Vancouver Music Fund Information Session
We create, perform and make music on the unceded homelands of the x̱wməθkwəy̓əm (Musqueam), Sk̵wx̱wú7mesh (Squamish), and Sel̓íl̓witulh (Tsleil-Waututh) Nations.
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
What is The Vancouver Music Fund?

The City of Vancouver has allocated $300,000 to support gaps in the music ecosystem in Vancouver, in alignment with the Vancouver Music Strategy.
Vancouver Music Strategy

Key themes:

➢ Musicians and music industry professionals working and living in the city
➢ Engaging audiences
➢ Promoting music tourism and education
➢ Removing municipal barriers
➢ Creating a sustainable, resilient, and vibrant music industry
How can we make Vancouver a vibrant home for music? What role can the city play in supporting artists, creators, fans, audiences, and communities?

RSVP to join the conversation on Wednesday, June 26 at 6 PM
What is The Vancouver Music Fund?

The City of Vancouver has allocated $300,000 to support gaps in the music ecosystem in Vancouver, in alignment with the Vancouver Music Strategy.
Three new funding programs for underrepresented artists and groups in Vancouver:

1. Demo Program
2. Music Video Program
3. Industry Catalyst Program
Who are underrepresented groups?

Those who experience systemic barriers to funding may include those who identify as:

- Musqueam, Squamish, Tsleil-Waututh
- Indigenous peoples (First Nations, Non-Status, Métis or Inuit)
- People of Colour
- People who live with disabilities
- Minority language speakers, cultural communities, newcomers and refugees and/or
- Lesbian, gay, bisexual, transgender, queer people, gender diverse, non-binary, Two-Spirit
What’s new about these programs?

➢ For underrepresented artists and groups
➢ In Vancouver
➢ No business registration required
➢ 100% funding
➢ Projects must occur between June 13, 2019, and June 30, 2020
➢ Deadline July 24, 2019
What is a new or emerging artist?

- Musical experience as a vocalist, instrumentalist or making electronic music
- Demonstrates talent and potential for a career in music
- Experience songwriting, composing, and/or performing music, whether paid or unpaid
- Actively working towards achieving goals in music

Established artists must not be eligible in this program, but have access to Amplify BC’s Career Development program
DEMO PROGRAM

**INTENT:** Supports new and emerging artists from underrepresented groups to create demo recordings and engage in mentorship and skill development with a BC producer.

**WHO CAN APPLY?** Joint application for BC producers and new and emerging Vancouver artists.

**GRANT AMOUNTS:** $2,000

**HOW TO APPLY:** Artist Pitch, Producer Pitch, online application form

**DEADLINE:** July 24, 2019
How does the joint application work?

- Grant is paid to the producer directly
- Creates an opportunity for producers to search out and develop new talent
- Both the artist and the producer need to share why the project is a good fit
- Must have mentorship component
- Program is for new and emerging artists who stand to benefit from working with an experienced producer in a professional recording studio
DEMO PROGRAM CHECKLIST

To Apply:

- Online application form
- Proof of Residency
- Artist Pitch
- Producer Pitch
- Production Agreement
- Supporting Documents

Scoring:

- Relevance
- Impact and Outcomes
- Mentorship
- Diversity
MUSIC VIDEO PROGRAM

**INTENT:** Supports the creation of music videos for new and emerging artists from underrepresented groups to build audiences

**WHO CAN APPLY?** Individual artists or music companies on behalf of an artist

**GRANT AMOUNTS:** $1,000-$10,000

**HOW TO APPLY:** Video treatment, budget, online application form

**DEADLINE:** July 24, 2019
What goes in a video treatment?

✓ **Artist’s Statement:** Tell us about the song. What are your goals for this project and the release? Why do you want to work with this filmmaker?

✓ **Story:** What is your concept for the video?

✓ **Technical Treatment:** What is the style of your film? What equipment will be required? What technical challenges are you expecting?

✓ **Visual Treatment or Mood Board:** Include visual references for the style and mood of your video, locations where you plan to film, or creative references of other videos that have inspired your idea.
**What goes in a video treatment**

Instructions:
1. Use this template to outline the budget for your project.
2. If you do not have Excel, you may also upload and edit this template to Google Sheets or iCloud, and export back to Excel to upload to your application.
3. Use the template to list each specific expense for your project. Be as detailed as possible and use exact numbers.
4. Add as many rows or sections as necessary, and delete any unused rows.
5. Hyperlink the company and musician name when available.
6. For all video requests aside from live performance videos, make sure you have also uploaded a video treatment to the application form.
7. Please ensure you have completed both the revenue and expenses sections and that you have listed enough revenue to pay for the project.
8. Upload this form in .xls format to your application form. Do not convert to .pdf or make your own template.

**Company/Individual Name**

**Company/Individual Name Here**

**REVENUE:** List all revenue sources for your project

<table>
<thead>
<tr>
<th>Type of Revenue</th>
<th>Vendor &amp; Description</th>
<th>BC or Out-of-Province?</th>
<th>Budgeted Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver Music Fund</td>
<td>Music Video Program</td>
<td>BC</td>
<td>$7,050.00</td>
</tr>
<tr>
<td>Any other revenue?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Private Revenue**

$7,050.00

**EXPENSES**

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Video Title, Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)</th>
<th>Video Start Date</th>
<th>Video End Date</th>
<th>BC Vendor (Y/N)</th>
<th>Eligible Expenses (No GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Director</td>
<td>Name of Director</td>
<td>10/1/2019</td>
<td>10/30/2019</td>
<td>Y</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>2. Location Rental</td>
<td>Specify where you are filming</td>
<td>10/5/2019</td>
<td>10/7/2019</td>
<td>Y</td>
<td>$800.00</td>
</tr>
<tr>
<td>3. Equipment Rentals</td>
<td>Type of camera, lights, etc.</td>
<td>10/5/2019</td>
<td>10/7/2019</td>
<td>Y</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>4. Make-up Artist</td>
<td>Name of Make-up artist</td>
<td>10/1/2019</td>
<td>10/7/2019</td>
<td>Y</td>
<td>$750.00</td>
</tr>
<tr>
<td>5. Costumes and props</td>
<td>Specify what you need</td>
<td>10/1/2015</td>
<td>10/30/2018</td>
<td>Y</td>
<td>$400.00</td>
</tr>
<tr>
<td>6. Catering</td>
<td>Number of people, number of days</td>
<td>10/5/2019</td>
<td>10/7/2019</td>
<td>Y</td>
<td>$400.00</td>
</tr>
<tr>
<td>7. Editing</td>
<td>Name of Editor</td>
<td>10/15/2015</td>
<td>10/30/2019</td>
<td>Y</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

**Total Video Expenses**

$7,050.00

**Total Funding Requested**

$7,050.00
MUSIC VIDEO PROGRAM CHECKLIST

To Apply:
- Online application form
- Proof of Residency
- Video Treatment
- Budget
- Song for Video
- Supporting Documents

Scoring:
- Relevance
- Impact and Outcomes
- Video Treatment
- Diversity
INDUSTRY CATALYST PROGRAM

**INTENT:** Supports projects that develop Vancouver’s music ecosystem and build the capacity of underrepresented groups.

**WHO CAN APPLY?** Individuals, collectives, companies and organizations active in the music industry in the City of Vancouver

**GRANT AMOUNTS:** $2,000-$20,000

**HOW TO APPLY:** Call with Brenda Grunau to discuss your program idea.
INDUSTRY CATALYST PROGRAM

Goals:

• Provide **training and professional development** opportunities
• Create **business opportunities** for artists and music companies
• Build **audiences and exposure** for music in Vancouver
• Develop **music publications, media and digital content** to promote local music
• Support **infrastructure, spaces and equipment** for community access
• Develop **knowledge and resources** to benefit Vancouver’s music ecosystem
• Address other gaps to create a sustainable, resilient and vibrant local music industry
INDUSTRY CATALYST PROGRAM
INDUSTRY CATALYST PROGRAM CHECKLIST

To Apply:

- Online application form
- Project Plan
- Budget
- Schedule of Activities
- Letters of Support

Scoring:

- Community Impact and Participation
- Business Development
- Talent Development
- Diversity
- Organizational Capacity
Amplify BC Programs

1. Career Development
   apply now!

2. Music Industry Initiatives
   apply now!

3. Music Company Development

4. Live Music

+ partnerships with Music BC and the First Peoples’ Cultural Council
CAREER DEVELOPMENT PROGRAM

**GRANT AMOUNTS**  up to 50% of eligible expenses

EMERGING: $1,000 - $10,000  
ESTABLISHED: $1,000 - $35,000  
RECORD IN BC: TBA

**BUDGET:**  $1.7 million over two deadlines

**SUMMER INTAKE:**  Opens June 6, 2019 | Deadline July 17, 2019

**WINTER INTAKE:**  Opens October 30, 2019 | Deadline December 11, 2019
ELIGIBLE ACTIVITIES

1. Sound recording activities that take place in BC
2. Music Videos produced in BC
3. Marketing activities
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.
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
NEED HELP?

Demo + Music Video:

Contact Gina Loes | Program Analyst, Music
Email: gloes@creativebc.com
Phone: 604-730-2253

Industry Catalyst:

Contact Brenda Grunau | Manager, Music Programs
Email: bgrunau@creativebc.com
Phone: 604-730-2251