

AMPLIFY BC
CAREER DEVELOPMENT PROGRAM
PROJECT PLAN TEMPLATE 2021 - 2022
ARTIST: _____

Answer the project plan questions in this word document. Be clear and concise. Use concrete examples and data. Use the Career Development program guidelines, [scoring criteria](#), FAQs and application resources to inform responses. Completed project plans should be 4 pages maximum.

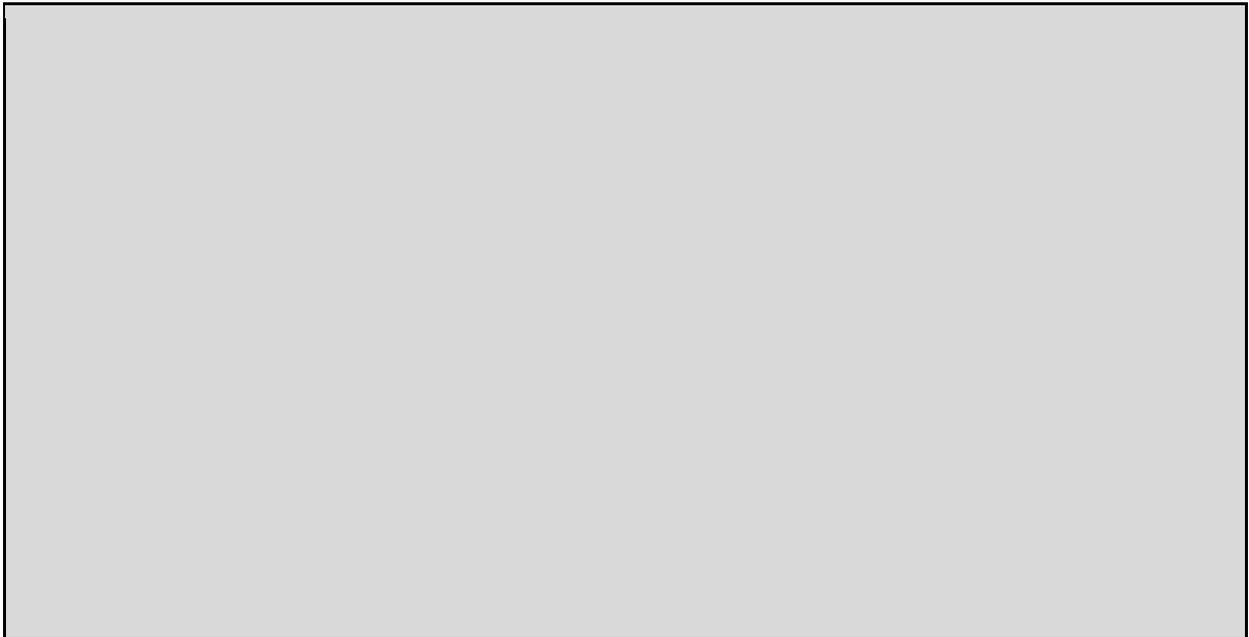
1. **What do you want to do?** Briefly describe the activities you are requesting funding for.

2. **What are the goals for your project?** Make sure the goals are specific and relate to the activities in your budget. How will you measure success?

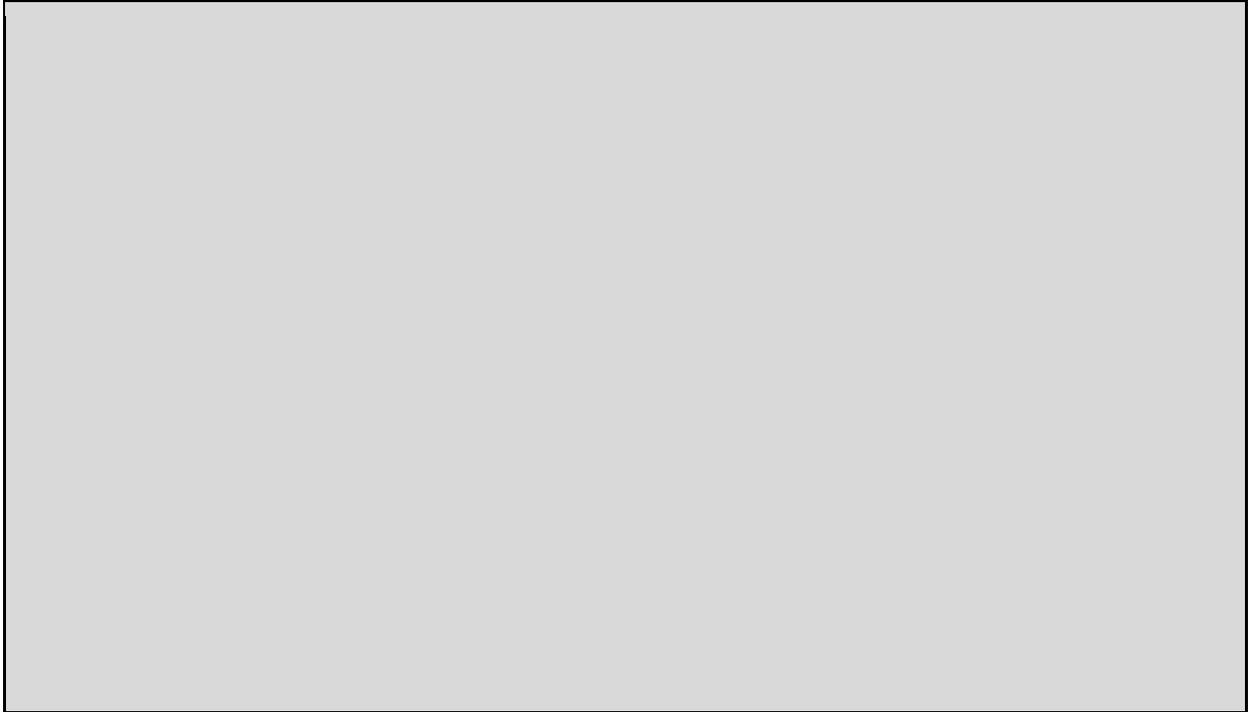
3. How do these goals fit within your career trajectory? Where have you seen momentum in your career recently and how is this project essential to moving it forward? Why now?



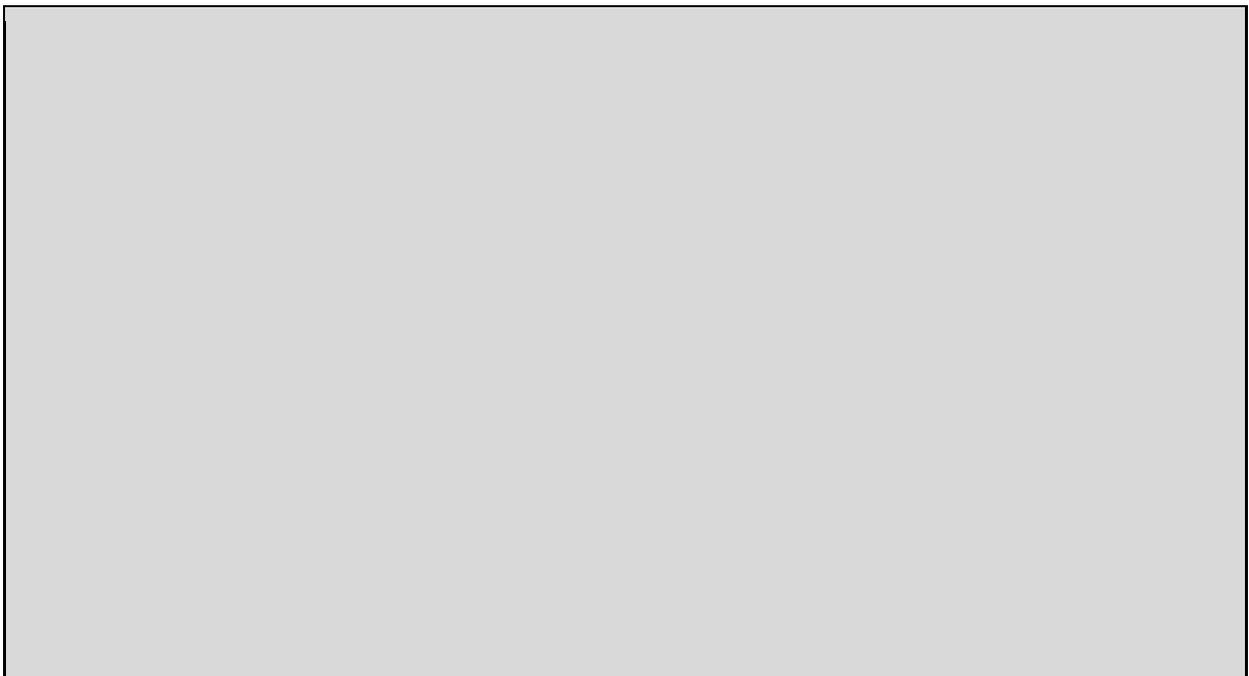
4. How will this project increase your revenues and lead to new business opportunities? Please use concrete examples from the artist's own history, stats, or include revenue projections.



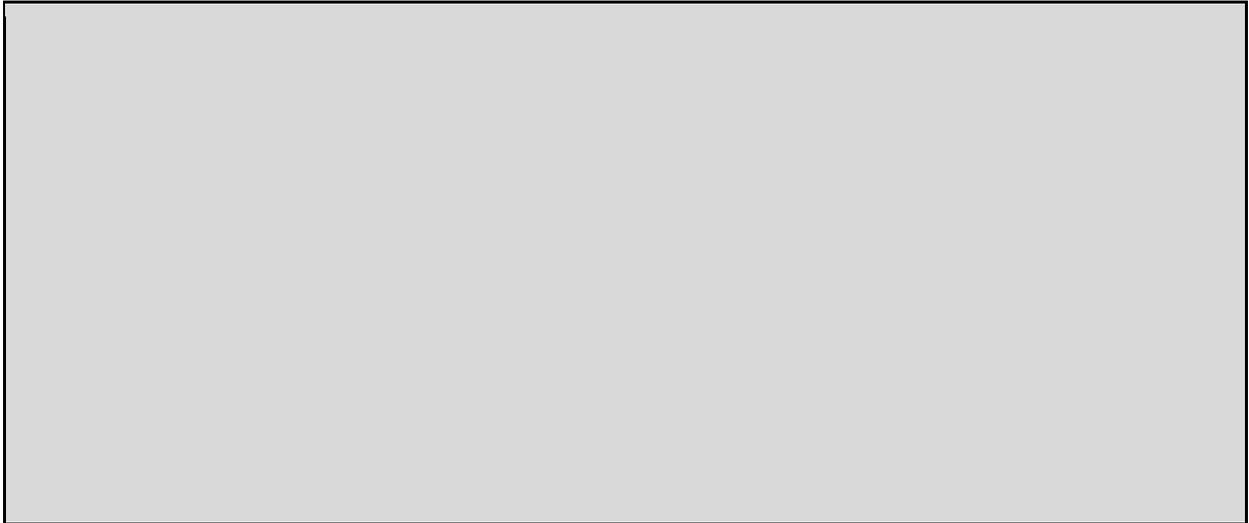
5. How will you use the tools created through this project to reach and build your audiences? What is your release strategy for supported content or activities? If your project includes a digital or social strategy, what sets it apart from other artists?



6. How does this artist create BC jobs and strengthen BC's music sector? How are BC jobs prioritized in this project? How are the key people you are working with going to help you succeed? If you are hiring or spending outside of BC, share why.



7. How are you adapting during COVID-19 to manage your career?



8. **For artists who have previously completed a Career Development grant:** What were the results of your previously funded project? Have you released it and completed your campaigns? How did previous funding impact your album sales, audience numbers, revenues, accolades, or your public profile? Be specific. How would you continue to leverage investment from Creative BC to build your career? How will this project build on previous results?



9. Is there anything else you would like to share? (Optional)

