

AMPLIFY BC

Music Industry Initiatives Program

2021/2022

Guidelines

AMPLIFY BC MUSIC INDUSTRY INITIATIVES PROGRAM GUIDELINES 2021-2022

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 support the recovery and growth of 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 sharing, collaboration and creating new business opportunities.

Music Industry Initiatives Program Budget: \$400,000

PROGRAM OVERVIEW:

Who is eligible? Anyone active in BC's music industry and located in Canada, who has an idea for an industry development project. Municipalities and other levels of government are not eligible.

Eligible Projects: Projects that grow the capacity of BC's music industry.

Grant amounts: \$2,000-\$60,000, funding up to 75% of project expenses. The remaining 25% may be in-kind contributions, investment, earned revenue, and/or other public funding.

How to apply: Submit a one-page [project summary](#) describing your project idea through the [online form](#). If your idea fits the goals of the program, you will be invited to submit a full application.

Supporting projects between August 4, 2021, and December 1, 2022

Applications open: August 4, 2021

Application deadline: Rolling intake until March 1, 2022, or until all funds are disbursed

Sign up for online info sessions and grant coaching on the Creative BC website.

If you have questions or need assistance, please contact:

Brenda Grunau | Manager, Music Programs

Phone: 604-730-2251

Email: bgrunau@creativebc.com

Appointments: calendly.com/bgrunau

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 locally and abroad;
- Inform industry innovation and the evolution of business practices;
- Support local, national and cross-sector collaboration and conversation;
- Develop knowledge and research to inform BC's music industry; and
- Support a broad range of projects, prioritizing the inclusion of underrepresented groups who experience systemic barriers to participation.

ELIGIBLE ACTIVITIES

This program supports initiatives and events that build the capacity of BC's music industry by developing knowledge, skills, processes, resources, opportunities and abilities to meet existing needs. Priority will be given to new or expanding initiatives, and to projects that serve a clear need or gap.

Examples of eligible projects include:

- Industry conferences, panels, workshops, forums, and events;
- Opportunities for training, mentorship, professional development and fostering 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;
- Resources, policies or manuals to share best practices in the areas of business, harm reduction, sustainability, equity, etc.;
- Collaborative business initiatives, showcases, trade missions or export activities; and
- Research projects that develop knowledge to benefit those working in music.

Projects must demonstrate a broad benefit to BC's music industry, or to an aspect of BC's music industry, and cannot predominantly benefit one artist, company or organization.

Projects must have a business or industry development component, and not focus primarily on artistic growth. For example, this program supports workshops on touring and building audiences and skills related to the use of technology but does not fund music lessons.

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

Examples of [previously successful projects](#) and lists of [previous recipients](#) are available at creativebc.com.

INELIGIBLE ACTIVITIES

Ineligible activities include:

- Events such as ceremonies, award shows, fundraisers, luncheons, receptions, mixers, galas, and parties.
- **Live music presentation** is not eligible through this program and will be supported through the Amplify BC Live Music program. Showcases are only eligible if they have clear business development goals and outcomes, for example: a group of artists performing at an industry event or conference, or a showcase where a curated list of industry professionals 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 meet the requirement for broad benefit, projects must demonstrate how they are accessible, affordable, and/or have a public callout for participation. Funding to support the growth of individual companies is available through Creative BC's Music Company Development and Live Music programs.
- **Business travel** to attend industry events and conferences is not eligible through this program. Funding for business travel is available through Music BC.

ELIGIBLE APPLICANTS

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

- Active in the music industry in BC; and
- Headquartered in Canada, or located in and eligible to work in Canada.

Other eligibility information:

- **New Companies:** This program will fund startups that are newly registered companies in addition to existing companies.
- **Collectives:** Projects can be run by an informal group of people. In this case, one individual needs to be the lead on the project and take legal responsibility for the funds. This person will sign the funding agreement and receive payments.
- **Collaborations:** Business collaborations are welcome in this program. 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.
- **Projects must be industry led:** This program is intended to support projects and collaborations led by the music industry. 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 not eligible to apply.

- **Prioritization for underrepresented groups and new applicants:** 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, and West Asian and people of mixed ancestry), the Deaf and Disability community, and those who live with chronic illness or are neurodiverse, 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 BC and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC.

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

Grant amounts:

- **\$2,000 - \$20,000** for individuals, collectives, and companies or organizations without financial statements.
- **\$2,000-\$60,000** for companies or organizations with financial statements in the form of a notice-to-reader, review engagement or audited statements.

This program will fund activities and related expenses incurred between **August 4, 2021**, and **December 1, 2022**.

- **Matching investment:** A minimum of 25% of the total budget must come from other sources, including personal or company investment, earned revenue or in-kind contributions (donated time, goods or services).
- **Projects that serve underrepresented groups** may request 100% funding if other revenue sources are unavailable.
- **Research projects** may also request a higher percentage of funding if other revenue sources are unavailable.
- **Eligible expenses:** All costs required to deliver the project, including salaries and wages, are eligible. Capital purchases or operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible.

Successful applicants will receive an advance payment of 60-80% and the remaining funds after completing the final report.

APPLICATION EVALUATION

Applications will be scored by Creative BC staff according to the priorities of the program, using the categories below. The [Music Industry Initiatives Scoring Sheet](#) is available on the Creative BC website, with point allocations and descriptions for each category.

- **Industry Development**
- **Investment in BC Talent**
- **Economic Impact**
- **Innovation**
- **Equity, Diversity and Inclusion**
- **Capacity**

Creative BC may award an applicant partial funding if some expenses are ineligible or not addressed in the project plan, if requested funding is disproportionate to the applicant's scale of business, or to increase regional representation and the diversity of funded projects.

APPLICATION PROCESS

Applications will be accepted and evaluated on a rolling basis starting **August 4, 2021**, and ending on **March 1, 2022**, or 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.**

HOW TO APPLY

Step 1: Submit a one-page project summary through the [online form](#), using the [project summary template](#). Creative BC will respond within three weeks. First time applicants are encouraged to contact Brenda Grunau to discuss their project idea before submitting.

Step 2: 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.

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

EQUITY, INCLUSIVITY & RESPECTFUL WORKPLACE

As investors in BC'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.

FOR MORE INFORMATION

Amplify BC funding programs support artists, music companies, live music presenters and industry development to stimulate recovery, activity and growth of BC's music industry.

Visit the [Creative BC website](#) to learn more.

APPLICATION CHECK LIST

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

- Online application form;**
- Project Plan** (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;
- Schedule of Activities** (template provided);
- Expressions of support** that show industry engagement in this project and speak to the need and impact of this project are highly recommended, and can be provided as informal letters, emails, audio clips, videos, or in other formats;
- A Certificate of Incorporation or Business Statement of Registration** (if applying as a company or organization);
- 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 \$20,000 or more (companies under a year old may submit internally prepared statements);
- For research projects:** include a 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);
- For new online platforms:** include a mockup, wireframe, demo or other means to clearly show the functionality of the proposed platform, along with vendor quotes to show you have the technical expertise on board;
- For podcasts and other media content:** include examples of the content to be produced, along with statistics from any previously released content (if available) to demonstrate audience engagement, bios showing the experience of the content producers, and a plan for other revenue sources to show the sustainability of this endeavor; and
- Other supporting documents if applicable:** vendor quotes, confirmed or prospective artist or speaker line-ups, workshop topics, event schedules, etc.