

AMPLIFY BC

MUSIC COMPANY DEVELOPMENT GUIDELINES 2019-2020



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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: \$800,000

KEY DATES:

Applications open: **July 3, 2019**

Application deadline: **August 14, 2019** at 11:59 PM PST

Supporting projects occurring between **July 3, 2019**, and **September 1, 2020**

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

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;
- Receptions, mixers, networking events, luncheons, fundraisers, galas, and parties;
- Capital purchases not specific to this project; and
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries.

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 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.

- 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 previously received funding through the Amplify BC Music Company Development program must submit their final report to Creative BC no later than **August 14, 2019**, 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 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 applications from Indigenous and underrepresented 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 **July 3, 2019**, and **September 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 business activities, 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. Incomplete applications may not be processed. Refer to the [Music Company Development Scoring Sheet](#) on the Creative BC website to view the weighting of the categories below.

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. 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 to increase regional representation and diversity of funded projects.

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. 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.

PROJECT COMPLETION

Deadlines for final reports will be set approximately 60 days after the project end date submitted by the applicant up until **September 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 **September 1, 2020**. Final reports can be submitted as soon as all expenses have been paid and work completed.

To complete the final report and receive the balance of funding, applicants 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 expenditures.

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

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 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 (questions provided);
- Project Budget (template provided), including all other sources of financing and whether they are confirmed;
- 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);
- Vendor quotes or estimates (if applicable); and
- Other supporting documents (if applicable).

APPLICATION PROCESS

The deadline for applications is **August 14, 2019 at 11:59 PM PST**. The review period for complete applications is approximately **12 weeks** after the program deadline date. 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

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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