

# AMPLIFY BC

## LIVE MUSIC: BUSINESS DEVELOPMENT

### SCORING PRIORITIES 2021-2022

<p><b>Project:</b> Will this project contribute to the viability, capacity, and sustainability of the applicant? How does this project connect to the applicant's reopening strategy? Has the applicant provided a clear description of their project and what it is intended to achieve?</p>
<p><b>Resilience, Recovery &amp; Adaptation:</b> What is the organization doing currently to reduce expenses, earn revenue, and maintain viability? How is the company adapting to changes in the industry? What is the company's plan for reopening, future operations and maintaining audience? What did the company learn last year, and how is this informing business strategy for the future?</p>
<p><b>Economic Impact:</b> Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project create jobs and grow audiences for BC artists? Does this project stimulate music tourism, and create local economic impact?</p>
<p><b>Diversity, Equity and Inclusion:</b> Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from underrepresented groups? Does this applicant have project have a history of presenting artists from underrepresented groups, or authentic partnership to serve those communities?</p>
<b>TOTAL ASSESSMENT /100</b>

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Live Music program.