

AMPLIFY BC

MUSIC COMPANY DEVELOPMENT, STREAM B – OPEN INTAKE

SCORING SHEET 2020-2021

Applicant Company: _____			TOTAL SCORE
Need:			/3 x factor of 15
<p>Scored by staff, based on the following indicators and the context of the company's operations:</p> <ul style="list-style-type: none"> • Estimated music losses in 2020 due to COVID-19, as a percentage of last year's revenues, and as a percentage of total operations • Burn rate (what the company is spending in excess of income per month), as a percentage of last year's revenues • Months remaining based on existing resources • Company's urgent needs, and how funding will be spent 			/45
<p>3 – High priority: Significant losses, music is a significant part of operations showing a high % of losses to overall operations, need for funds is urgent as evidenced by low months remaining, high burn rate, urgent needs are related to rent and continued existence.</p> <p><u>Indicators:</u> Losses greater than 60% of annual revenues, burn rate greater than 40% of annual revenues, less than 5 months remaining</p>	<p>2 – Mid priority: Medium losses, burn rate, months remaining, substantial proportion of music activities to overall business.</p> <p><u>Indicators:</u> Losses between 30-59% of annual revenues, burn rate between 16-40% of annual revenues, 5-6 months remaining</p>	<p>1 – Lower priority: Lower losses, lower burn rate, music activity is a smaller portion of overall operations, company is able to pause operations.</p> <p><u>Indicators:</u> Losses below 30% of annual revenues, burn rate below 15% of annual revenues, over 6 months remaining</p>	
Jobs at Risk			/3 x factor of 5
<i>Totals were calculated with full-time jobs being weighted at 2x part-time jobs. Contract jobs were not considered.</i>			
3 – Jobs at risk total more than 25 (weighted)	2 – Jobs at risk total between 5-25 (weighted)	1 – Jobs at risk total below 5 (weighted)	
Infrastructure at Risk			/3 x factor of 5
3 – Space is at risk (recording studio, rehearsal space)	2 – Gear and/or other significant investments and assets at risk	1 – Infrastructure is not at risk	

Activity at Risk			/3 x a factor of 5	/15
<i>Applications were sorted by company type (Artist Services, Event Production, Recording, & Other), with scores assigned, based on the number of clients served or artists on their roster in the previous fiscal year.</i>				
Group 1: Artist Services (e.g., Record Label, Artist Management, Booking Agency, Publishing)				
3 – 35+ clients or artists on roster	2 – 12-34 clients or artists on roster	1 – Below 12 clients or artists on roster		
Group 2: Event Production (e.g., Sound & Lighting Rental, Tour Management, Live Sound)				
3 – 100+ clients or artists on roster	2 – 40-99 clients or artists on roster	1 – Below 40 clients or artists on roster		
Group 3: Recording (e.g., Recording Studio, Mastering Studio, Music Producer)				
3 – 50+ clients or artists on roster	2 – 25-49 clients or artists on roster	1 – Below 25 clients or artists on roster		
Group 4: Other (e.g., Music Education, Music Tech, Rehearsal Space, Record Pressing)				
3 – 500+ clients or artists on roster	2 – 150-500 clients or artists on roster	1 – Below 150 clients or artists on roster		
Resilience			/3 x factor of 3	/9
3 – Has demonstrated the ability to be nimble and innovative	2 – Is adapting as able during the pandemic	1 – Has no significant strategies for adapting		
Regional Representation			/3 x factor of 5	/15
3 – Applicant company from: Cariboo, Kootenay, Nechako, North Coast, Northeast, Thompson-Okanagan, or Vancouver Island/Coast (excluding Victoria)	1 – Applicant company from Lower Mainland – Southwest or Vancouver Island/Coast (Victoria only)			
Equity, Diversity & Inclusion			/3 x factor of 5	/15
<i>For the purpose of this program underrepresented groups included Indigenous Peoples, the Black Community, People of Colour, LGBTQ2S+, Persons with Disabilities, and Women.</i>				
3 – Applicant company is owned or operated by and/or directly serves an underrepresented group or underserved community	2 – Applicant company doesn't have a specific mandate to serve one of these groups or communities, but has significant partnerships with or otherwise serves these groups	1 – Does not advance this priority		

TOTAL ASSESSMENT	/129
<p>Funding amounts were determined based on the following factors:</p> <ul style="list-style-type: none"> • Total score • Funding requested • Grant as a proportion of losses after subtracting other funding received • Grant as a proportion of burn rate after subtracting other funding received • Funding received through the Creative BC Music Company Development program in 2019/20 • Relation to the live music sector for business, revenues, operations 	