

AMPLIFY BC

LIVE MUSIC PROGRAM: BUSINESS DEVELOPMENT SCORING SHEET 2019-2020

Applicant Company: _____	TOTAL SCORE
Idea, Strategy + Approach: Will this project contribute to the overall growth of the company, and result in audience growth and revenue generation? Has the applicant provided a clear description of their project and what it is intended to achieve?	/40
Company Capacity: Does the company have the capacity, knowledge, and track record to undertake the project? Has the company presented a clear plan and realistic budget for achieving the project?	/40
Future Capability: Does this project build company capacity and sustainability, help the applicant adapt to the marketplace, or test new ideas?	/30
Economic Impact: Does this project have a measurable economic impact for the company, the community or the industry? Will this project increase music tourism, and create ongoing employment opportunities for BC artists and industry professionals?	/30
Financial Viability and Budget: How realistic and achievable is the budget? What is the financial health and track record of the applicant? Does the budget include specific vendors and have vendor quotes to support the costs? Is this funding amount appropriate for existing scope of business?	/20
Investment in BC Talent: Does this project develop the careers of BC artists and industry professionals? Does this project provide BC artists and/or industry professionals with training or mentorship opportunities?	/20
Diversity: Amplify BC is committed to supporting the full range of BC's music industry, including activity across BC's regions, the many genres and business activities within the music industry, and representation of gender, Indigenous peoples and the many cultural communities in BC. Does this project connect with these goals?	/20
TOTAL ASSESSMENT	/200

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