

BCMF LIVE MUSIC PROGRAM / GUIDELINES 2016-2017

WHAT IS THE BCMF LIVE MUSIC PROGRAM?

The BCMF Live Music 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's live music sector through investing in new or expanded live music presentation for BC artists, BC audiences and out-of-province visitors. Funding will also support the growth of the live music sector through business development activities.

Live Music Program Budget: \$2.5 million

WHAT ARE THE PRIORITIES OF THE BCMF LIVE MUSIC PROGRAM?

- Increase economic activity and jobs for BC musicians and music industry professionals;
- Stimulate innovation, growth and capacity within BC's live music sector;
- Expand music tourism by increasing the number of live music events for BC audiences and out-of-province visitors; and
- Foster diversity through projects by supporting broad regional and cultural engagement.

ELIGIBLE ACTIVITIES

Applicants may apply in one application for **A) Live Music Presentation**, and/or **B) Business Development**, as described below:

- A. **Live Music Presentation:** This category provides eligible applicants with funding for **new or expanded** performances that increase economic growth and impact. Expanded programming must support increased economic activity for the organization, the sector, industry professionals and/or musicians. Preference will be given to applicants investing in BC musicians. Applicants must indicate in the application how they intend to sustain this activity into the future.

The types of projects eligible for this section of funding will include, but are not limited to:

- Music festivals,
- Concert series, or
- One-off live music events;

- B. **Business Development:** This category provides eligible applicants with funding to undertake business development activities that directly support the economic growth and sustainability of live music events, producers and presenters. Applicants must demonstrate how this particular project or activity will increase their organizational capacity and long-term business viability.

The types of projects eligible for this section of funding will include, but are not limited to:

- Improvements to business processes,
- Development of new revenue streams,
- Enhanced corporate marketing initiatives,
- Development of knowledge and skills, or
- Travel to develop new business relationships.

ELIGIBLE APPLICANTS

A. Live Music Presentation

Applicants must be BC-based festivals, venues, event producers and presenters that meet all of the following criteria:

- Is an incorporated company, a registered business OR a not-for-profit organization;
- Primarily exists to present live music, or fills a gap in their respective community;
- Demonstrates ongoing and sustained commitment to presenting live music and engagement within the local music community;
- Produces live music events in BC, and assumes risk in the programming, producing and promoting of these live music performances; and
- Has operated for a minimum of two years, or has key personnel with a minimum of two years' professional experience.

B. Business Development:

Applicants must be BC-based festivals, venues, event producers or presenters that meet all of the following criteria:

- Is a BC-owned and controlled corporation or registered business OR a Canadian not-for-profit organization with headquarters in BC;
- Primarily exists to present live music, or fills a gap in their respective community;
- Demonstrates ongoing and sustained commitment to presenting live music and engagement within the local music community;
- Produces live music events in BC, and assumes risk in the programming, producing and promoting of these live music performances; and
- Has operated for a minimum of two years, or has key personnel with a minimum of two years' professional experience.

In addition, the principals, directors, officers, shareholders and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

Creative BC encourages applications from Indigenous and diverse groups.

Applicants eligible for the Live Music Program must apply for funding through this program, and will be ineligible for funding through the Music Company Development Program.

FUNDING

Applicants can receive a minimum grant of \$5,000. BC-owned and controlled companies or not-for-profit organizations headquartered in BC are eligible for a maximum of \$200,000 through the Live Music Program. All other applicants are eligible for a maximum of \$100,000. This program will fund activities and related expenses incurred after the launch of this program on December 15, 2016.

Limitations/Restrictions:

- BC-owned and controlled companies or not-for-profit organizations headquartered in BC may apply to Creative BC for a grant of up to 50% of budgeted cash expenditures;
- All other applicants may apply to Creative BC for a grant of up to 25% of budgeted cash expenditures;
- Applicants are expected to contribute to the financing of the project, and seek other sources of financing where appropriate. Public funding from any source, including the BC Arts Council, Creative BC, and any other public agency cannot equal more than 75% of the project budget;

- Travel, accommodations, and per diem costs must follow the [BC Government Travel Expenses](#) policy. Capital purchases or operating costs not specific to a program, including utilities, corporate overhead or salaries, are ineligible; and
- Eligible costs must be bona fide third party costs.

Additional restrictions related to the specific activity:

- Eligible performance costs include direct costs for programming, producing, and promoting new or expanded live music performances in BC; and
- Business development costs may include capital infrastructure improvements. Examples include, but are not limited to, improvements to sound systems or venue spaces, soundproofing for venues, or improvements to staging infrastructure.

The Funding Agreement will include a schedule of deliverables, which will include, but is not limited to, a final report and cost report. Applicants must complete their project and all final reports before submitting the next application.

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 evaluation criteria below. Applications must strongly respond to one or more of the following evaluation criteria:

- **Economic Impact:** Does this project increase economic activity within BC's live music sector? How many BC-based jobs are created? Are the job opportunities for skilled professional labour, and will they lead to ongoing employment opportunities?
- **Innovation / Sustainability / Capacity:** Does this project advance economic capacity, sustainability or innovation for the company or organization? How will this project be carried into the future?
- **Investment in BC Talent:** Does this project invest in growing the careers of BC musicians and/or music industry professionals? Are artist fees fair and reasonable?
- **Out-of-Province / Export Investments:** Does this project create opportunities for music tourism?
- **Diversity:** Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through regional activity, genre, cultural or gender representation, and other means.
- **Creative Output:** Does this project support the creation or development of creative products, services or intellectual property?

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 & timelines, clear indicators for success, and a process for evaluation?
- **Organizational Capacity:** What is the capacity of the applicant to successfully deliver the project? Do the individuals and lead/partner organizations involved have the knowledge and expertise to achieve the project?
- **Sustainability:** How will this project continue in the future? What resources, activities, or results will support the applicant 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

Deadlines for applications are February 1, 2017, and June 1, 2017. Additional intakes may occur in November 2017 and February 2018 if funds are still available.

Processing time for a complete application is 10 weeks. Incomplete applications will 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 in writing 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;
- Project Plan, Budget & Schedule of Activities for Category A – Live Music Presentation; and/or Project Plan, Budget & Schedule of Activities for Category B – Business Development;
- Project Budgets from previous years, if applicable;
- Company/Organization Financial Statements in the form of a Notice-to-Reader, review engagement or audited statements for funding requests \$10,000 or more;
- Letters of Support (if applicable); and
- Other supporting documents (if applicable).

FOR MORE INFORMATION

Additional funding programs will launch in the areas of artist development, music company development, and touring & 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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