

creativeBC

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



**BRITISH
COLUMBIA**

Supported by the Province of British Columbia

Amplify BC Information Session

AMPLIFY BC

What is Amplify BC

Amplify BC is a \$7.5 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 from April 2018 through the end of March 2019.

CAREER DEVELOPMENT PROGRAM

GRANTS SUPPORTING ARTISTS!

GOALS:

- Support the economic growth and career development of BC artists
- Develop local and international audiences for BC artists
- Support IP and increased digital presence for BC artists
- Attract national and international business to BC recording studios

CONTRIBUTION: Up to 50% of eligible expenses

BUDGET: \$1.8 million over two deadlines

Who Can Apply?

1. ARTIST-ENTREPRENEURS WITH A REGISTERED BUSINESS

2. MUSIC COMPANIES REPRESENTING AN ARTIST

This includes record labels or other music companies paying for the project. 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.

Registering as a Business:

STEP 1: Choose your business name and get it approved

- Online at BC Registry Name Request or in person at any OneStop Service Location
- Filing fee is \$31.50, 2-3 weeks for approval

STEP 2: Register your business

- Fill out the forms on the BC Registry Services website
- Create a OneStop ID
- \$40 registration fee

STEP 3: Submit your Statement of Registration with your application

<http://www.bcbusinessregistry.ca/>

BC Residency Requirements

TO QUALIFY AS A BC ARTIST, THE ARTIST MUST:

- Be based in BC for 200 of the previous 365 days prior to applying
- File BC Tax Returns
- Be a Canadian Citizen or Permanent Resident
- For artists with more than one member, the majority or 50% must meet the BC residency requirement

EMERGING ARTISTS

Must be set-up as a registered business

Must have previously released music online (Spotify, Bandcamp, Soundcloud)

Has an online presence for their project (Facebook page, website, socials)

ESTABLISHED ARTISTS

Earns a significant portion of their livelihood from music

Supported by at least one industry professional

Extensive body of recorded work

National or international touring or presentation history

Substantial audience and media track record

BC ARTISTS

OUT-OF-PROVINCE

EMERGING \$1,000 - \$10,000	ESTABLISHED \$1,000 - \$60,000	RECORD IN BC \$10,000 - \$50,000
Have the basic building blocks for a career in music	Make a living off of music with substantial following and track record	National and international applicants who meet all Emerging criteria
<p>Apply for:</p> <ul style="list-style-type: none"> • Sound Recording in BC • Video Production in BC • Marketing Initiatives <p>Deadlines:</p> <ul style="list-style-type: none"> • July 25, 2018 • December 12, 2018 		<ul style="list-style-type: none"> • Sound Recording in BC <p>Opens: June 27, 2018 Rolling intake until March 1, 2019</p>

SOUND RECORDING

ELIGIBLE RECORDING FACILITIES

The studio must be set-up as a registered business

The facility must be located in British Columbia

The facility must be a commercial studio and cannot be a private or project studio primarily for the benefit of one artist

The facility must be in active use, have recorded variety of external clients within the past 12 months, and have a professional track record

Complete online submission form with Creative BC

Company Name: *Example Company*

SAMPLE BUDGET

REVENUE: List all revenue sources for your project**Public Funding:** (FACTOR, Canada Council, BC Arts Council, Etc.)

Type of Revenue	Vendor & Description	BC or Out-of-Province?	Confirmed (Y/N)	Funding requested
<i>Creative BC</i>	<i>Career Development Program</i>	<i>BC</i>	<i>N</i>	\$ 4,000.00
<i>Factor</i>	<i>Artist Development Program</i>	<i>Out-of-province</i>	<i>Y</i>	\$ 2,000.00
TOTAL Public Revenue				\$ 6,000.00

Private Investment (Company, artist, or label investment)

Type of Revenue	Vendor & Description	BC or Out-of-Province?	Confirmed (Y/N)	Budgeted Revenue
<i>Example Company</i>	<i>Company Investment</i>	<i>BC</i>	<i>Y</i>	\$2,000.00
TOTAL Private Revenue				\$ 2,000.00
Total Revenue				\$ 8,000.00

EXPENSES

Recording Expenses

Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Recording Start Date	Recording End Date	BC Vendor (Y/N)	Any Ineligible and Out-of-Province Expenses	Budgeted Eligible Expenses (Excluding GST)
1. Studio Rental	Example Studio - 5 days at \$250 per day	October 1st, 2018	October 5th, 2018	Y		\$ 1,250.00
2. Recording Engineer	Example Engineer - 5 days at \$250 per Day	October 1st, 2018	October 5th, 2018	Y		\$ 1,250.00
3. Editing and Mixing	Example Mixer - \$250 x 5 songs	October 20th, 2018	October 25th, 2018	Y		\$ 1,250.00
4. Mastering	Example Mastering Studio \$80/song x 5 songs	November 1st, 2018	November 1st, 2018	Y		\$ 400.00
5. Session Drummer	Example Drummer	October 1st, 2018	October 2nd, 2018	Y		\$ 500.00
TOTAL Eligible Recording Expenses						\$ 4,650.00

Video Expenses

Type of Expense	Video Title, Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Video Start Date	Video End Date	BC Vendor (Y/N)	Any Ineligible and Out-of-Province Expenses	Budgeted Eligible Expenses (Excluding GST)
6. Live Video in Studio "Pretend"	Example Videographer	October 3rd, 2018	October 3rd, 2018	Y		\$ 500.00
7. Editing and Sound Mix "Pretend"	Example Editor	October 5th, 2018	October 7th, 2018	Y		\$ 500.00
8. Live Video in Studio "Anyone Else"	Example Videographer	October 3rd, 2018	October 3rd, 2018	Y		\$ 500.00
9. Editing and Sound Mix "Anyone Else"	Example Editor	October 5th, 2018	October 7th, 2018	Y		\$ 500.00
TOTAL Eligible Video Expenses						\$ 2,000.00

Marketing Expenses

Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Marketing Start Date	Marketing End Date	BC Vendor (Y/N)	In-Eligible Expenses	Budgeted Eligible Expenses (Excluding GST)
10. Canada College Radio Mailouts	Example Company	March 1st, 2019	March 30th, 2019	Y		\$ 50.00
11. Blog Outreach	Example Company	March 1st, 2019	March 30th, 2019	Y		\$ 50.00
12. Digital Advertising	YouTube, Facebook, and Instagram	April 1st, 2019	June 30th, 2019	Y		\$ 350.00
13. Promotional Photography	Example Photographer	November 1st, 2018	November 10th, 2018	Y		\$ 900.00
TOTAL Eligible Marketing Expenses						\$ 1,350.00

TOTAL ELIGIBLE EXPENSES**\$ 8,000.00****NET Income [Revenue - Expenses]****\$ -****TOTAL FUNDING REQUESTED (50% of budgeted eligible expenses, up to artist category maximum grant)****\$ 4,000.00**

Video Treatments

Think about what you want your video to look like.
What story you want to tell?

- Provide photos and visuals that inspired the idea for your video
- Provide photos of the locations you'll be shooting at
- Create a storyboard
- Show what will happen in your video sequentially
- Two to four pages including images
- Word doc or .pdf
- References to video team's previous work or resume
- Timing with song

What is a Project Plan?

The 5 why's of your project.

A four page document where you'll answer the following questions.

The questions directly relate to the scoring sheet.

It's not your Factor marketing plan.

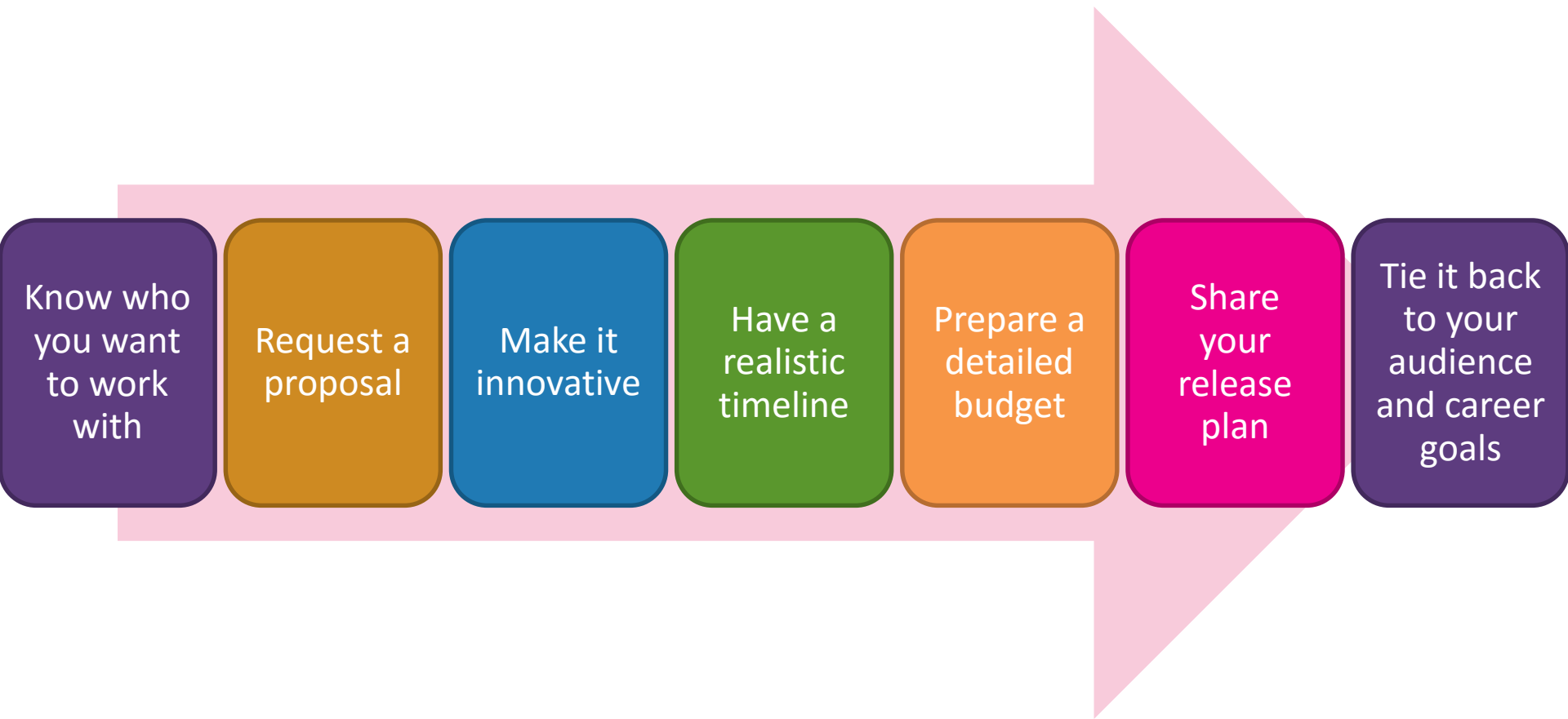
1. What do you want funding for?
2. What are the goals for your project?
3. How do these goals fit within your career trajectory?
4. How will this project increase your revenues and lead to new business opportunities?
5. How will this project help you grow your audience?
6. Why did you pick the people you are working with?

Start Writing

Every funder has different goals. Your job is to show them how you can achieve those goals:

- Stay focused and talk about your project
- Build a case for how this grant will help your career
- Check your grammar and formatting
- Be honest and transparent
- Be as specific and succinct as possible
- Speak to your anticipated results and be realistic
- Have someone else read your application for feedback
- Address the goals of the program

What makes an application competitive?



Applicant Company: _____ BC Artist: _____	TOTAL SCORE
<p>Relevance: Does this project support the growth and development of this artist? How relevant is this project to the artist's career trajectory? Are the activities outlined timely? Is the artist successful at demonstrating incremental progress in their career?</p>	/50
<p>Impact and Outcomes: Does the application demonstrate achievable and trackable outcomes? How successful is the application at demonstrating future audience growth and revenue generation? Does the artist have a track record of success and are they likely to build on this activity in the future? Do the applicant and hired professionals have the expertise and knowledge to ensure the project is a success?</p>	/50
<p>Financial Viability and Budget: How realistic and achievable is the budget? What is the financial track record of the applicant? Did the budget include specific vendors and have vendor quotes to support the costs?</p>	/30
<p>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.</p>	/30
<p>Jobs: Does the project demonstrate a commitment to creating BC jobs and investing the BC economy? If hiring outside of BC, has the applicant supported this decision in their project plan?</p>	/20
<p>Innovation, Digital Presence and Creative Assets: Is this project creative and forward thinking in its approach to developing the artist's career? Does this project expand the artist's digital presence and create intellectual property owned in BC?</p>	/20
TOTAL ASSESSMENT	/200

HELPFUL HINTS

- Start early, and read the guidelines several times
- Call us if you have questions (earlier is better!)
- Check out past recipients
- Have someone else read your application
- Refer to the goals of the program
- Answer questions directly – simple is better!

Music BC

First
Peoples'
Cultural
Council

**Amplify BC
Partnerships**

MUSIC BC

Serves BC's music industry through

- Providing essential information
- Education
- Funding
- Advocacy
- Showcasing
- 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.

Last year, Music BC received funding from Creative BC for:

- Workshops and Panels
- Artist + Industry Training
- Export Trade Initiatives
- Tour Grants
- Business Travel Grants
- Music BC Stages



Sign up for their E-News at
www.musicbc.org

First Peoples' Cultural Council

The First Peoples' Cultural Council is a First Nations-run Crown Corporation with a mandate to support the revitalization of Indigenous languages, arts, culture and heritage in British Columbia.

Last year, FPCC received funding from Creative BC for:

- Mentorship grants for industry professionals and recording engineers
- Indigenous Artist Retreat

First Peoples also administers grants for individual artists.



FIRST PEOPLES'
CULTURAL COUNCIL

DEADLINES

Career Development

Summer Intake

Deadline
July 25, 2018

Career Development

Winter Intake

Deadline
December 12, 2018

NEED HELP?

Contact Gina Loes | Program Analyst, Music

Email: gloes@creativebc.com

Phone: 604-730-2253

Sign up for our newsletter!

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Thank you for coming!

Any questions?