

**creativeBC**

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



**BRITISH  
COLUMBIA**

Supported by the Province of British Columbia

# **BC Music Fund Innovation Program Information Session**

# 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

1

Attract direct investment

2

New live music events for  
musicians and audiences

3

Job creation and retention

4

Increase regional activity

5

Promote the export of BC talent

6

Measure impact

# INNOVATION

## INTENT

Support initiatives that create opportunities for growth, experimentation and cross-sector participation in BC's music industry

## ELIGIBILITY

BC-based companies or not-for-profit organizations

## GRANT AMOUNTS

\$5,000 - \$60,000, investing up to 50% of project expenditures

**BUDGET:** \$300,000

**DEADLINE:** June 15, 2017

# PRIORITIES OF THE INNOVATION PROGRAM

1

Create opportunities for innovation, growth and experimentation in BC's music industry

2

Support projects that explore cross-sector collaboration

3

Leverage technology in new ways

4

Foster diversity by supporting a broad range of projects and companies

# ELIGIBLE PROJECTS

Eligible projects must be:

- Music related
- New or expanded activity. Ongoing activities that don't demonstrate expansion or growth, are ineligible.

Examples of eligible projects include, but are not limited to:

- Cross-sector and multimedia projects related to music
- Experimental or experiential projects that increase visibility, access, or awareness for BC music
- Projects that develop new technology, software, or programs
- Projects or initiatives related to BC's music industry that are not eligible or a low priority for other BCMF funding programs due to their innovative or experimental nature

# SUBMIT YOUR PROJECT SUMMARY

## Deadline June 15, 2017

1

Who are you? Tell us about your company.

2

What do you want to do? Describe your project.

3

Who is this project for? Describe your audience and distribution method/delivery model.

4

What are you requesting funding for? Provide a basic project budget.

# APPLICATION PROCESS

## PROJECT SUMMARY

- CrBC reviews applications for eligibility
- Ensures applications met goals of BCMF
- Input from industry professionals
- Short list is invited to submit full applications

## FULL APPLICATION

- CrBC reviews applications for eligibility
- Ensures applications met goals of BCMF

## EVALUATION

- Applications scored according to evaluation criteria
- Input from industry professionals
- List of recommended recipients is prepared



## Innovation: Full Application Requirements

1

Online application form

2

Certificate of Incorporation or  
Business Statement of  
Registration

3

Project Plan, Budget, and  
Schedule of Activities

4

Project Budgets from previous  
years (if applicable)

5

Company/Organization Financial  
Statements for requests of  
\$10,000 or more

6

Letters of Support (if applicable)

7

Other supporting documents  
(if applicable)

# INNOVATION IMPACT ASSESSMENT

## INNOVATION:

- ▶ Does this project create opportunities for innovation, growth, and experimentation in BC's music industry?

## DIVERSITY:

- ▶ Does this project support or expand the diversity of BC's music industry?

# INNOVATION CAPACITY ASSESSMENT

|  |            |
|--|------------|
| <b>Project Plan:</b> Has the applicant presented a clear plan with achievable activities & timelines, clear indicators for success and a process for evaluation?   | /10        |
| <b>Organizational Capacity:</b> 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? | /10        |
| <b>Sustainability:</b> How will this project continue in the future? What resources, activities, or results will support the applicant or BC's music industry in the future?   | /10        |
| <b>Financial Viability:</b> 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?                               | /10        |
| <b>TOTAL CAPACITY ASSESSMENT</b>   | <b>/40</b> |

# What makes an application competitive?

Demonstrate  
Expanded  
Activity

Tell us how  
your project  
is innovative,  
and will be  
successful in  
a  
competitive  
environment

Demonstrate  
sustainability  
for your  
project  
beyond the  
initial BCMF  
investment

Have a  
realistic  
timeline

Prepare a  
budget for  
your  
expanded  
activity;  
break down  
expenses  
where  
possible

Provide  
research,  
projections,  
and  
measurable  
outcomes for  
your project

Tie your  
Project Plan  
back to the  
priorities of  
the program

# WHAT IS INNOVATION?

**Mirriam-Webster: the introduction of something new**

**Synonyms: change, alteration, revolution, upheaval, transformation, metamorphosis, breakthrough**

**Tell us how your project is innovative. If other people are doing similar things, what makes your project smarter, better, more experimental, or radically different?**

# INNOVATION PROGRAM FAQs

Can I apply for multiple programs for the same project? **YES, but you will only receive funding through one program.**

Can I receive other public funding, in addition to the BCMF, for my project? **YES, but public funding from any source cannot equal more than 75% of the project budget.**

Are in-kind expenses eligible in this program? **No.**

When do I get my cheque? **Payment will be customized by project, but will include an advance and a cheque upon receipt of the final report.**

Once I've applied, when will I hear back? **Within 10 weeks.**

## NEED HELP?

Contact Brenda Grunau, Manager, BC Music Fund

Email: [bgrunau@creativebc.com](mailto:bgrunau@creativebc.com)

Phone: 604-730-2251

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

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**Thank you for coming!**