

AMPLIFY BC

LIVE MUSIC GUIDELINES 2019-2020

creativebc



**BRITISH
COLUMBIA**

AMPLIFY BC LIVE MUSIC PROGRAM GUIDELINES 2019-2020

WHAT IS THE AMPLIFY BC LIVE MUSIC PROGRAM?

The Live Music program is one of four Amplify BC programs funded by the Province of BC to stimulate growth and activity in BC's music industry.

This program is designed to support the economic growth of BC's live music sector, funding live music performances for audiences, artists and youth, and enhancing music tourism throughout BC. Funding will also support the growth of the live music sector through business development activities.

Live Music Program Budget: \$1.7 million

KEY DATES:

Applications open: **October 2, 2019**

Application deadline: **November 13, 2019**

Supporting projects occurring between **October 2, 2019**, and **October 1, 2020**

Final reports due: ongoing until **October 1, 2020**

WHAT ARE THE PRIORITIES OF THE LIVE MUSIC PROGRAM?

- Increase economic activity and jobs for BC musicians and music industry professionals;
- Stimulate innovation, growth and capacity within BC's live music sector;
- Expand music tourism by increasing the number of live music events for BC audiences and out-of-province visitors; and
- Foster diversity through projects by supporting broad regional and cultural engagement.

APPLICATION CATEGORIES

Applicants may submit one or more applications for each funding category described below, exceeding the company cap, however applicants will only be eligible for the maximum grant amount (see: FUNDING).

A) Live Music Presentation

B) Business Development

LIVE MUSIC PRESENTATION

ELIGIBLE ACTIVITIES

This category provides eligible applicants with funding for **new** live music events **or expanded** live music events that increase economic growth and impact.

Creative BC defines expansion in the following ways:

- Increasing the number of artists presented;
- Increasing the size and scope of an event with increased associated expenditures; and/or
- Increasing the number of days of programming or number of live music events presented.

For existing projects, Creative BC will fund up to 50% of expenditures associated with the expansion, not the entire event. Increased artist fees alone do not qualify as expansion. Programming new artists, new works and commissions are not considered new activity. Expanded programming must support increased economic activity for the organization, the sector, industry professionals and/or musicians. Preference will be given to applicants investing in BC artists. Applicants must indicate in the application how they intend to sustain this activity into the future.

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

- Music festivals;
- Concert series;
- Year-round programming; and/or
- One-off live music events with significant economic impact.

Eligible expenses include direct costs for programming, producing, and promoting new or expanded live music performances in BC:

- Programming costs such as artist fees, artist travel, meals, accommodations;
- Production costs such as rental or construction of staging, venue, sound, lighting;
- Labour costs such as hiring of event staff, contract workers, skilled technicians;
- Event-related costs such as rental or purchase of fencing, toilets, permits, insurance; and
- Marketing costs such as online advertising, ad placements, banners, signs, and other marketing costs.

Ineligible expenses include:

- Costs not related to expansion;
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries;
- Alcohol;
- Tours or concerts benefitting one particular artist; and

- Award shows, fundraisers, galas, mixers, private events, or events where artists are asked to play for free.

ELIGIBLE APPLICANTS

Applicants must be BC-based festivals, venues, event producers or presenters that meet all of the following criteria:

- Is an incorporated company, a registered business OR a not-for-profit organization;
- Primarily exists to present live music, 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 BC, and assumes risk in the programming, producing and promoting of these live music performances.

Out-of-province applicants must demonstrate how their project has direct implications for BC's local economy, artists, and industry professionals. Letters of support are required to show community and industry support for the project.

BUSINESS DEVELOPMENT

ELIGIBLE ACTIVITIES

This category provides eligible applicants with funding to undertake business development activities that directly support the economic growth and sustainability of live music events, producers and presenters. Applicants must demonstrate how a one-time investment in this particular project or activity will increase their organizational capacity and long-term business viability. This program is intended to support new or expanded activity, not operational expenses. In order to fund sustainable growth, projects can build on existing business strategy with clear business outcomes.

The types of projects eligible for this category 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;
- Sustainable staff growth and development; and
- Development of knowledge and skills.

Eligible expenses include:

- Improvements to venues, sound systems, lighting, soundproofing, staging, equipment, accessibility;
- Expanded marketing campaigns, audience research, economic impact studies;

- Training, planning and policy development related to crowd management, emergency preparedness, assault prevention, risk assessment, harm reduction, etc.;
- Training, courses, and consultants to grow skills in a specific area;
- Expenses for new or expanded staff positions; 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 claimed through Category A - Live Music Presentation).

Funding for conference fees and business travel, which includes travel to festivals, conferences, and general business meetings, is ineligible and can be accessed through [Music BC's Business Travel Grant](#), however, expenses for travel to and from courses or training will be considered.

ELIGIBLE APPLICANTS

Applicants must be BC-based festivals, venues, event producers or presenters that meet all of the following criteria:

- Is a BC-owned and controlled corporation or registered business OR a Canadian not-for-profit organization with headquarters in BC;
- Primarily exists to present live music, 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 BC, and assumes risk in the programming, producing and promoting of these live music performances.

ELIGIBILITY

Applicants who received funding through the 2018-2019 Live Music program must have submitted their final report to Creative BC by October 1, 2019, in order to be eligible.

Alongside evaluation criteria, priority will be given to applications that focus on diversity, gender parity, and Indigenous peoples, and to applicants who have yet to receive significant funding from Creative BC. Creative BC encourages application from Indigenous and diverse groups. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit

peoples.

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 funding through this program.

FUNDING

BC-owned and controlled companies or not-for-profit organizations headquartered in BC are eligible for a minimum grant of **\$5,000** to a maximum of **\$150,000** through the Live Music program, and may apply to Creative BC for a grant of **up to 50%** of budgeted cash expenditures. For existing projects, Creative BC will fund up to 50% of expenditures associated with the expansion, not the entire event.

Out-of-province applicants are eligible for a minimum grant of **\$5,000** to a maximum of **\$100,000** through the Live Music program, and may apply to Creative BC for a grant of **up to 25%** of budgeted cash expenditures.

Applicants are expected to contribute to the financing of the project, and seek other revenue sources where appropriate. Public funding from any source, including the BC Arts Council, Creative BC, and any other public agency cannot equal more than 75% of the budget. There is no public funding cap for applications from companies owned by Indigenous peoples. 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 **October 2, 2019**, and **October 1, 2020**.

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 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, the economic impact of the project, and the applicant's capacity to deliver the project. Evaluation is competitive and comparative, based on the applications submitted and funding available. A proposed scoring sheet is available on the Creative BC website.

Applications will be scored according to the evaluation criteria below:

- **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?
- **Company Capacity:** Does the company have the capacity, knowledge, and track record to undertake the project? Has the company presented a clear plan and timeline for achieving the project? Has the company demonstrated an audience for this type of activity?
- **Future Capability:** Does the project build company capacity and sustainability, help the applicant adapt to the marketplace, or test new ideas?
- **Financial Viability and Budget:** How realistic and achievable is the budget? What is the financial health and track record of the applicant? Is this funding amount appropriate for the existing scope of business?
- **Economic Impact:** Does this project have the measurable economic impact for the company, the community, or the industry? Will this project increase music tourism and create ongoing opportunities for BC artists and industry professionals?
- **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? Are artist fees fair and reasonable?
- **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?

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 company or track record, or to increase regional representation and diversity of funded projects.

LOGO AND 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. The logo must be large enough so that the tagline is clear and legible.

Successful recipients of this program will be asked to provide Creative BC with a sponsorship recognition proposal based on the amount of funding provided, including items such as tickets or passes, advertising opportunities, speaking engagements and social media mentions.

PROJECT COMPLETION

Deadlines for final reports will be set approximately 90 days after the project end date submitted by the applicant up until **October 1, 2020**. 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 **October 1, 2020**. Final reports can be submitted as soon as all expenses have been paid, work completed, and the event has taken place.

To complete the final report and receive the balance of funding, recipients must submit the following:

- Online Final Report
- Detailed Cost Report (template provided)
- Copies of select invoices and proof of payment, upon request
- [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. In-kind expenses and GST are 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 50% of final eligible expenses.

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

APPLICATION REQUIREMENTS

To apply, applicants must 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, Budget & Schedule of Activities (questions and templates provided) for Category A - Live Music Presentation;
- Project Plan, Budget & Schedule of Activities (questions and templates provided) for Category B – Business Development;
- 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);
- Letters of support from partners and supporters (required for out-of-province applicants, new events, and projects that are filling a gap);
- Vendor quotes or estimates (if applicable); and
- Other supporting documents such as artist lineups, lease agreements, job descriptions (if applicable).

APPLICATION PROCESS

The deadline for applications is **November 13, 2019 at 11:59 PM PST**. The review period for complete applications is approximately **12 weeks** after the program deadline date. Successful applicants will be subsequently forwarded a funding agreement that, upon execution, shall be binding between the eligible applicant and Creative BC. Unsuccessful applicants will be notified by in writing by email.

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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