

BCMF: LIVE MUSIC PROGRAM
SAMPLE APPLICATION FORM AND TIP SHEET

NOTE: Do not fill out this form; this is a sample application for reference only. **You must submit your application using the online application form.**

INTRODUCTION

The BCMF Live Music Program is one of the funding programs of the \$15 million BC Music Fund, supported by the Province of BC.

Step 1: Read the Live Music Guidelines thoroughly to confirm your eligibility before applying.

Step 2: Review the sample application form, and prepare all answers and submission items. A checklist of required items can be found in the Guidelines.

Step 3: Complete this online application.

The deadline for applications is June 28, 2017 at 11:59pm (PST).

The processing time for a complete application is 10 weeks. Incomplete applications will not be processed. Projects must be completed by October 1, 2018, with Final Reports submitted by November 1, 2018.

If you have any questions or feedback about the application process, please contact:

Kaitlyn Reining, Program Analyst

Phone: 604-730-2254 Email: kreining@creativebc.com

SECTION 1: APPLICANT INFORMATION

Company Name: Click here to enter your company name here

Parent Company Name: Click here to enter the parent company

Contact Name: Enter the name of the key contact here

Email: Enter email address.

Phone: Enter phone number

Contract Role:

- Grant Writer
- Company Contact

If the person managing this grant application is not the company contact, please add the primary contact by clicking on the "+ add another". This would be the grant writer or company employee that Creative BC should contact if there are questions about this application.

Website: Enter company website

Street Address: Enter address

City: Enter city.

Province: Enter Province.

Postal Code: Enter postal code.

Provide a brief description of your organization or company, including background, mandate and activities. [Max 300 words.]

Fiscal Year End: ____ / ____ / ____
MM / DD / YY

Type of company or organization:

- BC Society
- Canadian Not-For-Profit
- Incorporated Company
- Registered Business

If you are a BC Society or Not-For-Profit:

What is the size of your membership? _____

How many members are residents or headquartered in BC? _____

Please check all that apply:

- Primarily exist to present live music

If no, answer: If your company does not primarily exist to present live music, please demonstrate how you are filling a gap in your respective community by carrying out this project.

- Produces live music events in BC
 Has been operating for a minimum of 2 years

If no, answer: List key personnel involved in your project, outlining their relevant experience and capacity to deliver the project.

- Is headquartered in BC
 Principals, directors, officers, shareholders and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.
- Being in good standing with Creative BC means that you haven't defaulted on a Creative BC grant in the past.

Type of live music company/organization – please check all that apply:

- Festival
 Venue
 Presenter
 Event Producer
 Other: _____

Are you applying for funding for:

- Increased Live Music Presentation
 Business Development Activities
 Both

SECTION 1A: APPLICANT DATA

	Most recent fiscal year	Previous fiscal year
Revenue from the presentation of live music events:		
Other business revenue:		

	Most recent fiscal year	Previous fiscal year
Number of full time employees		
Number of part time employees		
Number of contract employees		

	Most recent fiscal year	Previous fiscal year
Number of live music events presented		
Number of BC Artists presented		

SECTION 2:

CATEGORY A: LIVE MUSIC PRESENTATION

Fill in this section if you are applying for Category A: Live Music Presentation. Please answer the following questions in a separate document and attach it.

PROJECT SUMMARY: [Max 50 words] Note: This summary may be made public on the Creative BC website.

- Please write a brief summary of your project and what you are requesting funding for. A clear project statement and clarity on what you want funding for is key to a successful application.
- This summary may be made public on the Creative BC website, and is intended to show transparency in what the BCMF is investing in.

Project start date: _____ Project end date: _____

Amount of funding requested: _____ Total budget of project: _____

2A: PROJECT PLAN (Maximum 6 pages)

Please answer the following questions in a separate document and attach it below:

1. Describe the project you are requesting funding for.

- Tell us about your project and how it fits within your company/organizational goals and strategy. Be succinct and clear about your vision. Clarity on what you plan to do is very important. Those scoring your application need to understand what you want to achieve with this funding.
- Build a case for how your project is relevant to your community or needed in the marketplace. If you are planning to add a new stage, what are the artists or types of artists you intend to book? How will this new programming grow your festival, attract new ticket buyers, fill a gap, or align with your company strategy? If you are proposing a new event, do you have any research that shows the need for this type of event in that location?
- This program is intended to grow live music presentation in BC, so don't forget to explain your programming or curatorial vision for your live music events. For example, if you are booking 20 additional artists, why are you booking those 20? What is your strategy for ensuring these artists have an audience (and the right audience) and that you can sell enough tickets to make this a smart investment?
- Don't assume we know your organization. Build a case instead of a sponsorship pitch. Tell us what your business/event is about and who your audience is. Be clear and concise, and provide research and data where possible.
- Don't include too many items into your funding request. Explain how these items fit into your strategy and company/organizational goals.
- This program is intended to help your festival/event/venue/concert series grow – be imaginative and pitch us a great idea that is backed by research and data.

2. This program only supports new or expanded activity - is this a new or ongoing project? If it is ongoing, please highlight the expanded activities.

Note: Site improvements and other costs not related to an increase in the presentation of live music should be applied through the business development stream.

- This program is intended to fund new or expanded activity. You must be able to clearly demonstrate what is expanded. Stating that your festival is expanding without showing an expansion in budget or the number of artists booked will not result in a successful application. An increase in the quality of your event is not expanded activity, although we will be assessing the value and merit of the expanded activity. Be very clear about your expanded activity.
- This program is intended to fund an increase in live presentation, so an increase in toilets, site improvements, or marketing efforts are not compelling funding requests for this stream of the Live Music program unless these specific items are associated with an expansion in programming.

3. Demonstrate the sustainability of your project. How will this project continue in the future? Please provide data on how you intend to continue and pay for this project in future years.

- This question is critical to your application. If you are planning to add performance slots for 40 new BC artists, how do you plan to continue this the following year without BC Music Fund support? Show us your revenue and ticket sales projections and how you intend to pay for this ongoing activity. If this is a multi-year growth plan, feel free to outline your plan. Think of this funding application as a streamlined business plan.

IMPACT

4. How will this project meet the priorities of this funding program? Describe the impact this project will make in one or more of the following areas:

Economic Impact: Does this project have a measurable economic impact for either the company/organization, the community or the industry?

- How many jobs will this project create for artists, industry professionals, and other BC workers?
- Do you have any stats on the economic impact of your event in your region, and the impact on local businesses and hotels?
- How will this project increase music tourism? Give specific examples and stats from your audience base.

Investment in BC Talent: Does this project support the presentation and development of BC artists and music industry professionals?

- How will this project build audiences (and the right audiences) for BC artists?
- How will this event develop the careers of BC artists and industry professionals?
- Are there any training or mentorship opportunities associated with this project?

Diversity: Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through regional activity, genre, activity, cultural or gender representation, and other means.

- Tell us what kinds of diversity your project will support. How will your project serve a specific or broad range of populations, regions, genres, genders or activities?

Innovation in the Field: Does this project inform industry evolution or innovation, build industry capacity, and/or enhance the sustainability of BC's music industry?

- Is there anything unique about your project?
- How is your project presenting music in a different way, or exploring new business models?
- Will funding allow you experiment or take risks you may not have been to take before?

5. How will you evaluate the success of your project? What are the measurable outcomes of your project? Please use the following chart:

Project Goals	Activity	Measurable Outcomes	Evaluation
<i>Example: Present electronic artists in Vancouver</i>	<i>3-day electronic music festival</i>	<i>- 10 live performances - 3 networking events</i>	<i># of performances delivered # of artists presented # of attendees</i>

2B: PROJECT PLAN & SCHEDULE OF ACTIVITIES (Maximum 6 pages)

Please use the Budget & Schedule of Activities template for Category A

Budget:

- For this section, only include expenditures associated with your expanded activity.
- Make sure your summary page matches your project plan, and that the numbers in the impact sheet match the numbers in your budget.
- If you are allocating some existing resources to your project (such as staff hours or production staff), please show the breakdown of how many hours are allocated, or what percentage of that expenses line is associated with the expanded activity (how you are calculating this number).

SECTION 3:

CATEGORY B: BUSINESS DEVELOPMENT

Fill in this section if you are applying for Category B: Business Development. This funding is only available to BC-owned and controlled companies or Canadian not-for profit organizations with headquarters in BC.

Please review the guidelines to ensure you are eligible for Category B.

PROJECT SUMMARY: [Max 50 words]

Project start date: _____

Project end date: _____

Amount of funding requested: _____

Total budget of project: _____

3A: PROJECT WORK PLAN (Maximum 6 pages)

Please answer the following questions in a separate document:

1. Describe the project you are requesting funding for.

- Tell us about your project and how it fits within your company/organizational goals and strategy. Be succinct and clear about your vision. Clarity on what you plan to do is very important. Those scoring your application need to understand what you want to achieve with this funding.
- Build a case for how your project will increase your company's capacity and sustainability. How will this project lead to growth for your company and the events you put on? Will new staff or software free someone else up to take on new tasks?
- Don't assume we know your organization. Build a case instead of a sponsorship pitch. Tell us what your business/event is about and who your audience is. Be clear and concise, and provide research and data where possible.
- Don't include too many items into your funding request. Explain how these items fit into your strategy and company/organizational goals.
- This program is intended to help your festival/event/venue/concert series grow – be imaginative and pitch us a great idea that is backed by research and data.

2. This program only supports new or expanded activity - is this a new or ongoing project? If it is ongoing, please highlight the expanded activities.

- This program is intended to fund new or expanded activity. You must be able to clearly demonstrate what is expanded. Stating that your conference or event is expanding without showing an expansion in budget or the number of artists booked will not result in a successful application. An increase in the quality of your event is not expanded activity, although we will be assessing the value and merit of the expanded activity. Be very clear about your expanded activity.

3. Demonstrate the sustainability of your project. How will this project continue in the future? How will your company sustain the project once the funding has been used?

- This question is critical to your application. If you are adding new staff, how do you plan to continue employing new hires, the following year, without BC Music Fund support? If this is a multi-year growth plan, feel free to outline your plan. Think of this funding application as a streamlined business plan.
- Build a case for how your project will increase your company's capacity and sustainability. How will this project lead to growth for your company and the events you put on? Will new staff or software free someone

else up to take on new tasks? Demonstrate with data and revenue projections how you plan to keep new hires on staff once the funding runs out.

IMPACT

4. How will this project meet the priorities of this funding program? Describe the impact this project will make in one or more of the following areas:

Capacity: Does this project increase the capacity of the company to carry out live music presentation in the future? Does the project allow the company/organization to grow their business or improve long term business viability?

- How will this project increase your company's capacity?
- How will this project lead to growth for your company and the events you put on?
- Will new staff or software free someone else up to take on new task?

Investment in BC Talent: Does this project support the presentation of BC artists? Does this project support the development of BC artists and music industry professionals, through exposure or the development of knowledge and skills?

- How will this project support the presentation of BC artists?
- How will this project develop the careers of music industry professionals at your company? Why is this important to the growth of your company?

Economic Impact: Does this project improve economic viability for the applicant company? Is there economic impact for either the company/organization, the community or the industry? Does this project create jobs?

- Will this project create sustainable jobs for BC music industry professionals?
- How will this project increase economic viability for your company? Will this project create new revenue streams or reduce future expenses?
- Will funding allow you to take any risks you may not have been able to take before?

Innovation in the Field: Does this project inform industry evolution or innovation, build industry capacity, and/or enhance the sustainability of BC's music industry?

- Is there anything unique about your project?
- How is your project allowing to presenting music in a different way, or exploring new business models?
- Will funding allow you experiment or take risks you may not have been to take before?

5. How will you evaluate the success of your project? What are the measurable outcomes of your project? Please use the following chart:

Project Goals	Activity	Measurable Outcomes	Evaluation
<p><i>Example:</i> Improve accounting systems</p>	<ul style="list-style-type: none"> - buy new accounting software - hire consultant to advise on new accounting practices - sign up for accounting course 	<ul style="list-style-type: none"> - new knowledge for staff - ability to measure activities - etc. 	<ul style="list-style-type: none"> - knowledge has made the following impact - new accounting software allows... - etc.

3B: BUDGET & SCHEDULE OF ACTIVITIES

Please use the Budget & Schedule of Activities template for Category B

- Make sure your summary page matches your project plan, and that the numbers in the impact sheet match the numbers in your budget.
- If you are allocating some existing resources to your project (such as staff hours or production staff), please show the breakdown of how many hours are allocated, or what percentage of that expenses line is associated with the expanded activity (how you are calculating this).
- If including large, capital purchases in your budget, make sure to include quotes from vendors, verifying your listed expenses.

SECTION 4: DECLARATION

By submitting this Application Form to Creative BC:

- I acknowledge that Creative BC shall have the authority to discuss this application (including all documentation provided thereunder) with the auditor(s), legal counsel, actual or proposed financial participants and any other person(s) or entity(s) connected with the subject project.
- I also acknowledge that Creative BC may request additional application materials in order to complete the analysis of my application, and I agree to provide any additional requested documentation in a timely manner.
- I hereby declare and warrant that to the best of my knowledge, the information contained herein is true and complete and I authorize Creative BC to contact sources necessary to verify the contents of this application and supporting documents.
- I agree to the above conditions.

Date: [Click here to enter a date.](#)

SECTION 5: SUPPORTING DOCUMENTS

Partners listed in the application need to provide a letter confirming their involvement in the project. Please attach letters of support from other companies, organizations and individuals who want to voice their support for this project.

- Certificate of Incorporation or Business Registration Statement
- Live Music Ownership Declaration (Template provided)
Note: This is only required if you are a BC-owned and controlled company applying for Category B: Business Development
- Company / Organization Financial Statements
Note: Financial statements, in the form of Notice-to-Reader, Review Engagement, or Audited Financial Statements, are required for total funding requests of \$10,000 or more. If your financial statements for your most recent fiscal year are not ready, submit the previous year. Financial statements are required in order to apply for this program.
- Confirmation of financing by funders
- Letters of Support (Optional)
- Additional documents such as promotional materials, sponsorship recognition levels, lists of artists booked, capital purchase quotes, etc.

THANK YOU FOR APPLYING!