

AMPLIFY BC

SHOWCASE BC GUIDELINES

creativeBC



**BRITISH
COLUMBIA**

Supported by the Province of British Columbia

SHOWCASE BC GUIDELINES

The Showcase BC program provides immediate support to BC musicians who have been affected by the COVID-19 pandemic. This program is funded by the Province of British Columbia and administered by Creative BC.

Showcase BC will support artists across the province as they create and perform. Micro-grants will be automatically offered to BC artists who are eligible and have previously applied to Amplify BC programs to support livestreaming, songwriting, and professional development. Online performances will be free and available to the public at www.showcasebc.ca or through the hashtag #ShowcaseBC.

Showcase BC Budget: \$750,000

KEY DATES:

Funding offers issued: **April 17-21, 2020**

Deadline for funding offer acceptance: **May 15, 2020**

Supports projects occurring between **April 1, 2020 and February 1, 2021**

Final reports due: ongoing until **February 1, 2021**

WHAT ARE THE PRIORITIES OF THE SHOWCASE BC PROGRAM?

- Provide quick financial support to artists during the COVID-19 pandemic;
- Stimulate songwriting, learning, and online performances and content; and
- Support artists working from home creating, performing and learning new skills to advance their careers.

ELIGIBLE ARTISTS

This program supports BC artists that have previously submitted complete and eligible applications to Amplify BC programs including:

- Creative BC's Career Development program;
- Music BC's Travel Grants program; and
- First Peoples' Cultural Council's Indigenous Music Initiative.

This includes applications submitted after April 1, 2018. Artists must meet all eligibility criteria for the program they applied to. This program does not support new applicants.

In addition, artist must have proven music activity within the last 12 months including any of the following:

- At least one paid live performance; and/or
- At least one new musical release available on a public platform from the last 12 months, and/or scheduled in the next 12 months.

In order to be eligible through the Career Development program, applicants must have met the following criteria as submitted in their original application to Creative BC:

- Released a minimum of two official singles on a public website;
- Earned a minimum of \$2,000 in a recent year from music related activities; and
- Met the BC residency requirements at the time of application and continues to reside in British Columbia.

Please refer to the 2019-20 Career Development guidelines for full details on eligibility, and to Music BC and FPCC with questions about eligibility through their programs.

Companies that have previously submitted applications on behalf of the artists they represent cannot accept the grant on behalf of the artist. This grant is paid directly to the artist.

FUNDING

This program will provide a one-time grant of \$500 for Emerging BC artists and \$2,000 for Established BC artists. Eligible artists will receive an offer letter via email from Creative BC indicating their grant amount based on application information previously provided.

- **Emerging** artists are defined by Creative BC as an artist earning a minimum of \$2,000 a year from music activities, who have previously released a minimum of 2 songs on a public platform, and have an online presence for their project.
- **Established** artists meet all the Emerging criteria, but also earn a significant portion of their livelihood from music, have an extensive catalogue of releases, industry support, a wide listener audience, and experience performing and releasing music both nationally and internationally.

More detailed definitions of Emerging and Established artists can be referenced in the Career Development program guidelines.

ELIGIBLE ACTIVITIES

Artists can accept their offer of funding by verifying they meet all the eligibility criteria, and by committing to deliverables in one of the three categories below. Applicants can propose to deliver one of the following activities, and must include project details relevant to their idea.

- **Online performance or online content creation:** Artists will create a minimum of 30 minutes of online musical content, in the form of a live performance or other video content. Livestreaming performances can be delivered on platforms such as Facebook,

Instagram Live, YouTube Live, Twitch, or another video hosting website. Artists will take a screenshot from their performance and keep track of the number of people that attended for their final report. Artists must share the details for their livestreaming event in advance with Creative BC. Artists cannot charge admission to their online shows but can accept tips or donations.

- **Songwriting and Self-Production:** Artists will write two or more songs, and submit either the lyrics, demo recording, or score that they have self-recorded or produced with the final report. Artists will need to provide the number of songs written, their titles, and the approximate number of hours allocated to the project, in their final report.
- **Training, Skill Sharing, and Professional Development:** Artists can use this funding to engage in an online course or training program, deliver online music related tutorials, or pursue self-directed learning goals. Artist must outline their learning goals and how they intend to achieve them. This can include online training courses, research, business planning, digitally collaborative projects involving mentorship, or the development of other skills that advance their music career.

FUNDING OFFERS

Funding offers will be sent by email to eligible artists on the following dates:

- April 17, 2020 for Creative BC applicants
- April 21, 2020 for Music BC and FPCC applicants

Upon receiving a funding offer, artists will need to verify they meet the criteria, select an eligible activity, and accept the offer of funding. Artists will then be sent a funding agreement to sign and will be asked to provide their direct deposit information. Artists must accept their funding offer by May 15, 2020. Full payments will be issued within 5-10 days of accepting the funding offer.

This program provides 100% of funding up front. No matching funds are required. There is no evaluation beyond meeting the eligibility requirements.

LOGO AND ACKNOWLEDGEMENT

Successful recipients are asked to acknowledge Creative BC and the Province of British Columbia through verbal acknowledgement in livestreaming or video content, and by tagging Creative BC on social media using @creativebcs and #showcasebc.

FINAL REPORTS

Upon project completion, artists are required to submit a final report to Creative BC with results from their project. Examples of results include the number of songs composed, number of livestreaming performances, size of audience for online performances, engagements with online content, number

of professional development opportunities, how the activities completed moved the artist's career forward, and the impact of financial support during COVID-19.

Deadlines for final reports are ongoing up until February 1, 2021. Final reports can be submitted as soon as all supported activities have been completed. To complete the final report applicants must submit the following:

- Online Final Report (available at www.creativebc.com); and
- Delivery of funded creative assets.

Final reports must be submitted prior to applying to other Amplify BC funding programs.

FOR MORE INFORMATION

For more information about this program and upcoming opportunities, please contact:

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