

# **AMPLIFY BC**

## **Live Music Program**

**2021-2022**

**Information Session**

We want to acknowledge that Creative BC's office are on the traditional, ancestral and unceded homelands of the x<sup>w</sup>məθk<sup>w</sup>əy'əm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and Sel̓il̓wítulh (Tsleil-Waututh) First Nations.

## WHAT IS AMPLIFY BC?

In April, the B.C. government announced a renewed investment for Amplify BC to support the recovery and growth of B.C.'s music industry, with \$22.5 million dedicated to the sector over the next three years.

Creative BC will continue to adapt Amplify BC's program each year to meet the changing needs of the music industry as part of B.C.'s economic recovery.

# AMPLIFY BC PROGRAMS

Live Music: Operational  
Support  
(Now Closed)

Music Industry Initiatives  
(Open Now!)

Record in BC  
(Open Now!)

Career Development –  
BC Artists  
(Now Closed)

Music Company  
Development: Operational  
Support  
(Now Closed)

Live Music:  
Regular Intake  
(Opens Now!)

Music Company  
Development:  
Regular Intake  
(Opens Dec 8)

# LIVE MUSIC PROGRAM: Presentation & Business Development

## INTENT:

This program supports B.C.-based live music presenters, creating engagement opportunities for artists and audiences.

This intake is designed to support the recovery and restart of B.C.'s live music sector, funding live music events, and enhancing music tourism throughout B.C. Funding will also support the growth of the live music sector through business development activities

**BUDGET:** \$2.6 million across two intakes: Operational Support and Regular Intake (Presentation and Business Development funding streams)

## GRANTS:

- Grant amounts: **\$2,000 - \$100,000** for up to **75%** of budgeted cash expenditures
- Public funding from any source cannot equal more than 75% of the budget.

**APPLICATIONS OPENED:** November 3rd, 2021

**DEADLINE:** December 15, 2021 at 11:59 PM PDT

## LIVE MUSIC PROGRAM: PRESENTATION & BUSINESS DEVELOPMENT

There will be two separate application streams. One for live music **Presentation** and one for **Business Development**.

Each stream will have its own application form, program guidelines, budget, and scoring priorities sheet.

Applicants may apply to both the Presentation and Business Development, but companies are capped to \$100,000 between these two streams.

## **PRIORITIES OF THE LIVE MUSIC PROGRAM**

- Grow capacity, sustainability, and innovation within B.C.'s live music sector
- Revitalize economic activity and jobs for B.C. musicians, live music companies, and industry professionals
- Support music tourism and performance opportunities for artists and audiences
- Support a broad range of live music presenters, prioritizing the inclusion of underrepresented groups within B.C.'s music industry, who experience systemic barriers to participation

## WHO CAN APPLY?

**Applicants must be B.C.-based festivals, venues, event producers or presenters that meet the following criteria:**

- Is a B.C.-owned and controlled corporation, registered business, or sole proprietor with a valid GST number, that files B. C. tax returns. Applicants may also be not-for-profit organizations with headquarters in B.C. New companies and individuals acting as sole proprietors can apply but will be required to register their business upon successfully receiving a grant. New businesses are eligible to apply for funding;
- Primarily exists to present live music in B.C. or fills a gap in their respective community;
- Demonstrates ongoing and sustained commitment to presenting live music and engagement within the local music community; and
- Produces live music events in B.C., and assumes risk in the programming, producing, and promoting of these live music performances.



## **ELIGIBLE ACTIVITIES & EXPENSES – PRESENTATION**

### **Eligible Activities**

- Music festivals
- Concert series
- Year-round programming
- One-off live music events

### **Eligible Expenses**

- Programming costs such as artist fees, artist travel, meals, accommodations
- Production costs such as rental or construction of staging, venue, sound, lighting
- Labour costs such as hiring event staff, contract workers, skilled technicians
- Event-related costs such as rental or purchase of fencing, toilets, permits, insurance
- Marketing costs such as online advertising, ad placements, banners, signs, and other marketing costs
- COVID-19 costs: Health and safety plans and protocols, PPE and supplies, safety equipment, training, etc.
- GST for applicants who do not have GST accounts

## INELIGIBLE EXPENSES - PRESENTATION

- Operating costs not specific to the event, including utilities, regular maintenance, corporate overhead, or salaries
- Alcohol
- Tours, album release shows, or concerts benefitting one particular artist
- Award shows, fundraisers, galas, mixers, private events, and events where artists are asked to play for free, or where artists must sell a certain number of tickets to be paid.

# BUDGET - PRESENTATION

## Expenses & Funding Request

Eligible expenses for projects include direct costs for programming, producing, and promoting live music performances in B.C. Review the program guidelines for eligible and ineligible expenses.

Estimate your event budget as it breaks down into the following categories. Use only whole numbers. If a category does not apply, type '0'.

**What are the total expenses for the project?\***

Total expenses should equal the total revenues on the next page.

### Project Expenses

Use whole numbers, and round up or down to the nearest dollar.

**Programming costs: artists fees, artist travel, meals, accommodations, etc.\***

**Production costs: staging, sound, lighting, venue rentals, etc.\***

**Labour costs: event staff, contract workers, skilled technicians, etc.\***

**Event-related costs: fencing, toilets, permits, insurance, etc.\***

**Marketing costs: online advertising, ad placements, banners, signs, etc.\***

**COVID-19 safety costs: hand washing stations, PPE, barriers, technology for checking vaccine passports, etc.\***

**Other costs:\***

### Total Funding Request

**What is your funding request?\***

Grant amounts range from \$2,000 - \$100,000.

Eligible applicants may apply to Creative BC for a grant of up to 75% of budgeted cash expenditures.

**Have you previously applied or received funding through the Live Music program?**

**Returning applicant refers to those who have previously applied, but were not successful.**

- First-Time Applicant
- Previously Funded Applicant
- Returning Applicant

## **ELIGIBLE ACTIVITIES – BUSINESS DEVELOPMENT**

### **Eligible Activities & Projects**

- Capital infrastructure improvements
- Audience development and market research
- Improvements to business processes, policies, and procedures
- Development of new products, services, or revenue streams
- Staff growth and development
- Development of knowledge and skills

## **ELIGIBLE EXPENSES – BUSINESS DEVELOPMENT**

### **Eligible Expenses**

- Equipment purchases and upgrades for sound systems, lighting, soundproofing, staging, technology, accessibility, etc.
- Construction, building materials, and any other costs related to renovations or infrastructure improvements
- Health and safety plans and protocols, PPE and supplies, safety equipment, etc.
- Training, planning, and policy development related to communicable disease plans, crowd management, emergency preparedness, assault prevention, risk assessment, harm reduction, equity and inclusion, etc.
- Marketing campaigns, audience research, economic impact studies
- Training, courses, and consultants to grow knowledge and build skills for employees in a specific area
- Expenses for new or expanded company staff positions
- GST for applicants who do not have GST accounts
- Existing resources directly related to the project to support a portion of the project

## INELIGIBLE EXPENSES – BUSINESS DEVELOPMENT

- Capital purchases not specific to the project;
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries; and
- Costs related to the presentation of live events, including artist fees (these can be applied for through the Live Music: Presentation stream).

# BUDGET – BUSINESS DEVELOPMENT

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Clipboard: Paste, Cut, Copy, Format Painter | Font: Arial, 18, Bold, Italic, Underline, Text Color, Background Color | Alignment: Wrap Text, Merge & Center | Number: General, Currency, Percentage, Decimals | Styles: Conditional Formatting, Format as Table, Cell Styles | Cells: Insert, Delete, Format

	A	B	C	D	E
7	<b>Public Funding</b>				
8	<i>Please list all revenue sources for this project.</i>				
9	<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
10	Creative BC	Live Music Program	Y	N	
11	Ex. Province of B.C.	Fairs, Festivals, and Events Recovery Fund	Y	Y	
12					
13					
14	<b>TOTAL Public Funding</b>			\$ -	\$ -
15	<b>Private Investment</b>				
16	<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
17	Ex. Company Investment		Y	Y	
18					
19					
20	<b>TOTAL Private Investment</b>			\$ -	\$ -
21	<b>Earned Revenue</b>				
22	<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
23	Ex. Ticket Sales		Y	N	
24	Ex. Sponsorships				
25					
26					
27	<b>TOTAL Earned Revenue</b>			\$ -	\$ -
28	<b>Net REVENUE</b>			\$ -	\$ -
29	<b>EXPENSES</b>				
30	<b>Staffing</b>				
31	<i>Type of Expense</i>	<i>Vendor &amp; Description</i>	<i>BC Vendor Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
32	Ex. New FT Marketing position	Ex. 1 new FT position. 35hrs/week for 1 year	Y		
33	Ex. Expanded Admin Assistant position	Ex. 1 expanded position. Extra 10 hrs/wk \$20/hr for 1 year			
34	Ex. Benefits for New Staff	Ex. Pacific Blue Cross - Health & Dental			
35					
36	<b>TOTAL Staffing Expenses</b>			\$ -	\$ -
37	<b>Capital Purchases/Equipment</b>				
38	<i>Type of Expense</i>	<i>Vendor &amp; Description</i>	<i>BC Vendor Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
39	Ex. New sound system	Name and rate			
40	Ex. New lighting rig	Name and rate			

## HOW TO APPLY

- Read the program guidelines and review the online application form
- Collect your application materials
- Submit your online application

## APPLICATION MATERIALS

- Online application form – available at [creativebc.com](http://creativebc.com)
- Certificate of incorporation or statement of business registration (if registered)
- Additional supporting documents or letters of support (optional)
- Budget (for **Business Development**)



## APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of live music companies, industry backgrounds, regions, and demographics.

Applications will be scored according to the priorities of the program using the categories below.

The Presentation/Business Development Scoring Priorities Sheet is available on the Creative BC website.

- Project
- Resilience, Recovery & Adaptation
- Performance Opportunities for Artists (in **presentation stream**)
- Economic Impact
- Diversity, Equity, and Inclusion

The review period for complete applications is approximately 12 weeks after the program deadline date. All applicants will be notified by email.

# SCORING PRIORITIES – PRESENTATION

## AMPLIFY BC LIVE MUSIC: PRESENTATION SCORING PRIORITIES 2021-2022

<p><b>Project:</b> What programming or events are proposed? How do these events connect to the applicant’s reopening strategy? Has the applicant provided a clear description of their project and how they will sell tickets for these events?</p>
<p><b>Resilience, Recovery &amp; Adaptation:</b> What is the organization doing currently to reduce expenses, earn revenue, and maintain viability? How is the company adapting to changes in the industry? What is the company’s plan for reopening, future operations and maintaining audience? What did the company learn last year, and how is this informing business strategy for the future?</p>
<p><b>Performance Opportunities for Artists:</b> Does this project create performance opportunities for artists? Does this project help BC artists grow audiences? Are artist fees fair and reasonable?</p>
<p><b>Economic Impact:</b> Does this project create jobs for industry professionals and vendors within BC’s live music sector? Does this project stimulate music tourism, and create local economic impact?</p>
<p><b>Diversity, Equity and Inclusion:</b> Does this project promote equity or expand the representation of BC’s music industry? Does this project support an underserved region or group? Are company owners or key personnel from underrepresented groups? Does this applicant have project have a history of presenting artists from underrepresented groups, or authentic partnership to serve those communities?</p>
<p><b>TOTAL ASSESSMENT</b></p>

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Live Music program.

# SCORING PRIORITIES – BUSINESS DEVELOPMENT

## AMPLIFY BC LIVE MUSIC: BUSINESS DEVELOPMENT SCORING PRIORITIES 2021-2022

<p><b>Project:</b> Will this project contribute to the viability, capacity, and sustainability of the applicant? How does this project connect to the applicant’s reopening strategy? Has the applicant provided a clear description of their project and what it is intended to achieve?</p>
<p><b>Resilience, Recovery &amp; Adaptation:</b> What is the organization doing currently to reduce expenses, earn revenue, and maintain viability? How is the company adapting to changes in the industry? What is the company’s plan for reopening, future operations and maintaining audience? What did the company learn last year, and how is this informing business strategy for the future?</p>
<p><b>Economic Impact:</b> Does this project create jobs for industry professionals and vendors within BC’s live music sector? Does this project create jobs and grow audiences for BC artists? Does this project stimulate music tourism, and create local economic impact?</p>
<p><b>Diversity, Equity and Inclusion:</b> Does this project promote equity or expand the representation of BC’s music industry? Does this project support an underserved region or group? Are company owners or key personnel from underrepresented groups? Does this applicant have project have a history of presenting artists from underrepresented groups, or authentic partnership to serve those communities?</p>
<p><b>TOTAL ASSESSMENT /100</b></p>

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Live Music program.

# **LIVE MUSIC PROGRAM – PRESENTATION & BUSINESS DEVELOPMENT INTAKE**

## Online Application Form

## APPLICATION REVIEW

The review period for complete applications is approximately **12 weeks** after the program deadline date. All applicants will be notified by email.

The total funding available in this program is limited and applying does not guarantee funding.

Successful applicants will receive a **75% advance** payment upon execution of a funding agreement, and up to the remaining **25% upon** completion of the final report, based on eligible final expenditures

Payment will be issued electronically, by direct deposit or e-transfer.

## Grant Coaching

One-hour grant coaching sessions are available for **new** and **previously unsuccessful applicants from underrepresented groups and regions of BC**. Grant coaches can provide feedback on your applications for Amplify BC programs. **Coaching will be launched this week, sign up on the Creative BC website.**

This includes artists and companies from and serving the following groups:

- Indigenous peoples
- Black community
- People of Colour
- Deaf and Disability community, and those who live with chronic illness or are neurodivergent
- LGBTQ2IA+ and gender diverse people

This also includes people from underrepresented regions of BC:

- Cariboo
- Kootenay
- Nechako
- North Coast
- Northeast
- Thompson / Okanagan
- Vancouver Island and Coast  
(excluding the Capital Regional District / City of Victoria)

# LIVE MUSIC PROGRAM – PRESENTATION & BUSINESS DEVELOPMENT

## NEED HELP?

Contact Mizzy Mejia | Program Coordinator, Music

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

Phone: 236-455-0946

Sign up for our newsletter!

# **LIVE MUSIC PROGRAM – PRESENTATION & BUSINESS DEVELOPMENT**

**THANK YOU FOR COMING!**

Any questions?