

AMPLIFY BC

Music Company
Development
Program –
Stream B

2020/2021
Guidelines

AMPLIFY MUSIC COMPANY DEVELOPMENT PROGRAM

STREAM B: OPEN INTAKE

GUIDELINES 2020-2021

WHAT IS THE AMPLIFY BC MUSIC COMPANY DEVELOPMENT PROGRAM?

The Music Company Development 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 the sustainability, growth, and capacity of BC's music companies.

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

Music Company Development Program Budget: \$900,000

KEY DATES:

Applications open: **July 29, 2020**

Application deadline: **August 26, 2020**

Funding offers issued: ongoing until **September 23, 2020**

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

WHAT ARE THE PRIORITIES OF THE MUSIC COMPANY DEVELOPMENT PROGRAM?

- Provide timely financial support to the music companies affected by the COVID-19 pandemic;
- Protect infrastructure and support the viability and sustainability of music companies and spaces;
- Support employment for industry professionals and vendors providing vital services to BC's music industry; and
- Provide funding with increased flexibility, for companies to respond to their most urgent needs; and
- Support a diverse range of music companies, with broad regional and cultural representation.

APPLICATION STREAMS

In order to deliver funding through an expedited process, the 2020-21 Music Company Development 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 companies with primary business activities in the music industry that meet the criteria of the previous Music Company Development program:

- Is a BC corporation, BC registered business, or Canadian corporation with headquarters in BC and files provincial tax returns; or
- Is a BC or Canadian not-for-profit organization with headquarters in BC; and
- Doesn't primarily exist to benefit one artist or client.

To receive funding through Stream A, 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 music sector. Previous recipients with companies that closed prior to COVID-19 are not eligible in this stream;
- c) The principals, directors, officers, shareholders, and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

Artist entrepreneurs are not eligible for this program and must apply for funding through the Career Development program.

Creative BC will prioritize applications from underrepresented groups, including those from Indigenous, Black, People of Colour, persons who live with disabilities, and LGBTQ2S+ communities and other groups who experience systemic barriers to participation. Creative BC will also consider region, type of applicant, genre, cultural background, gender, type of activity, and other means, in order to fund the breadth of BC and its music industry. 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 **\$50,000** 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 **\$50,000** per applicant company across both streams of the Music Company Development program. The total funding available in this program is limited. Applying does not guarantee funding.

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 music company;
- Salaries or wages for employees or contract staff;
- Non-recoverable costs due to the postponement or cancellation of releases, tours, or other business activities and
- PPE, safety equipment, infrastructure upgrades, technology, or any other costs required for reopening or pivoting as a result of the pandemic.

APPLICATION PROCESS

The deadline for applications is **August 26, 2020 at 11:59 PM PST**.

Applicants will need to verify they meet the criteria of the grant and 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)**
- [Emergency Support Fund](#) for Cultural, Heritage and Sport Organizations through **Canadian Heritage** in Phase One and Phase Two through **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);
- A Certificate of Incorporation or Business Statement of Registration; 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 recording studios or other spaces at risk of closure? How many in the 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 artists does the company support?
- **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 or 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:

Kaitlyn Reining | Program Analyst, Music

Email: kreining@creativebc.com

Phone: 604-730-2254