

# CREATIVE BC

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## MARKET EXPANSION FUND PROGRAM GUIDELINES 2021-22

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## COVID-19 PANDEMIC

Creative BC acknowledges the unprecedented challenges the creative industries are facing due to the global impact of Covid-19. As a result, changes have been made to the Market Expansion Fund for fiscal year 2021-22. Creative BC is committed with working with clients on solutions that will allow businesses to continue to operate during this time of uncertainty.

### WHAT IS THE MARKET EXPANSION FUND?

This program provides financial support for BC book publishers to attend select book fairs, conferences and events for the purpose of promoting their publishing list in both foreign and domestic markets, expanding business opportunities through foreign and subsidiary rights sales and the development of digital marketing materials or campaigns. Companies will be allotted up to \$10,000\* per fiscal year (April 1–March 31), for activities that meet the standards and program objectives and deemed eligible by Creative BC. **(\*Note that additional funds are available for publishers attending Frankfurt Book Fair and Pacific Northwest Bookseller Association events. See below under Eligible Activities.)**

### ELIGIBLE APPLICANTS

Applications will be considered from the following:

Active (voting and associate) members of the Association of Book Publishers of BC (ABPBC); or publishing companies who:

- Received funding from the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers in the most recently completed fiscal year; and
- Have been a legally registered corporate entity, company, or society in BC or federally incorporated company with its head office in BC, for at least one year;
- Are managed and financially controlled by BC residents (who own at least 75% of the company); and
- The principals, directors, officers and shareholders of the applicant company are in good standing (i.e. not in default) with Creative BC.

Publishers are eligible for support for up to **six** fairs and events. A maximum of two delegate(s) per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at each event.

### ELIGIBLE ACTIVITIES

For the fiscal year 21/22 publishers approved in the Market Expansion Fund program will be eligible for up to **\$10,000\*** in funding across three activities: Marketing, Virtual Book Fair and Conferences, and Traditional Book Fairs and Conferences. (\*Publishers attending Frankfurt Book Fair and Pacific Northwest Bookseller Association Events *in person* can also access an additional \$2,000 and \$1,000 respectively. In this case the envelope/cap would be \$13,000 for those publishers.)

**Publishers may apply for any combination of the following:**

Activity	Creative BC Maximum Contribution	Publisher Minimum Contribution
Marketing	75% of eligible expenses, to a maximum of the total amount awarded	25%
Virtual Fairs/conferences	100% of eligible expenses, to a maximum of the total amount awarded	0%
Traditional Fairs/conferences	75% of eligible expenses, to a maximum of \$1,500 per domestic event and \$2,250 per international event	25%

## **NEW - MARKETING**

Applicants may use the total amount awarded from Creative BC towards a Marketing plan or campaign. The Marketing collateral does not need to be associated with a specific book fair or event. Creative BC will contribute a maximum of 75% of costs associated with the following, but not limited to:

- book/ imprint launches;
- creation of additional marketing tools and/or materials;
- enhanced advertising and co-op programs;
- specialized catalogues and mailings;
- backlist promotions;
- re-launch/re-brand activities;
- redesign/upgrade of website to include shopping cart for direct consumer purchases;
- author podcasts, videos, webcasts;
- digital rights management;
- interactive game based on book content;
- search optimization of titles and/or catalog;
- digitization of backlist for institutional and library sales;
- original content in digital format, or bundled packaging of certain books or genres for exploitation on digital platforms;
- exploration of alternate sales channels;
- research and development of a digital transformation strategy/business plan; and
- social media marketing (and or influencer partnership).

## **NEW - VIRTUAL BOOK FAIRS AND CONFERENCES**

Creative BC will reimburse applicants 100% of eligible registration fees to a maximum of \$500/online event. A maximum of two delegates per company may register for the same online event. Conferences and book fairs that do not appear on the Event List may be considered if they are deemed to meet the objectives of this program. Approval from Creative BC will be required to deem the event an eligible book fair/event site supported by this program. It is recommended that the publisher reach out to Creative BC prior to submitting their application to determine whether the additional events will be deemed eligible.

## **TRADITIONAL BOOK FAIRS AND CONFERENCES**

Creative BC has identified the domestic and international book fairs/event sites that are eligible for assistance. For more information, please refer to the [Event List](#). Events that fall within the Creative BC fiscal year of April 1, 2021, to March 31, 2022, will be supported. Applications will be accepted that include attendance at events retroactive to the fiscal year start of April 1, 2021. Companies may apply for up to two people maximum per bookfair of conference. Each domestic (located in Canada) event has a maximum participation from Creative BC of **\$1,500** (75% of \$2,000), and each international event has a maximum participation from Creative BC of **\$2,250** (75% of \$3,000) representing no more than 75% of the applicant's final cash expenditures to attend.

For example, and for the sake of clarity, if the applicant spends \$2,000 at a domestic event, then Creative BC's contribution will be \$1,500. If the applicant spends over \$2,000, our contribution will remain at \$1,500. Should the applicant spend less than \$2,000 at a domestic event, Creative BC's contribution will equal 75% of the final cash expenditures to attend (i.e. If the applicant spends \$1,500, Creative BC's contribution will be \$1,125).

The following items are considered eligible expenses for attending Traditional Book Fairs and Conferences:

- Per diem - \$60 per day in Canada, \$80 per day outside Canada;
- Accommodation – up to \$300 per night;
- Registration fees (if applicable);
- Booth costs (if applicable);
- Books/collateral shipping costs (if applicable);
- Return airfare (based on economy fare);
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.);
- Design and printing of marketing materials, payable to third parties (e.g. brochures, etc.), capped at no more than 20% of the approved direct travel costs; and
- Overhead allowance, capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and administrative expenses).

#### **SUBSTITUTION OR CANCELLATION OF EVENTS**

Creative BC recognizes that adjustments to a participating company's activities may be required due to external pressures and unforeseen circumstances. We ask that applicants provide Creative BC with a slate of book fairs and conferences (events), Traditional and or Virtual, they would like to attend. For example, if the applicant provides a list of 6 events and 3 are cancelled, there are still 3 events they may attend. The applicant does not have to commit to every event on their slate, however, once the list is approved, the applicant may attend any combination of events on their slate.

Events not on the applicant's slate will require approval, and failure to obtain approval prior to attending the event may result in the event not being funded. Funding will not be increased after a commitment is made, only reduced if the applicant did not attend the event indicated in their application and did not attend another approved event in its place.

#### **DELEGATES**

Delegates from companies should be BC residents, defined as Canadian citizens or Permanent Residents who have resided in BC for at least 200 of the 365 days immediately preceding the date of application and who have filed income tax returns in BC in the taxation year prior to the date of application. On a case-by-case basis, exceptions may be granted to applicants that have engaged a sales agent based outside BC who will be their delegate at the event(s). A maximum of two delegates per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at an event. Substitution of delegates is allowed, and information about alternate delegates can be provided at the application stage.

## APPLICATION PROCEDURES AND ELIGIBILITY

As part of the application, the publisher will be required to submit the following items:

- If not an ABPBC voting or associate member, funding agreement in 2020-21 with the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers;
- Information about the books that the publisher will be presenting at the events or a digital copy of the publisher's two most recent sales catalogues, and/or the current rights catalogue;
- A slate of events either Traditional, Virtual or a combination of both the applicant would like to attend (minimum 3);
- If applying for any Marketing activities, a brief outline of the work to be completed;
- Detailed budget breakdown for each Activity;
- Company profile;
- Names, titles, and brief biographies (i.e. 3 sentences) for the individual delegate(s) that will be representing the applicant at the event(s); and
- 1 one page summary on how your company has been affected by the Covid-19 pandemic.

## PROGRAM DEADLINE AND ADJUDICATION

The deadline to submit an application online for the Market Expansion Fund is **September 17<sup>th</sup>, 2021**. Applications will be adjudicated by Creative BC and reviewed by selected members of the book publishing industry. Applicants will be notified approximately 6 weeks after the deadline on whether they are successful and the commitment amount.

## FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected publishers to help offset registration, travel and accommodation costs to events and digital marketing activities in Creative BC's fiscal year of 2021–22. For international events that are eligible for support through Livres Canada Books' Foreign Rights Marketing Assistance Program (FRMAP) and for which the publisher is receiving FRMAP funding, the publisher may only include in their Market Expansion Fund application a request for financial assistance toward booth and marketing financial assistance, being that these are not eligible expenses under FRMAP.

Successful applicants will receive 75% of Creative BC's contribution upon signature of the commitment agreement, and 25% after approval of a final report (see 'Reporting' below).

## REPORTING

Publishers will have 60 days after attending their last event, to submit an online final report which includes the following information that is asked for in the online form:

- A narrative report on event/conference activities outlining meetings held, intelligence garnered, deals initiated, rights sold or pending; and or
- A narrative report on marketing outlining activities undertaken and outcomes; and
- A final cost report\* with PDFs of supporting invoices and receipts (please note meal receipts are not required and the applicant may claim the full amount for per diem).

**\*The final cost report must be in spreadsheet format and contain three separate sheets or tabs:**

**Marketing – The costs associated directly with marketing activities or campaign;  
Virtual Book Fairs & Conferences - The cost of online registration per person/event; and  
Traditional Book Fairs & Conferences - The costs per person/event.**

The final report is to be submitted through an online form to be completed through the Creative BC website. Failure to submit a final report to Creative BC within the specified time period may result in forfeiture of the award. In addition, follow-up surveys may be conducted 6 and 12 months after the book fair, conference or event has concluded to confirm any additional rights or sales activity.

#### **FORFITURE OF AWARD**

Successful applicants who fail to submit a final report to Creative BC within the specified time period will be given one written reminder. Should all materials not be provided following this reminder, the successful applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.