

AMPLIFY BC

MUSIC COMPANY DEVELOPMENT

SCORING PRIORITIES 2021-2022

| Applicant Company: _____ | TOTAL SCORE |
|--|----------------|
| Project: Will this project contribute to the viability, capacity, growth, and/or sustainability of the applicant? Has the applicant provided a clear description of their project and what it is intended to achieve? How does this project fit within their business model and reopening strategy? | /30 |
| Company Capacity: Does the company have the ability, knowledge, track record and/or experience to undertake the project? What did the company learn during the COVID-19 pandemic, and how is this informing business strategy for the future? | /20 |
| Economic Impact: Does this project create jobs for music industry professionals and vendors, and stimulate local economic impact? Does this project help the company rehire jobs that were lost as a of COVID-19? Does this project grow audiences and create opportunities for B.C. artists? | /20 |
| Diversity, Equity, and Inclusion: Does this project promote equity or expand the representation of B.C.'s music industry? Does this project support an underserved region or group? Are company owners or key personnel from underrepresented groups? Does this applicant have project have a history working with artists from underrepresented groups, or authentic partnership to serve those communities? | /10 |
| Innovation: Does this project help the applicant adapt, pivot, or conduct business in new ways? Does this project stimulate the creation, application, or evolution of new or existing ideas, tools, and technology? Does this project support the growth of new ideas launched as a result of COVID-19, or create opportunities for cross-sector collaboration? | /10 |
| Investment in B.C. Talent: Does this project invest in growing the skill and knowledge of B.C. music industry professionals? Will this project grow company capacity to serve more B.C. artists? Do the company's policies and procedures create a healthy work environment for artists and industry? | /10 |
| TOTAL ASSESSMENT | /100 |

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Music Company Development program.