

AMPLIFY BC

Live Music Program Operational Support

2021/2022
Guidelines

AMPLIFY BC LIVE MUSIC PROGRAM: OPERATIONAL SUPPORT 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 will provide operational support for venues, festivals, and concert presenters affected by the COVID-19 pandemic, in order to assist with the recovery and restart of the live music industry.

Live Music Program Budget: \$2.6 million across two intakes.

PROGRAM OVERVIEW:

Who is eligible? B.C.-based music festivals, venues, and concert presenters that experienced [financial losses](#) due to the COVID-19 pandemic.

Grant amounts: \$500-\$75,000, no matching funding required.

Applications open: August 11, 2021

Application deadline: September 15, 2021

Funding offers issued: starting October 6, 2021

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

If you have questions or need assistance, please contact:

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WHAT ARE THE PRIORITIES OF THE LIVE MUSIC PROGRAM?

- Provide financial support to assist with the restart and recovery of the live music sector;
- Protect live music infrastructure and support the viability and sustainability of venues, festivals, and concert presenters;
- Support employment for industry professionals and vendors providing vital services to B.C.'s live music industry;
- Provide flexible funding for companies to respond to their most urgent needs; and
- Support a broad range of [live music presenters](#), prioritizing the inclusion of underrepresented groups who experience systemic barriers to participation.

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 or registered business, a Canadian not-for profit organization with headquarters in B.C. and files B.C. tax returns, or a sole proprietor with a valid GST number. Individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant
- Primarily exists to present live music in B.C. or [fills a gap in their respective community](#). Events where music is a side component at a community event, fair, festival representing another discipline, etc., are ineligible;
- Can demonstrate [financial losses](#) due to COVID-19; and
- Continue to operate in the live music sector. Applicants with festivals, venues, or projects that permanently closed prior to submitting their application are not eligible.

Municipalities or spaces and events owned or operated by any level of government are not eligible for funding through this program.

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 neurodiverse, 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, other means, in order to fund the breadth of BC and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC.

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

ELIGIBLE ACTIVITIES

Recipients are expected to use the funding to meet the most urgent needs and support the activities of their business. Examples of eligible activities include:

- Rent, mortgage, utilities, insurance, or other expenses related to owning or operating a live music company;
- Salaries or wages for employees or contract staff;
- Artist fees and deposits;
- Non-recoverable costs due to the postponement or cancellation of an event;
- PPE, safety equipment, or the implementation of Communicable Disease Plans; and
- Staff training, infrastructure upgrades, technology, livestreaming, or any other costs required for reopening or pivoting as a result of the pandemic.

FUNDING

Grant amounts: **\$500 - \$75,000**

No matching funds are required for this intake. There is a cap of **\$75,000** per applicant company.

Grants awarded will not exceed losses experienced due to COVID-19. Losses already claimed and covered by other support programs cannot be used to claim funding through this program.

Successful applicants will receive a payment of **100% of the grant amount** after signing a funding agreement.

APPLICATION PROCESS

The deadline for applications is **September 15, 2021, at 11:59PM PST**.

The online application form is available on the Creative BC website. Applicant companies must provide basic information about their business, including a record of financial losses due to COVID-19 and operating costs.

Applications will also need to declare all other public funding sources, and COVID-19 supports being accessed, such as:

- **Canada Emergency Wage Subsidy (CEWS)**
- **Canada Emergency Rent Subsidy (CERS) / Canada Emergency Commercial Rent Assistance (CECRA)**
- **Canada Emergency Business Account (CEBA)**
- **BC Arts Council**
- **Province of B.C. Circuit Breaker Business Relief**
- **Province of B.C. Small & Medium Sized Business Recovery**
- **Vancouver Foundation**

- Canadian Heritage - All emergency support and new funding received **through** the following agencies and programs:
 - **Canadian Heritage** - via *Canada Arts Presentation Fund*, and *Building Communities Through Arts and Heritage*
 - **Canada Council for the Arts**
 - **FACTOR**

Applicants are not required to declare funding received through the Canada Emergency Response Benefit (CERB), Canada Recovery Benefit (CRB), or Employment Insurance (EI) programs.

Funding bodies may be consulted to determine the accuracy of public funding declarations.

The review period for complete applications is approximately **6 weeks** after the program deadline date. All applicants will be notified by email.

APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff according to the priorities of the program, using the categories below. Evaluation is competitive and comparative, based on the applications submitted and funding available. The [Live Music Program Scoring Priorities Sheet](#) is available on the Creative BC website, with descriptions for each category.

- **Need**
- **Loss of Infrastructure & Activity**
- **Resilience & Future Plans**
- **Diversity, Equity, and Inclusion**
- **Accessibility of other funding**

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

Applicants must complete and submit the following items to Creative BC:

- [Online application form](#);
- 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.; and
- A record of financial losses due to COVID-19** in the form of Company/Organization financial statements, a notice-to-reader, review engagement, audited statements, or internal profit/loss statements for the previous completed fiscal year.

DEFINITIONS

Financial losses: An estimation of financial losses in 2020 and 2021, due to COVID-19. In scoring, Creative BC will be comparing losses demonstrated by applicant companies as a percentage of previous years' revenues. Percentage ranges for high priority, mid priority, and low priority applications will be based on data provided by all applicants. Access to other COVID-19 funding through public and private sources will also be considered.

Fills a gap in their community: Applicants should primarily exist to present live music, however, in some regions or within underrepresented communities, the applicant may have a different core business but may be the sole presenter of live music.

Live music presenter: Includes venues, festivals, promoters, and concert presenters who are assuming the risk in programming, producing, and promotion of live music events. Live music includes DJs, as long as they are performing live and are the main feature of the event.