, PPE and supplies, safety equipment, etc.;
- Training, planning, and policy development related to communicable disease plans, crowd management, emergency preparedness, assault prevention, risk assessment, harm reduction, equity and inclusion, etc.;
- Marketing campaigns, audience research, economic impact studies;
- Training, courses, and consultants to grow knowledge and build skills for employees in a specific area;
- Expenses for new or expanded company staff positions;
- GST for applicants who do not have GST accounts; and
- Existing resources directly related to the project to support a portion of the project.

If applying for infrastructure upgrades, please provide information outlining the rental terms/ownership of the property and letters of support from owners or building management showing the ongoing commitment to maintaining the space as a live music venue.

Ineligible expenses include:

- Capital purchases not specific to the project;
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries; and
- Costs related to the presentation of live events, including artist fees (these can be applied for through the Live Music: Presentation stream).

Funding for conference fees and business travel, which includes travel to festivals, conferences, and general business meetings, is not eligible and can be accessed through [Music BC's Business Travel Grant](#). Travel directly related to the project is eligible, and travel to and from courses or training will be considered.

FUNDING

Grant amounts: **\$2,000 - \$100,000** for **up to 75%** of budgeted cash expenditures

Company Cap: Applicants will be approved for a maximum of \$100,000 per company, across the two funding streams.

Applicants are expected to contribute to the financing of the project and seek other revenue sources where appropriate. Public funding from any source cannot equal more than 75% of the budget.

Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to **December 31, 2022**.

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.

APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of live music companies, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program using the categories below. The [Business Development Scoring Priorities Sheet](#) is available on the Creative BC website.

- **Project**
- **Resilience, Recovery & Adaptation**
- **Economic Impact**

- **Diversity, Equity, and Inclusion**

The review period for complete applications is approximately **12 weeks** after the program deadline date. All applicants will be notified by email.

PROJECT COMPLETION

Recipients are required to complete a final report detailing the impact of the funding and provide invoices and proof of payment for expenses by **December 31, 2022**. The recipient 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.

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](#) regarding gatherings and events, and should prepare 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 the recovery, activity, and growth of B.C.'s music industry.

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

APPLICATION CHECKLIST

The online application is available on the Creative BC website. Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed.

Live Music: Business Development opens **November 3, 2021 | Deadline December 15, 2021, at 11:59 PM PST.**

Complete and submit the following items in Windows compatible formats:

Required for all applicants:

- Online application form** ([available on the Creative BC website](#))
- Budget**
- A Certificate of Incorporation, Business Statement of Registration, Society Certificate, OR proof of GST registration.** Applicants are not required to have a registered business at the time of application but must register upon successfully receiving a grant.

Required for some applicants:

- Company/Organization financial statements** that are externally prepared, in the form of a notice-to-reader, review engagement, or audited statements for the previous fiscal year, for requests over \$10,000 or more (companies under a year old may submit internally prepared statements).

Recommended materials:

- Letters of support** from partners and supporters
- Other supporting documents** such as vendor quotes for large purchases/expenses, promotional materials, event calendars, confirmation of other funding
- Plans and Policies:** Communicable disease plan, respectful workplace policy, safety riders, equity, or accessibility policies