

BCMF RESEARCH PROGRAM / GUIDELINES 2016-2017

WHAT IS THE BCMF RESEARCH PROGRAM?

The BCMF Research 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 grow knowledge and improve sector data for the long-term sustainability of BC's music industry. Successful projects will build the capacity of BC's music industry through qualitative and/or quantitative research projects that support the growth and diversity of BC's music industry, inform new business opportunities and practices, and create a deeper knowledge of BC's music industry. Projects must demonstrate a collective benefit to BC's music industry, or to one aspect of BC's music industry, and cannot predominantly benefit one artist, company or organization. The final research project must be shared publicly for the benefit of BC's music sector.

Research Program Budget: \$300,000

WHAT ARE THE PRIORITIES OF THE BCMF RESEARCH PROGRAM?

This program supports qualitative and/or quantitative research that:

- Impacts a broad section of BC's music industry;
- Supports the growth and diversity of BC's music industry;
- Informs industry evolution or innovation, and the development of new/improved business models and practices;
- Informs the development of products, services, or markets, or the creation of new business opportunities; or
- Develops enhanced knowledge about BC's music industry.

ELIGIBLE PROJECTS

The types of projects this program will fund include, but are not limited to:

- Consumer behaviour studies;
- Market research;
- Economic impact studies;
- Feasibility studies for new product development; and
- Research studies that examine diversity within BC's music industry.

ELIGIBLE APPLICANTS

Applicants must be one of the following:

- An incorporated Canadian not-for-profit organization offering significant benefit to BC's music industry; or
- A Canadian corporation or registered business that meets the following requirements:
 - o Is a music company with primary business activities in the music industry OR is a company active within the music industry serving a need or gap in BC's music industry, and
 - o 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.

Applicants may partner with research companies, consultants or academic institutions to deliver research projects.

Creative BC encourages applications from Indigenous and diverse groups.

Applicants that apply to the BCMF Research Program are not able to apply for the same project through Creative BC's Industry Initiatives Program, and vice versa.

FUNDING

Applicants can receive a minimum grant of \$5,000 and a maximum grant of \$60,000.

Eligible applicants may apply to Creative BC for a grant of up to 50% of budgeted cash expenditures. Applicants are expected to contribute to the financing of the project, and seek other sources of financing where appropriate. This program will fund activities and related expenses incurred after the launch of this program on December 15, 2016.

Creative BC reserves the right to assess the rates for consultants or research companies in comparison to industry standards.

The Funding Agreement will include a schedule of deliverables, which will include, but is not limited to, the delivery of the draft research project for review and feedback by Creative BC, a final report, and a cost report.

Creative BC also reserves the right to reduce the award based on the applicant's final report and cost report for the project.

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

APPLICATION EVALUATION

Applications will be scored on the potential impact of their research 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:

- **Relevance:** Does this project address a knowledge gap in BC's music industry? Does this project impact a broad section of BC's music industry? Does this project deepen our understanding of BC's music industry? Do letters of support demonstrate the broad need for this research?
- **Economic Impact:** Does this project create knowledge to support new business opportunities and the expansion of economic activity and jobs within BC's music industry?
- **Innovation / Sustainability / Capacity:** Does this project create knowledge to inform industry evolution or innovation, build industry capacity, and/or enhance the sustainability of BC's music industry?
- **Investment in BC Talent:** Does this project create knowledge to support the growth and development of BC artists and music industry professionals?
- **Out-of-Province / Export Investments:** Does this project create knowledge to expand export and foreign investment opportunities for BC artists and companies?

- **Diversity:** Does this project create knowledge to support or expand the diversity of BC's music industry? Diversity can be demonstrated through regional activity, genre, cultural or gender representation, and other attributes.
- **Creative Output:** Does this project create knowledge to support the development or evolution 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:** Does the applicant present 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 complete the research project? Do the individuals and lead/partner organizations involved have the knowledge and expertise to achieve the project?
- **Sustainability:** Does the project develop capacity to collect data in the future? What resources, results or frameworks will support BC's music industry 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

Step 1: Prospective applicants are required to email a one-page project summary to music@creativebc.com, which included the following information:

- Project description including anticipated dates of initiative or event;
- List of all partners involved in the project; and
- Description of the gap or need in BC's music industry that you see this project serving. Explain how the project will serve this need.

Step 2: After receipt of the one-page project summary, a meeting will be scheduled with Brenda Grunau, Manager of the BC Music Fund, to discuss the project.

Step 3: Projects that meet the goals of this funding program will be invited to submit a full application to the Research Program, and given the link to the online application form.

Applicants invited to submit a full application will be required to 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;
- Schedule of Activities;
- Project Budget, including all other sources of financing and whether they are confirmed,
- 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).

APPLICATION PROCESS

Applications will be accepted and evaluated on a rolling basis starting December 15, 2016, and ending on March 31, 2018. Applications will be accepted until funds for the program are no longer 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.

FOR MORE INFORMATION

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

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

Brenda Grunau, Manager, BC Music Fund
Direct Line: 604-730-2251
Email: bgrunau@creativebc.com.