

AMPLIFY BC

Music Company Development Program

2021/2022

Guidelines

AMPLIFY BC MUSIC COMPANY DEVELOPMENT PROGRAM GUIDELINES 2021-2022

The **Music Company Development** 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 the sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities.

Music Company Development Program Budget: \$1 million across two intakes: Operational Support and Regular Intake.

PROGRAM OVERVIEW:

Who is eligible? B.C. based music companies serving more than one artist or client

Eligible activities: Business development projects taking place in 2022

Grant amounts: **\$2,000-\$75,000** per applicant company, for up to 75% of expenses

Applications open: December 8, 2021

How to apply? Submit an online application by **January 26, 2022**, at 11:59 PM PST

Supporting projects occurring between **January 1, 2022**, and **June 30, 2023**

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

Schedule an Appointment: calendly.com/mizzycrb

Phone: 236-455-0946

WHAT ARE THE PRIORITIES OF THE MUSIC COMPANY DEVELOPMENT PROGRAM?

- Grow capacity and sustainability within B.C.'s music companies;
- Revitalize economic activity and jobs for B.C.'s music companies and industry professionals;
- Support projects that explore innovative business models and practices; and
- Support a broad range of music companies, prioritizing the inclusion of underrepresented groups within B.C.'s music industry, who experience systemic barriers to participation.

ELIGIBLE APPLICANTS

Applicants must meet all of the following criteria:

- Eligible applicants must be:
 - Companies with primary business activities in the music industry such as record labels, music publishers, artist managers, record producers, recording studios, etc.; or
 - Companies from a related sector proposing a multimedia, cross-sector, or technology project that has direct implications for B.C.'s music industry.
- The applicant company must be:
 - 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.

Ineligible companies:

- Companies that 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](#).
- Companies that primarily exist to present live music are ineligible for this 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 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.

A limited number of applications may be approved for non-music companies proposing music-related projects that benefit B.C.'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 confirm your eligibility.

ELIGIBLE ACTIVITIES

This program supports business development activities that directly support the sustainability and growth of companies active in B.C.'s music industry. Applicants must demonstrate how a one-time investment in this particular project or activity will increase their capacity and business viability. This program is intended to support new or expanded activity, not ongoing operational expenses. Projects can build on existing business strategy with clear business outcomes.

Examples of projects eligible for funding include:

- New jobs and staff growth;
- Improvements to business processes, policies, and procedures;
- Expanded company marketing initiatives;
- Development of knowledge and skills;
- Capital infrastructure improvements;
- Researching, developing and testing new technology, products, or revenue streams; and
- Establishment of new business operations or satellite offices in B.C.

Examples of eligible expenses include:

- Salaries and benefits for new or expanded company staff positions, including paid internships, apprenticeships, and re-hiring those who were laid off during the COVID-19 pandemic;
- Training, planning, and policy development related to communicable disease plans, emergency preparedness, risk assessment, respectful workplace, equity and inclusion, etc.;
- Training, courses, and consultants to grow knowledge, build processes and develop skills for employees in a specific area;
- Marketing and advertising campaigns;
- Health and safety plans and protocols, PPE and supplies, safety equipment, etc.;
- Equipment purchases and upgrades for software, hardware, gear, technology, accessibility, etc.;
- Construction, building materials, and any other costs related to renovations or infrastructure improvements;
- GST for applicants who do not have GST accounts; and

- Existing resources directly related to the project to support a portion of the project.

If applying for infrastructure upgrades, please provide information outlining the rental terms/ownership of the property and letters of support from owners or building management showing the ongoing commitment to maintaining the space for music.

Ineligible expenses include:

- Costs and initiatives associated with a particular artist;
- Costs related to the presentation of live music;
- Receptions, mixers, networking events, luncheons, fundraisers, galas, and parties;
- Capital purchases not specific to the 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 not eligible and can be accessed through [Music BC's Business Travel Grant](#). Travel directly related to the project is eligible, and travel to and from courses or training will be considered.

FUNDING

Grant amounts: **\$2,000 - \$75,000** for **up to 75%** of budgeted cash expenditures

Company Cap: Applicants will be approved for a maximum of \$75,000 per company.

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. There is no public funding cap for applications from companies owned by Indigenous peoples.

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 **June 30, 2023**.

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 music companies, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program using the categories below. The [Music Company Development Scoring Priorities Sheet](#) is available on the Creative BC website.

- **Project**
- **Company Capacity**
- **Economic Impact**
- **Diversity, Equity, and Inclusion**
- **Innovation**
- **Investment in B.C. Talent**

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 **June 30, 2023**. 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](#) and should prepare and implement a communicable disease plan at their workplace. [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.

The Music Company Development program opens **December 8, 2021 | Deadline January 26, 2022, 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](#))
- Budget** ([template provided](#))
- 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.
- Client list or roster of artists** ([template provided](#))

Required for some applicants:

- Company/Organization financial statements** that are externally prepared, 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 vendor quotes or estimates for large purchases/expenses, promotional materials, confirmation of other funding
- Plans and Policies:** Communicable disease plan, respectful workplace policy, equity, or accessibility policies