

AMPLIFY BC

Music Industry Initiatives Program

2020/2021
Guidelines

AMPLIFY BC MUSIC INDUSTRY INITIATIVES PROGRAM GUIDELINES 2020-2021

WHAT IS THE AMPLIFY BC MUSIC INDUSTRY INITIATIVES PROGRAM?

The Music Industry Initiatives Program is one of the Amplify BC programs funded by the Province of British Columbia to stimulate growth and activity in BC's music industry.

This program is designed to support initiatives that grow and develop British Columbia's music ecosystem. Successful projects will build the capacity of BC's music industry through training, knowledge transfer, and the creation of new business opportunities. Projects must demonstrate a collective benefit to BC's music industry, or to one aspect of BC's music industry, and cannot predominantly benefit one artist, company or organization.

Music Industry Initiatives Program Budget: \$450,000

KEY DATES:

Applications open: **July 15, 2020**

Application deadline: rolling intake, until **March 1, 2021**, or until all funds are disbursed

Supporting projects occurring between **July 15, 2020**, and **September 1, 2021**

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

WHAT ARE THE PRIORITIES OF THE MUSIC INDUSTRY INITIATIVES PROGRAM?

- Develop BC artists, industry professionals and the next generation of talent;
- Foster new business opportunities and develop new markets;
- Inform industry innovation and the evolution of business practices;
- Develop knowledge and research to inform BC's music industry; and
- Support a broad range of projects, prioritizing the inclusion of underrepresented groups within BC's music industry who experience systemic barriers to participation.

ELIGIBLE ACTIVITIES

This program is intended to support initiatives and events that build the capacity of BC's music industry. Priority will be given to new or expanded initiatives, and to projects that serve a clear need or gap. The types of projects eligible for funding include, but are not limited to:

- Industry conferences, panels, workshops, forums, and events;

- Opportunities for training, mentorship, professional development and incubating new talent;
- Community infrastructure, services or digital platforms that provide broad industry benefit;
- Projects that increase the capacity of underrepresented groups in BC's music industry;
- Collaborative business initiatives, showcases, trade missions or export activities; and
- Research projects that develop knowledge to benefit those working in music.

Due to COVID-19, these activities may be delivered online. In-person events must be in adherence with provincial orders and WorkSafe BC requirements.

Visit creativebc.com for examples of [past projects](#) and lists of [previous recipients](#).

Ineligible projects include:

- Events such as ceremonies, award shows, fundraisers, luncheons, receptions, mixers, networking events, galas, and parties.
- **Live music presentation** is ineligible through this program and will be supported through the Amplify BC Live Music program. Showcases are eligible only if the showcase has clear business development goals and outcomes. These types of initiatives typically involve a group of artists performing at an industry event or conference, or a showcase where a curated list of industry professionals is invited to attend performances and meet artists or music companies for the purposes of future business.
- **Entrepreneurial activities** that primarily benefit one company and their artist roster, clients and/or business partners are not eligible. To satisfy the requirement for broad benefit, projects must demonstrate how they are accessible, affordable, and/or democratic in their service to BC's music industry. Creative BC's Music Company Development and Live Music programs provide funding to support the growth of individual companies.
- **Business travel** to attend industry events and conferences is ineligible through this program. Funding for business travel is available through Music BC and is on hold until further notice due to COVID-19.

ELIGIBLE APPLICANTS

Applicants can apply as an individual, collective, company or organization, and must be:

- Active in the music industry in BC;
- Headquartered in Canada, or a Canadian resident; and
- Be in good standing (i.e. not in default) with Creative BC, including individuals, and the principals, directors, officers, shareholders, and owners of all applicant companies.

This program will fund startups that are newly registered companies in addition to existing companies. Business collaborations are welcome in this program, as are applications from collectives. A primary applicant is required to take on legal responsibility for the project and manage all payments. The

application should specify the partners or collaborators involved and their respective roles, with letters of support provided by each partner.

This program is intended to support music industry-led projects and collaborations. Research companies, consultants or academic institutions are eligible to apply, but must demonstrate significant involvement from industry partnerships in delivering the project, and support from industry stakeholders for the project. Municipalities and other levels of government are unable to apply.

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, language, gender, type of activity, other means, in order to fund the breadth of BC and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC. For the purpose of this program, Indigenous applicants include First Nations, Non-Status, Métis, and Inuit peoples.

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 **\$2,000** and a maximum grant of **\$60,000**.

Applicants may apply to Creative BC for a grant of **up to 75%** of the project budget. A minimum of **25%** of the total budget must come from other sources, including investment, earned revenue or in-kind contributions. The applicant must declare all sources of revenue or grants, whether confirmed or unconfirmed, in their application budget.

Projects that serve underrepresented groups and deliver research projects may request a higher percentage of budgeted cash expenditures if other funding sources are unavailable. Applicants are expected to contribute to the financing of the project and seek other revenue sources where appropriate. Grants funding 100% of projects will be approved in special cases only.

This program will fund activities and related expenses incurred between **July 15, 2020**, and **September 1, 2021**. Capital purchases or operating costs not specific to a program, including utilities, corporate overhead or salaries, are ineligible.

Successful applicants will receive an advance payment of 60-80% of the awarded grant upon execution of a funding agreement, and up to the remaining funds upon completing 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. Payments will be issued to the applicant company and not the vendors involved.

APPLICATION EVALUATION

Applications will be scored by Creative BC staff according to the priorities of the program and the applicant's capacity to deliver the project. Evaluation is competitive and comparative, based on the applications submitted and funding available. Refer to the [Music Industry Initiatives Scoring Sheet](#) on the Creative BC website to view the weighting of the categories below.

Applications will be scored on the impact of the project according to the evaluation criteria below:

- **Industry Development:** Does this project build the capacity, or address a need or gap in BC's music industry? Does this project impact a broad section of BC's music industry? Does this project demonstrate collaboration or meaningful partnerships? Do letters of support show industry investment in this project?
- **Investment in BC Talent:** Does this project support the knowledge, growth and development of BC artists and music industry professionals? Does this project grow the next generation of talent?
- **Economic Impact:** Does this project support new business opportunities within BC's music industry locally and/or abroad? Does this project build capacity for industry growth and job creation?
- **Innovation:** Does this project inform industry evolution or innovation within BC's music industry?
- **Diversity, Equity, and Inclusion:** Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Does this project have people from underrepresented groups in leadership roles, staff composition or artist roster? Does this project have a mandate or authentic partnerships to serve those communities?
- **Capacity:** Does the applicant have the capacity, knowledge, track record and financial management skills to undertake the project? Has the applicant presented a clear plan and budget for achieving the project? Is this funding amount appropriate for existing scope of business?

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 the 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. Artwork containing logos must be

submitted 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.

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, 2021**. 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, 2021**. 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; and
- [Approved Creative BC and Province of British Columbia 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. Applicants must demonstrate the market value of in-kind expenses. GST is ineligible for recipients that have a GST account.

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 75% of final eligible expenditures, or the percentage approved by Creative BC.

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.

FORFEITURE AND 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, 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.

APPLICATION PROCESS

Applications will be accepted and evaluated on a rolling basis starting **July 15, 2020**, and ending on **March 1, 2021**. Applications will be accepted until funds for the program are no longer available. Applicants with questions are encouraged to contact Creative BC staff before submitting an application.

It is highly recommended that applicants submit applications a **minimum of 6 weeks** before their events. **Applications will not be accepted for projects or events that have already occurred.**

Processing time for an application is 4-6 weeks. All applicants will be notified about the results of their application in writing via email. Unsuccessful applicants may reapply with a revised proposal.

HOW TO APPLY

Step 1: Prospective applicants are required to fill out an online form and attach a one-page project summary describing the idea for the project and the gap or need in BC's music industry that the project serves. The online form and project summary template are available at www.creativebc.com.

Step 2: After receipt of the one-page project summary, Creative BC staff will contact the applicant within three weeks with an initial assessment on the project.

Step 3: Projects that meet the goals of this funding program will be invited to submit a full application to the Music Industry Initiatives Program and given the link to the online application form. Applicants may be given feedback related to gaps, questions, and concerns to address in their application.

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC:

- Online application form (link provided);
- A Certificate of Incorporation or Business Statement of Registration;
- Project Plan (questions provided);
- Schedule of Activities (template provided);
- Project Budget (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project;

- ❑ For research projects only: proposal from research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis);
- ❑ 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);
- ❑ Expressions of support that show industry engagement in this project and speak to the need and impact of this project are highly recommended, and will be accepted in the form of informal letters, emails, audio clips, videos, or other means; and
- ❑ Other supporting documents, such as vendor quotes, confirmed or prospective performance line-ups, workshop topics, event schedules, etc. (if applicable).

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:

Brenda Grunau | Manager, Music Programs

Phone: 604-730-2251

Email: bgrunau@creativebc.com