

AMPLIFY BC

MUSIC INDUSTRY INITIATIVES PROGRAM SCORING SHEET 2021-2022

ACTIVITY: NEW, EXPANDED OR ONGOING	TOTAL SCORE
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?	/50
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?	/40
Economic Impact: Does this project support new business opportunities for BC's music industry locally and abroad? Does this project build capacity for industry growth and job creation?	/40
Innovation: Does this project inform industry evolution or innovation of BC's music industry?	/30
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?	/50
Capacity: Does the applicant have the ability, knowledge, track record and/or experience to undertake the project? Has the applicant presented a clear plan and budget for achieving the project? Is this funding amount appropriate for the activity proposed?	/40
TOTAL ASSESSMENT	/250

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