

# AMPLIFY BC

## Live Music Program: Presentation

2021/2022

Guidelines

# AMPLIFY BC LIVE MUSIC PROGRAM: PRESENTATION 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 recovery and restart of B.C.'s live music sector, funding live music events, and enhancing music tourism throughout B.C. Funding will also support the growth of the live music sector through business development activities.

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

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## PROGRAM OVERVIEW:

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

**Eligible activities:** Live music events 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**

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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](mailto:mmejia@creativebc.com)

Schedule an Appointment: [calendly.com/mizzycrbc](https://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 stream provides eligible applicants with funding for live music events, including:

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

Eligible expenses include direct costs for programming, producing, and promoting live music performances in B.C., such as:

- 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 event staff, contract workers, skilled technicians;
- Event-related costs such as rental or purchase of fencing, toilets, permits, insurance;
- Marketing costs such as online advertising, ad placements, banners, signs, and other marketing costs;
- COVID-19 costs: Health and safety plans and protocols, PPE and supplies, safety equipment, training, etc.; and
- GST for applicants who do not have GST accounts.

Ineligible expenses include:

- Operating costs not specific to the event, including utilities, regular maintenance, corporate overhead, or salaries;
- Alcohol;
- Tours, album release shows, or concerts benefitting one particular artist; and
- Award shows, fundraisers, galas, mixers, private events, and events where artists are asked to play for free, or where artists must sell a certain number of tickets to be paid.

## 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 [Presentation Scoring Priorities Sheet](#) is available on the Creative BC website.

- **Project**
- **Resilience, Recovery & Adaptation**
- **Performance Opportunities for Artists**
- **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: Presentation 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](#))
- 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 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 artist lineups, promotional materials, event calendars
- Plans and Policies:** Communicable disease plan, respectful workplace policy, safety riders, equity, or accessibility policies