

# AMPLIFY BC

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**MUSIC COMPANY DEVELOPMENT GUIDELINES 2018-2019**

**creativeBC**



# AMPLIFY BC MUSIC COMPANY DEVELOPMENT PROGRAM GUIDELINES 2018-2019

## WHAT IS THE AMPLIFY BC MUSIC COMPANY DEVELOPMENT PROGRAM?

The Music Company Development 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 build the capacity and support the growth and sustainability of BC-based music companies through investing in business development activities.

**Music Company Development Program Budget: \$900,000**

### KEY DATES:

Applications open: **August 8, 2018**

Application deadline: **September 19, 2018**

Supporting projects occurring between **August 8, 2018**, and **September 1, 2019**

Final reports due: ongoing until **September 1, 2019**

## WHAT ARE THE PRIORITIES OF THE MUSIC COMPANY DEVELOPMENT PROGRAM?

- Stimulate growth and capacity within BC's music companies;
- Increase economic activity, profitability, and jobs for BC's music industry;
- Create opportunities for risk-taking, cross-sector collaboration, and innovative business practices;
- Invest in organizational talent and the development of industry professionals; and
- Support a diverse range of music companies, with broad regional and cultural representation.

## ELIGIBLE ACTIVITIES

This program supports business development activities that directly support the economic growth and sustainability of companies active in BC's music industry. 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 funding include, but are not limited to:

- Launching new business units;
- Researching, testing, and the development of new technology, products or revenue streams;
- Improvements to business processes;
- Sustainable staff growth and development;
- Expanded company marketing initiatives;
- Development of knowledge and skills; and
- Establishment of new business operations or satellite offices in BC.

Eligible expenses include:

- Capital costs directly related to company growth;
- Expenses for new or expanded staff positions with a detailed plan on how the position will be sustained after the funding has been used; and
- Existing resources directly related to the project to support a portion of the project.

Ineligible expenses include:

- Initiatives associated with a particular artist;
- Funding for business travel and conference fees (these can be accessed through [Music BC](#));
- Capital purchases not specific to this project; and
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries.

## ELIGIBLE APPLICANTS

Applicants must meet all of the following criteria:

- Eligible applicants must be:
  - a) Companies with primary business activities in the music industry such as, but not limited to record labels, music publishers, artist managers, music supervisors, music publicists, or recording studios; or
  - b) Companies from a related sector proposing a multimedia, cross-sector, or technology project that has direct implications for BC's music industry.
- The applicant company must be:
  - a) a BC corporation, BC registered business or Canadian corporation with headquarters in BC and files provincial tax returns; or
  - b) a BC or Canadian not-for-profit organization with headquarters in BC.
- Operational for a minimum of two years, or a new business with key personnel with a minimum of two years professional experience.
- Must be a company that doesn't primarily exist to benefit one artist or client. Artist-entrepreneurs are not eligible for this program and must apply for funding through the [Career Development](#) program.

Applicants who received funding through the BCMF Music Company Development program must submit their final report to Creative BC no later than October 1, 2018, in order to be eligible.

A limited number of applications may be approved for non-music companies proposing music-related projects that benefit BC's music industry. Letters of support are required to show music industry support for the project. Please consult with Creative BC to discuss your project before applying to ensure your project is eligible.

Alongside evaluation criteria, priority will be given to applicants 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 applications from Indigenous and diverse groups. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit peoples.

Applicants that primarily exist to present live music are ineligible for the Music Company Development program and must apply for funding through the [Live Music](#) program.

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.

## FUNDING

Applicants can receive a minimum grant of **\$5,000** and a maximum grant of **\$75,000**.

Applicants may apply to Creative BC for a grant of **up to 50%** 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 FACTOR, Creative BC, and any other public agency cannot exceed 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 **August 8, 2018**, and **September 1, 2019**.

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.

## APPLICATION EVALUATION

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 evaluated by Creative BC staff and a panel of industry professionals representing a variety of business activities, industry backgrounds, regions, and demographics.

Applications will be scored according to the evaluation criteria below:

- **Idea, Strategy & Approach:** Is this a good idea? How does this project fit within their business model and company strategy? Has the applicant provided a clear description of their project and what it is intended to achieve? Are the budgeted items relevant to the delivery of the project?
- **Company Capacity:** Does the company have the capacity, knowledge, track record, and financial health to undertake the project? Has the company presented a clear plan and budget for achieving the project? Is this funding amount appropriate for the existing scope of business?
- **Economic Impact:** Does the project allow the company to grow and improve long term business viability and profitability for the future, and be successful in their competitive landscape? How many BC-based jobs are created, and will they lead to ongoing and sustainable employment opportunities?
- **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 the project connect with these goals?
- **Innovation:** Does the project give the company the ability to adapt and take risks in today's marketplace? Does this project create opportunities for risk-taking, cross-sector collaboration, or innovative business practices? Does this project stand out as being entrepreneurial and forward-thinking?
- **Investment in BC Talent:** Does this project invest in growing the skill and knowledge of BC music industry professionals? Does this project allow the company to identify their gaps and build an effective team? Will this project grow company capacity to serve more BC artists?

The total funding available in this program is limited and competitive. Funding requests may be reduced if expenses are ineligible, not addressed in the project plan, disproportionate to the size of company, or to increase regional representation and diversity of funded projects.

Results will be available approximately 10 weeks after the program deadline date. Incomplete applications may not be processed. Successful applicants will subsequently be 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.

## LOGO & ACKNOWLEDGEMENT

Successful recipients are required to publicly acknowledge Creative BC and the Province of British Columbia in all promotional materials associated with the project. Specific logo and recognition requirements are outlined in the funding agreement. Recipients are required to submit logo use mockups well in advance of dissemination, to allow enough time for the approval process. Logo [usage guidelines and graphics criteria](#) can be found on the [Creative BC website](#). Logo approval can take between 2-5 business days. Mockups are to be submitted through the [Third Party Use form](#). Creative BC reserves the right to reduce funding for any projects that fail to include logo acknowledgement.

## PROJECT COMPLETION

Once projects are completed, in order to receive the balance of funding, recipients must complete and submit the following documents to Creative BC for review:

- 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.

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

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 expenditures.

Recipients are expected to complete their project by the deadline date. Extensions are not guaranteed. All projects must be completed, with final reports submitted by **September 1, 2019**.

## FOREFEITURE & 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 the advance payment exceeds the total eligible grant amount based on the final project budget, the additional funds must be returned to Creative BC. If funds are not repaid within 30 days of notice, the applicant company will be placed in default. According to the terms of the funding agreement, this limits the

applicant, its principals, and any parent or subsidiary companies 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](http://www.creativebc.com));
- A Certificate of Incorporation or Business Statement of Registration;
- Project Plan (questions provided);
- Project Budget (template provided);
- Schedule of Activities (template provided);
- 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); and
- Other supporting documents (if applicable).

### **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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