

**creativeBC**

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



BRITISH  
COLUMBIA

Supported by the Province of British Columbia

# **BC Music Fund Information Session**

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## **Staff**

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## The industries Creative BC serves:



FILM AND  
TELEVISION



INTERACTIVE  
AND DIGITAL  
MEDIA



MUSIC AND  
SOUND  
RECORDING



BOOK  
PUBLISHING



MAGAZINE  
PUBLISHING

CHAMPIONING BC'S DIVERSE AND DISTINCTIVE CREATIVE SECTOR

## Our Strategic Framework

**Position BC's  
creative  
industries to  
compete to  
win.**

**Create a  
growth  
culture for  
BC's creative  
industries.**

**Attract, build  
and retain the  
best creative  
talent.**

**Show and  
tell  
BC's creative  
industry  
stories.**

# BC MUSIC FUND

## What is the BC Music Fund?

The BC Music Fund is a \$15-million grant from the Province of BC to support the growth and activity of the BC music industry. These funds will be administered by Creative BC over a two year period.

## GOALS OF THE BC MUSIC FUND ACROSS PROGRAMS

1

**Attract direct investment**

2

**Expand live music events for  
musicians and audiences**

3

**Create and retain jobs**

4

**Increase regional activity**

5

**Promote the export of BC  
talent**

6

**Measure impact**

# BCMF Programs



Opening December 2016 through March 2017

# CAREERS OF BC ARTISTS

## PROGRAM PRIORITIES

- Support marketing initiatives that build audiences for BC artists
- Increase earning potential and economic activity for BC Artist
- Create promotional assets for BC Artists
- Support a diverse range of BC Artists

## GRANT AMOUNTS

\$1,500 - \$30,000, up to 50% of eligible expenses

**BUDGET:** \$1.5 million

**APPLICATIONS OPEN:** March 1, 2017

**DEADLINE:** May 1, 2017



# What kinds of projects can I apply for?

## **ELIGIBLE PROJECTS**

- Music videos or promotional video production that occurs in BC
- Electronic press kits and photography
- Websites and other marketing assets
- Publicity, radio, or advertising campaigns

## **INELIGIBLE PROJECTS**

- Travel expenses for touring or showcasing
- Business travel

*\* Tour support and business travel programs are administered through Music BC*

# Who Can Apply?

## **BC BASED ARTIST ENTREPRENEURS**

Artist entrepreneurs must have a BC registered business for their music. This includes incorporated companies, partnerships for bands, or sole proprietorship for solo artists

## **MUSIC COMPANIES REPRESENTING BC BASED ARTISTS**

This includes BC-based record labels, artists-entrepreneurs or other music companies such as a record label, music publisher, or music manager. The applicant company applying on behalf of the artist must:

- Have a signed contract with the artist outlining their business arrangement
- Issue all payments related to the project, otherwise the applicant should be the artist.

# What Qualifies as a BC Based Artist?

## **THE ARTIST MUST BE BASED IN BC 12 MONTHS PRIOR TO APPLYING**

Artist entrepreneurs must have a BC registered business for their music. This includes incorporated companies, partnerships for bands, or sole proprietorship for solo artists

## **THE MAJORITY OF THE BAND (51%) MUST MEET THE BC RESIDENCY AND CANADIAN STATUS REQUIREMENTS**

# What qualifies as proof of residency?

Copy of your Lease

Utility Bill

Bank Statement or Pay Slip

BC Driver's License or Care Card

# TEMPLATES AVAILABLE FOR USE

## PROOF OF RESIDENCY



BC MUSIC FUND

Careers of BC Artists  
Artist Information

- Instructions:**
1. Please use this template to summarize each band member.
  2. In the case of an artist with more than one member, the majority (51%) of the band must meet the citizenship and residency requirements.
  3. Examples of proof of residency include (but are not limited to): a rental agreement, payslip, bank statement, hydro bill, of BC driver's license.
  4. Upload proof of residency documents in a .zip file in supporting documents in the online application form. File Naming Structure: 1\_ArtistName\_DocumentType

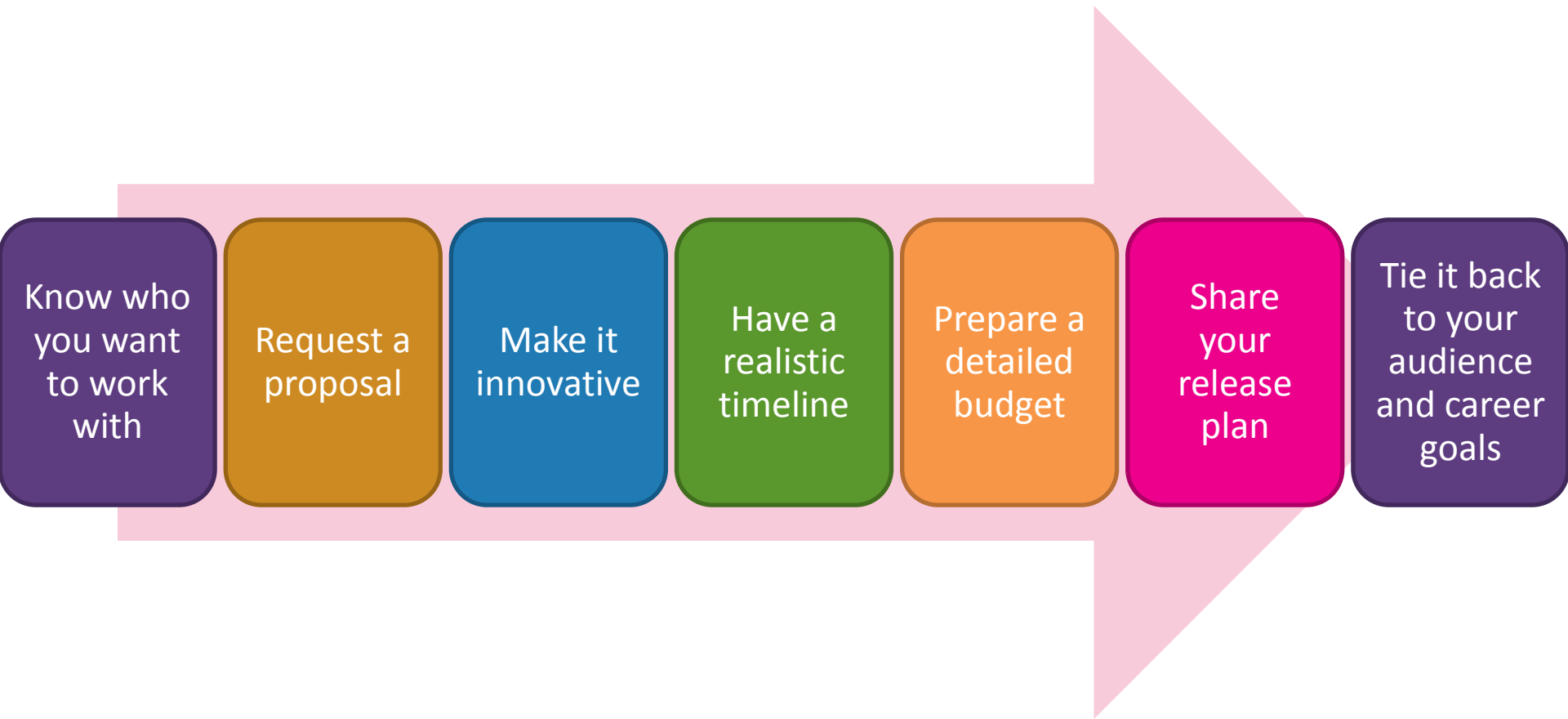
<b>Company Name:</b>	Company name here				
<b>Proof of Residency:</b>					
Names of band members	Instrument	Citizenship	Permanant Address (City, Province)	How long has this individual been a resident of BC?	Type of Residency Document Submitted
1					
2					
3					
4					
5					
6					

# What is a Project Plan?

**A project plan is a three page document where you'll answer the following questions in paragraph form. The questions in the project plan are directly related to the program evaluation criteria.**

1. Describe your project.
2. Who is the target audience for this project? Why are you pursuing this audience? What is your strategy for reaching this group of people?
3. What are the projected outcomes of this project? How do these outcomes support the career goals of the artist?
4. How is the project innovative? Will this project market this artist in any new and distinctive ways?
5. How will this project increase earning potential for this artist and lead to other business opportunities? Please use concrete examples and data.

# What makes an application competitive?



# TEMPLATES AVAILABLE FOR USE

## BUDGET

<b>Company Name:</b>	<i>Company name here</i>
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### Revenue

Type of Revenue	Revenue Description	Confirmed (Yes/No)	Amount
<i>Creative BC</i>	<i>Careers of BC Artists</i>		
<i>ex. FACTOR</i>	<i>Juried Sound Recording</i>		
<i>ex. Muchfact</i>	<i>Music Video</i>		
<i>ex. Personal Investment</i>			
...			
<b>TOTAL Revenue</b>			\$ -

### Expenses: Marketing

Type of Expense	Vendor, Description, and Rates	BC Vendor (Y/N)	Ineligible or In-Kind Expenses	Eligible Expenses
<i>ex. Web Designer</i>				
<i>ex. Publicist</i>				
<i>ex. Promotional Photography</i>				
<i>ex. Online Advertising</i>				
<i>ex. Radio Promotion</i>				
<i>ex. Promotional CDs or Vinyl</i>				
<i>ex. Other</i>				
...				
<b>TOTAL Marketing Expenses</b>				\$ -

### Expenses: Video

Type of Expense	Vendor, Description, and Rates	BC Vendor (Y/N)	Ineligible or In-Kind Expenses	Eligible Expenses
<i>ex. Producer</i>				\$



# Final Submission Materials

**The following documents are required for complete applications. Incomplete applications will not be processed.**

1. This completed Application Form submitted online, through the BC Music Fund website
2. A Certificate of Incorporation or Business Statement of Registration
3. Artist proof of BC residency and Passports/PR Cards
4. A contract between the applicant and artist(s) outlining their business relationship, unless the artist is the applicant
5. Project Budget & Schedule of Activities
6. An .mp3 of the song for the video or promotional activity, and link to past releases
7. 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

# EVALUATION CRITERIA

## Impact Assessment

1

Economic Impact

2

Investment in BC Talent

3

Diversity

4

Innovation / Sustainability /  
Capacity

5

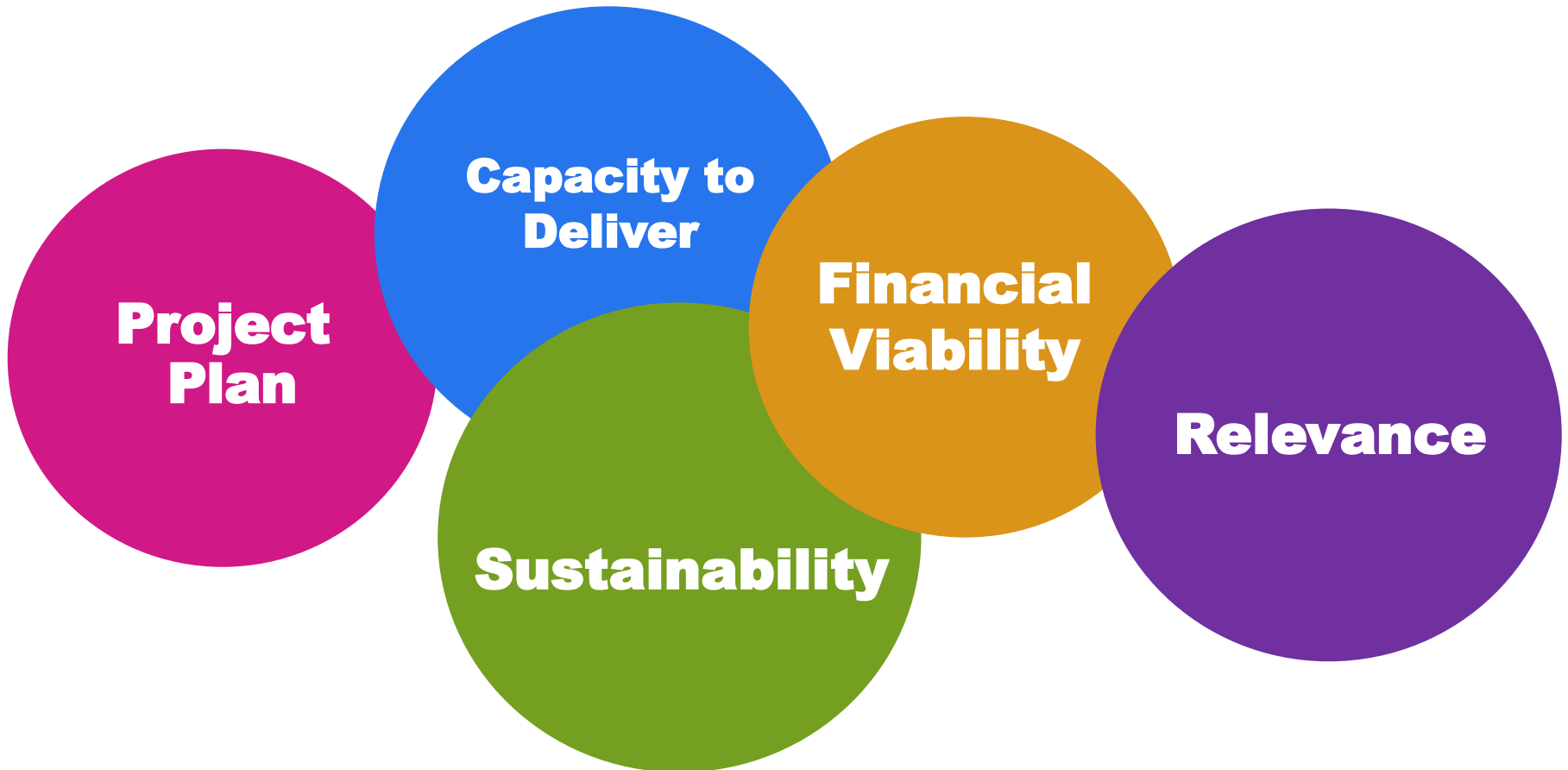
Out-of-Province Investment /  
Export

6

Creative Output

# EVALUATION CRITERIA

## Capacity Assessment



## FAQs

### **CAN A VIDEO COMPANY APPLY FOR FUNDING ON BEHALF OF THE ARTIST?**

No. The applicant's primary purpose of business must be music industry. The artist or the artist's label paying for the video should apply.

**CAN I SUBMIT MULTIPLE APPLICATIONS?** Yes, especially if different companies are paying for different parts of the project.

**CAN I SUBMIT FOR MULTIPLE PROJECTS UNDER ONE APPLICATION** Yes.

**CAN I RECEIVE OTHER PUBLIC FUNDING FOR MY PROJECT?** Yes, however for the Careers of BC Artists program, public funding cannot equal more than 75% of the project budget.

**CAN I PAY MYSELF FOR WORK ON MY OWN PROJECT?** Eligible expenses must be third party costs.

**ONCE I'VE APPLIED, WHEN WILL I HEAR BACK?** 10 weeks after the application deadline.



## BCMF AND MUSIC BC

- **Music BC is a non-profit society serving the British Columbia music industry through providing essential information, education, funding, advocacy, showcasing, and networking opportunities.**
- **Music BC is dedicated to developing the spirit, growth and sustainability of the BC music community by supporting artists of all genres and music professionals throughout the industry.**

## BCMF AND MUSIC BC



**\$1.41 million has been allocated to Music BC to support the following activities:**

**Workshops and Panels | Artist and Industry Bootcamps | Emerging Market Development | Export Trade Initiatives | Inbound Trade Initiatives | Tour Support | Music BC Stages**

**Sign up for their E-News at [www.musicbc.org](http://www.musicbc.org)**

# STAY CONNECTED

Join the BC Music Fund email list

Subscribe to receive Creative BC's Spotlight on BC newsletter

[www.bcmusicfund.com](http://www.bcmusicfund.com)

# KEEP IN TOUCH WITH CREATIVE BC...



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# Questions

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**Thank you for coming!**