

BCMF CAREERS OF BC ARTISTS PROGRAM / GUIDELINES 2016-2017

WHAT IS THE BCMF CAREERS OF BC ARTISTS PROGRAM?

The BCMF Careers of BC Artists Program is one of the funding programs of the \$15 million BC Music Fund supported by the Province of BC. This program is designed to support the economic growth of BC artists by funding marketing initiatives that build audiences for artists, albums, and live performances.

Careers of BC Artists Program Budget: \$1.5 million

WHAT ARE THE PRIORITIES OF THE BCMF CAREERS OF BC ARTISTS PROGRAM?

- Increase and sustain economic activity and earning potential for BC artists;
- Develop audiences for BC artists in local and export markets;
- Create marketing and promotional assets for BC artists; and
- Support a diverse range of BC artists, with broad regional and cultural representation.

ELIGIBLE ACTIVITIES

Applicants may apply for funding for marketing and promotional activities to support the careers of a BC artist or group of BC artists.

The artist who will benefit from this grant must be a BC artist, defined as an artist who has been a resident of BC for 12 months or more prior to and at the time of the application, is a Canadian citizen or permanent resident of Canada, and is readily identified as a BC artist. In the case of an artist with more than one member, the majority must meet the same citizenship and residency requirements.

Funding will support marketing and promotional activities such as, but are not limited to, the following:

- Music video or promotional video production that occurs in British Columbia;
- Electronic press kits, photography, websites and other marketing assets; and/or
- Publicity, radio, or advertising campaigns promoting an album release, a tour, or the brand of a BC artist.

Marketing and promotional activities supporting a group of BC artists in one application are eligible, as long as individual artists are profiled.

INELIGIBLE ACTIVITIES

Touring and business travel are not eligible expenses for this program. Funding for touring and business travel is supported by the BC Music Fund and delivered through Music BC.

ELIGIBLE APPLICANTS

Applicants must meet all of the following minimum criteria in order to be considered eligible:

- The applicant company's primary business activities must be in the music industry (for example: record labels, music publishers, music managers, artist entrepreneurs);

- The applicant's company must be:
 - a) incorporated, or
 - b) a registered business in British Columbia; and
- The owners, principals, directors, officers and shareholders of the applicant company must be in good standing (i.e. not in default) with Creative BC.

This program is intended to fund the company or the artist-entrepreneur that is paying for the project.

Creative BC encourages applications from Indigenous and diverse groups.

FUNDING

Applicants can receive a minimum grant of \$1,500 and a maximum grant of \$30,000 per artist. This program will fund activities and related expenses incurred after the launch of this program on January 1, 2017.

Limitations/Restrictions:

- Applicants may apply to Creative BC for a grant of **up to 50%** of budgeted cash expenditures. In-kind expenses are not eligible.
- Applicants are expected to contribute to the financing of the project, and seek other sources of financing where appropriate. The combined total of public funding from any source, including the BC Arts Council, FACTOR, Creative BC, and any other public agency, cannot equal more than 75% of the project budget.
- Eligible music video production activity must take place in British Columbia.
- Travel, accommodations, and per diem costs must follow the [BC Government Travel Expenses](#) policy.
- Eligible costs must be bona fide third party costs. Artist fees are not considered third party costs.

To recuperate funds, applicants must submit the following documents to Creative BC for final completion:

- Final report (form provided by Creative BC); and
- Detailed cost report (template provided by Creative BC) in addition to copies of all receipts.

Cheques will be issued to the applicant company. Creative BC reserves the right to reduce the award based on the applicant's final report and cost report for the initiative or event.

Successful recipients are required to publicly acknowledge Creative BC and The Province of British Columbia in all promotional materials associated with the initiative or event.

APPLICATION EVALUATION

Applications will be scored on the impact of their project, as well as their capacity to deliver the project.

Impact Assessment – Applications will be scored on the impact of the project according to the six areas of impact for the BC Music Fund: 1. Economic Impact, 2. Innovation / Sustainability / Capacity, 3. Investment in BC Talent, 4. Out-of-Province Investment / Export, 5. Diversity, and 6. Creative Output. To show impact in these areas, the BCMF will prioritize projects that:

- Develop audiences for BC artists in local and export markets, and on new platforms;
- Increase or sustain the earning potential for BC artists;
- Create employment for BC industry professionals and vendors;
- Explore innovative ways of marketing and promoting a BC artist; and
- Represent a diversity of regions, genres, genders, cultures and other measures of diversity

Capacity Assessment – Applications will be scored on the capacity of the applicant to deliver the project according to the following evaluation criteria:

- **Project Plan:** Has the applicant presented a clear plan with achievable activities and timelines, clear indicators for success, and a process for evaluation?
- **Capacity to Deliver:** What is the capacity of the applicant to successfully deliver the project? Do the individuals, companies and vendors involved have the knowledge and expertise to achieve the project?
- **Relevance:** How will this project advance the career of a BC artist? How does this project align with their overall career goals and strategy?
- **Sustainability:** How will this project continue in the future? What resources, activities, or results will support the artist in the future?
- **Financial Viability:** Does the project have a feasible budget that includes no more than 75% of funds from public sources? What is the track record and financial health of the applicant?

HOW TO APPLY

The deadline for applications is **May 1, 2017**. An additional intake may occur in the fall if funding is available.

Applications open March 1, 2017. Processing time for a complete application is approximately 10 weeks. Incomplete applications may not be processed. Successful applicants will subsequently be forwarded a Funding Agreement that, upon execution, shall be binding between the eligible applicant and Creative BC.

Unsuccessful applicants will be notified by email.

Projects must be completed by October 1, 2018, with final reports submitted by November 1, 2018.

APPLICATION REQUIREMENTS

To apply, applicants must complete and submit the following items to Creative BC:

- Online Application Form (available at www.creativebc.com)
- A Certificate of Incorporation or Business Statement of Registration
- Artist proof of BC residency
- Copy of the contract between the applicant and artist(s) outlining their business relationship, unless the artist is the applicant
- Project Budget & Schedule of Activities
- An mp3 of the song for the video or promotional activity, and link to past releases
- Supporting documents for related activities such as:
 - Video concept with treatment; and/or
 - Quote or vendor proposal for a website, photography, publicity, radio or advertising campaign

FOR MORE INFORMATION

Additional funding programs will launch in the areas of artist development, music company development, and touring and export to stimulate the economy and serve BC's diverse music sector.

For more information about this program and upcoming opportunities, please contact:

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