

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

Project Plan: Has the applicant presented a clear plan with achievable activities & timelines, clear indicators for success and a process for evaluation?	/10
Organizational Capacity: 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
Sustainability: 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
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?	/10
TOTAL CAPACITY ASSESSMENT	/40

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

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www.bcmusicfund.com

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Thank you for coming!