

# AMPLIFY BC

## Live Music Program – Stream B

2020/2021  
Guidelines

# AMPLIFY LIVE MUSIC PROGRAM

## STREAM B: OPEN INTAKE

### GUIDELINES 2020-2021

#### WHAT IS THE AMPLIFY BC LIVE MUSIC PROGRAM?

The Live Music program is one of the Amplify BC programs funded by the Province of BC to stimulate growth and activity in BC's music industry. This program supports BC-based live music presenters, creating engagement opportunities for audiences, artists and youth.

For 2020-21, this program has been redesigned to provide one-time operational support for venues, festivals, and concert presenters affected by the COVID-19 pandemic in order to protect existing infrastructure and jobs.

**Live Music Program Budget: \$2.2 Million**

#### KEY DATES:

Applications open: **June 30, 2020**

Application deadline: **July 28, 2020**

Funding offers issued: ongoing until **August 26, 2020**

Final reports due: ongoing until **September 1, 2021**

#### WHAT ARE THE PRIORITIES OF THE LIVE MUSIC PROGRAM?

- Provide timely financial support to the live music sector affected by the COVID-19 pandemic;
- 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 BC's live music industry;
- Provide funding with increased flexibility, for companies to respond to their most urgent needs; and
- Support a broad range of music companies, with regional and cultural representation.

## APPLICATION STREAMS

In order to deliver funding through an expedited process, the 2020-21 Live Music program will disburse grants through two streams:

- A) Previous Recipients
- B) Open Intake

Applicants may submit only one application per registered company or organization through Stream B. Guidelines and application information for Stream A are available on the Creative BC website.

## STREAM B: OPEN INTAKE

### ELIGIBILITY

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

- Is a BC-owned and controlled corporation or registered business OR a Canadian not-for-profit organization with headquarters in BC and files BC tax returns;
- 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 promotion of these live music performances.

To receive funding through the Live Music program, companies must also:

- a) Demonstrate lost revenues equal to or greater than the grant amount, due to COVID-19;
- b) Continue to operate in the live music sector. Previous recipients with festivals, venues, or projects that closed prior to COVID-19 are not eligible in this stream;
- c) Music must be the primary focus of the event or live music project delivered by the applicant. Events where music is a side component at a community event, fair, festival representing another discipline, etc., are ineligible; and
- d) The principals, directors, officers, shareholders, and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

Municipalities and city-operated spaces are not eligible for funding through this program.

Creative BC encourages application from Indigenous and underrepresented groups. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit peoples.

## FUNDING

Applicants are eligible for a minimum grant of **\$500** to a maximum of **\$75,000** through Stream B. No matching funds are required.

Companies are required to show losses equal to or greater than the eligible grant amount, otherwise grants will be reduced to equal lost revenues due to COVID-19. Losses already claimed and covered by other support programs cannot be used to claim funding through this program.

There is a cap of **\$75,000** per applicant company across both streams of the Live Music program. The total funding available in this program is limited. Applying does not guarantee funding.

The percentage of revenues determining grant amounts and the distribution of funding may be adjusted based on industry demand and the delivery of complementary federal and provincial support programs, to ensure fairness in supporting BC's music industry.

Upon acceptance of the funding offer, successful applicants will receive a payment of **100% of the grant amount** upon execution of a funding agreement. Payment will be issued by electronic payment, by direct deposit or e-transfer.

## ELIGIBLE ACTIVITIES

Recipients are expected to use the funding to meet the most urgent needs and support the activities of their business. Eligible activities include, but are not limited to:

- 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; and
- PPE, safety equipment, infrastructure upgrades, technology, livestreaming or any other costs required for reopening or pivoting as a result of the pandemic.

## APPLICATION PROCESS

The deadline for applications is **July 28, 2020 at 11:59PM PST**.

Applicants will need to verify they meet the criteria of the grant and provide the appropriate information and documentation to calculate the maximum eligible grant amount.

Applicant companies must provide basic information about their business, including financial statements, losses due to COVID-19, monthly operating costs, and need and urgency of funding.

Applications will also need to declare all other public funding sources, and COVID-19 supports being accessed, including but not limited to:

- **Canada Emergency Wage Subsidy (CEWS)**
- **Canada Emergency Commercial Rent Assistance (CECRA)**
- **Canada Emergency Business Account (CEBA)**
- **BC Arts Council - [Arts & Culture Resilience Supplement](#)**
- **Vancouver Foundation - [Community Response Fund](#)**
- **[Emergency Support Fund](#)** for Cultural, Heritage and Sport Organizations through **Canadian Heritage** in Phase One through:
  - **Canadian Heritage** - via *Canada Arts Presentation Fund*, and *Building Communities Through Arts and Heritage*
  - **Canada Council for the Arts** - *COVID-19 Emergency Support Fund*
  - **FACTOR** - *CMF COVID-19 Emergency Support Fund*

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

The review period for complete applications is approximately **4 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 in writing by email.

## APPLICATION REQUIREMENTS

To apply, applicants must complete and submit the following items to Creative BC:

- Online Application Form (available at [www.creativebc.com](http://www.creativebc.com)); and
- Company/Organization financial statements in the form of a notice-to-reader, review engagement, audited statements, or internal profit/loss statements for the previous completed fiscal year.

## APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff. Evaluation is competitive and comparative, based on the applications submitted and funding available. Applications will be scored according to the criteria below:

- **Need:** What level of monthly expenditures are required to stay viable? How urgent is the request? Are there immediate risks if the company is not funded? Is there a critical cash flow concern?
- **Loss of infrastructure:** Are venues or other spaces at risk of closure? How many in the live music supply chain will be affected? How many jobs are at risk (employees and contract labour)?
- **Loss of activity:** What is the level of activity that will be at risk? How many concerts or performances will be lost? How many artists does the company present annually?

- **Resilience:** How is the company adapting to changes in the industry? What is the organization doing currently to reduce expenses, earn revenue, and maintain viability?
- **Diversity, Equity and Inclusion:** Does the applicant serve or represent an underrepresented or equity-seeking group in BC's music industry? Does the applicant serve a regional community and act as one of few live music presenters in the area? Does the project present live music in an underrepresented genre?
- **Accessibility of other funding:** Has the applicant fallen through the gaps of other available COVID-19 funding support? How much funding has this applicant received in comparison to the need?

## LOGO AND ACKNOWLEDGEMENT

Successful recipients are asked to acknowledge Creative BC and the Province of British Columbia by tagging Creative BC on social media using @creativebcs and #amplifybc.

## 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, which must include adherence to provincial orders and [WorkSafe BC](#) requirements for a COVID-19 safety plan that assesses the risk of exposure at a workplace and implements measures to keep workers safe. 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.

## PROJECT COMPLETION

Recipients are required to complete a final report detailing the impact of the funding.

## FOR MORE INFORMATION

Amplify BC programs will deliver funding through four streams serving BC artists, live music presenters, music companies and industry development to BC's music industry during the pandemic.

For more information about this program and upcoming opportunities, please contact:

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