

**creativeBC**

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



BRITISH  
COLUMBIA

Supported by the Province of British Columbia

# **BC Music Fund Live Music 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

# LIVE MUSIC

## INTENT

Support the economic growth of BC's live music sector, invest in performances for BC artists & BC audiences and grow music tourism for out-of-province visitors

## ELIGIBILITY

BC-based festivals, venues, event producers and presenters

## GRANT AMOUNTS

\$5,000 - \$200,000 for BC-based companies / \$100,000 for non-BC companies

**BUDGET:** \$2.5 million

**DEADLINES:** February 1, 2017 & June 28, 2017

# PRIORITIES OF THE LIVE MUSIC PROGRAM

1

Increase economic activity and jobs for BC musicians and music industry professionals

2

Stimulate innovation, growth and capacity within BC's live music sector

3

Expand music tourism by increasing the number of live music events for BC audiences and out-of-province visitors

4

Foster diversity through projects by supporting broad regional and cultural engagement

# LIVE MUSIC PROGRAM

## Live Music Presentation:

- Funding for *new or expanded* performances
- Types of projects eligible for this section include:
  - Music festivals
  - Concert series
  - One-off live music events

# LIVE MUSIC PROGRAM

## Business Development:

- Funding to undertake business development activities
- Types of projects eligible for this section include:
  - Improvements to business processes,
  - Development of new revenue streams
  - Enhanced corporate marketing initiatives
  - Development of knowledge and skills, or
  - Travel to develop new business relationships

\* Business development costs may include capital infrastructure improvements

# LIVE MUSIC PROGRAM

**Eligible applicants must meet all of the following criteria:**

- Is an incorporated company, a registered business OR a not-for-profit organization;
- Primarily exists to present live music, or fills a gap in their respective community;
- Demonstrates ongoing and sustained commitment to presenting live music and engagement within the local community;
- Produces live music events in BC, and assumes the risk in programming, producing, and promoting of these live music performances; and
- Has operated for a minimum of two years, or has key personnel with a minimum of two years' professional experience.



## Live Music Program: 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)

# BC MUSIC FUND

## Documents & templates that can be found on our website:

- Program Guidelines
- Budget/schedule of activities (NEW, updated since last intake)
- Sample application form & tip sheet (NEW)
- Live Music scoring sheet (NEW)

# LIVE MUSIC IMPACT ASSESSMENT

LIVE MUSIC - STREAM A New/Expanded Live Music Presentation	TOTAL SCORE
<b>Economic Impact:</b> Does this project have a measurable economic impact for either the organisation, the community or the industry?	/50
<b>Investment in BC Talent:</b> Does this project support the presentation and development of BC artists and music industry professionals?	/50
<b>Diversity:</b> 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.	/30
<b>Innovation in the Field:</b> Does this project inform industry evolution or innovation, build industry capacity, and/or enhance the sustainability of BC's music industry?	/20
<b>TOTAL IMPACT ASSESSMENT</b>	/150

# LIVE MUSIC IMPACT ASSESSMENT

LIVE MUSIC - STREAM B Business Development	TOTAL SCORE
<b>Capacity:</b> Does this project increase the capacity of the company to carry out live music presentation in the future? Does the project allow the company to grow their business or improve long term business viability?	/50
<b>Investment in BC Talent:</b> Does this project support the presentation of BC artists? Does this project support the development of BC artists and music industry professionals, through exposure or the development of knowledge and skills?	/50
<b>Economic Impact:</b> Does this project improve economic viability for the applicant company? Is there economic impact for either the <u>organisation</u> , the community or the industry? Does this project create jobs?	/30
<b>Innovation in the Field:</b> Does this project inform industry evolution or innovation, build industry capacity, and/or enhance the sustainability of BC's music industry?	/30
<b>TOTAL IMPACT ASSESSMENT</b>	/160

# DEMONSTRATE IMPACT

## Economic Impact:

- How many jobs will this project create for artists, industry professionals, and other BC workers?
- Do you have any stats on the economic impact of your event in your region, and the impact on local businesses and hotels?
- How will this project increase music tourism? Give specific examples and stats from your audience base.

# DEMONSTRATE IMPACT

## Investment in BC Talent:

- How will this project build audiences (and the right audiences) for BC artists?
- How will this event develop the careers of BC artists and industry professionals?
- Are there any training or mentorship opportunities associated with this project?

# DEMONSTRATE IMPACT

## Innovation:

- Is there anything unique about your project?
- How is your project presenting music in a different way, or exploring new business models?
- Will funding allow you experiment or take risks you may not have been to take before?



# DEMONSTRATE EXPANDED ACTIVITY

Company Name:	<i>Company name here</i>	
<b>Project Impact</b>		
<b>Economic Impact</b>	<b>This project (Projected)</b>	<b>This project last year, if applicable (Actual)</b>
Revenues		
Expenditures		
Full time jobs associated with this project		
Part time jobs associated with this project		
Contract jobs associated with this project		
<b>Investment in BC Talent</b>	<b>This project (Projected)</b>	<b>This project last year, if applicable (Actual)</b>
# of artists performing		
# of BC artists performing		
\$ spent on artist fees		
\$ spent on BC artist fees		
Average BC artist fee		
Highest artist fee		
Lowest artist fee		

These areas need to show an increase in activity from previous years

**Expansion = an increase in live music presentation**



# LIVE MUSIC IMPACT 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>

# **GIVE CONTEXT & EXPLAIN COMPANY STRATEGY**

**Tell us WHY your project is a good idea**

- ▶ **How does it fit in with your company strategy?**
- ▶ **How will it help grow your company?**
- ▶ **Is there demand in the marketplace?**
- ▶ **Who are you booking, and how are they the right fit for your audiences and ticket buyers?**

# SHOW A PLAN FOR SUSTAINABILITY

How will you continue this project after grant?

- ▶ Tell us how you will continue this project both financially and operationally?
- ▶ Use data, revenue projections, and concrete examples.

## **OTHER TIPS**

- ▶ **Think of the application form as a condensed business plan, not a sponsorship pitch.**
- ▶ **Use data, revenue projections, and concrete examples wherever possible.**
- ▶ **Don't include too many items in your funding request.**
- ▶ **Be imaginative and pitch us a great idea.**

# What makes an application competitive?

Demonstrate  
Expanded  
Activity

Tell us why  
your project  
is a good  
idea for your  
company  
and your  
audience

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

# LIVE MUSIC PROGRAM

## FAQs

Can I apply for Live Music Presentation AND Business Development in the same application? **YES. Or you can apply separately; whichever makes the most sense for you.**

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 Kaitlyn Reining, Program Analyst:

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

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**Thank you for coming!**