

AMPLIFY BC

Music Company

Development Program:

Operational Support

2021-2022

Information Session

We want to acknowledge that Creative BC's office are on the traditional, ancestral and unceded homelands of the x^wməθk^wəy'əm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and Sel̓íl̓wítulh (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
(Open Now!)

Music Company
Development: Operational
Support
(Open Now!)

Live Music:
Regular Intake
(Opens Nov 3)

Music Company
Development:
Regular Intake
(Opens Dec 8)

MUSIC COMPANY DEVELOPMENT: OPERATIONAL SUPPORT

INTENT:

This intake will provide operational support for music companies affected by the COVID-19 pandemic, in order to assist with the recovery and restart of the music industry.

BUDGET: \$1 million across 2 intakes

GRANTS:

- \$500 - \$50,000
- No matching funds required
- 100% of grant amount received up-front

APPLICATIONS OPENED: September 15th, 2021

DEADLINE: October 20, 2021 at 11:59 PM PDT

MUSIC COMPANY DEVELOPMENT: REGULAR INTAKE

There will be a second intake of the Music Company Development program, opening on **December 8, 2021**, with a deadline of **January 26, 2022**.

This intake will provide funding for business development projects that grow capacity for music companies.

Applicants may apply to both the Operational Support and Regular Intake.

PRIORITIES OF THE OPERATIONAL SUPPORT INTAKE

1. Provide financial support to assist with the restart and recovery of music companies affected by the COVID-19 pandemic;
2. Protect infrastructure and support the viability and sustainability of music companies and spaces;
3. Support employment for industry professionals and vendors providing vital services to B.C.'s music industry;
4. Provide flexible funding for companies to respond to their most urgent needs; and
5. Support a diverse range of music companies, prioritizing the inclusion of underrepresented groups who experience systemic barriers to participation.

WHO CAN APPLY?

Applicants must be companies with primary business activities in the music industry that meet the following criteria:

- Is a B.C.-owned and controlled corporation or registered business, a Canadian corporation or not-for profit organization with headquarters in B.C. and files B.C. tax returns, or a BC-based sole proprietor with a valid GST number. Individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant;
- Doesn't primarily exist to benefit one artist or client;
- Can demonstrate financial losses due to COVID-19; and
- Continue to operate in the music sector. Applicants with companies that permanently closed or ceased operations prior to submitting their application are not eligible.

ELIGIBLE ACTIVITIES

- Recipients are expected to use the funding to meet the most urgent needs and support the activities of their business. Examples of eligible activities include:
- Rent, mortgage, utilities, insurance, or other expenses related to owning or operating a music company;
- Salaries or wages for employees or contract staff;
- Non-recoverable costs due to the postponement or cancellation of releases, tours, or other business activities;
- PPE, safety equipment, or the implementation of Communicable Disease Plans;
- Staff training, infrastructure upgrades, technology, or any other costs required for reopening or pivoting as a result of the pandemic.

DECLARATION OF OTHER FUNDING SOURCES

Applicants will need to declare all other COVID-19 support funding received in both 2020 & 2021:

- **Canada Emergency Wage Subsidy (CEWS)**
- **Canada Emergency Rent Subsidy (CERS) / Canada Emergency Commercial Rent Assistance (CECRA)**
- **Canada Emergency Business Account (CEBA)**
- **BC Arts Council**
- **Province of B.C. Circuit Breaker Business Relief**
- **Province of B.C. Small & Medium Sized Business Recovery**
- **Canadian Heritage** – All emergency support and new funding received through the following agencies and programs:
 - **Canada Council for the Arts**
 - **FACTOR**

Applicants are not required to declare funding received through the Canada Emergency Response Benefit (CERB), Canada Recovery Benefit (CRB) or Employment Insurance (EI) programs.

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
- Certificate of incorporation or statement of business registration (if registered)
- Company/Organization financial statements in the form of a notice-to-reader, review engagement, audited statements, or internal profit/loss statements for 2019, 2020, and 2021
- Additional supporting documents or letters of support (optional)

APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff according to the priorities of the program, using the categories below. Evaluation is competitive and comparative, based on the applications submitted and funding available. The Music Company Development Program Scoring Priorities Sheet is available on the Creative BC website, with descriptions for each category.

Applications will be scored according to the criteria below:

- Need
- Loss of Infrastructure & Activity
- Resilience & Future Plans
- Diversity, Equity, and Inclusion
- Accessibility of other funding

Please view the Scoring Priorities sheet for more details!

SCORING PRIORITIES



AMPLIFY BC MUSIC COMPANY DEVELOPMENT: OPERATIONAL SUPPORT SCORING PRIORITIES 2021-2022

High Priority

Mid Priority

Low Priority

NEED	Significant funds needed in order to restart or re-open
	Had little to no access to Federal, Provincial, and other COVID-19 funding support
	Experienced significant financial losses due to COVID-19
	Forced to close or pause operations by order of the PHO for the majority of the pandemic
LOSS OF INFRASTRUCTURE, JOBS & ACTIVITY	Music is a significant part of operations
	Space is at risk (recording studio, rehearsal space)
	Significant number of jobs at risk
RESILIENCE & FUTURE PLANS	Was active during the pandemic; able to pivot or innovate
	Resuming regular operations
DIVERSITY, EQUITY & INCLUSION	Regional applicant
	Owned or operated by and/or directly serves an underrepresented group or community

Moderate funds needed in order to restart or re-open
Had some access to Federal, Provincial, and other COVID-19 funding support
Experienced moderate financial losses due to the COVID-19
Experienced an interruption in operations, but is nearing pre-pandemic capacity
Substantial proportion of music activities to overall business
Gear and/or other significant investments and assets at risk
Jobs at risk
Adapted as much as able during the pandemic
Taking steps towards reopening
-
Has significant partnerships with or serves underrepresented groups or communities

Minimal funds needed in order to restart or re-open
Had significant access to Federal, Provincial and other COVID-19 funding support
Experienced lower financial losses due to COVID-19
Operated as normal, or was able to pause operations
Music activity is a small portion of overall operations
Infrastructure is not at risk
Few or no jobs at risk
Had no significant strategies for adapting or innovating
Few plans in place to resume activity
Applicant from Lower Mainland-Southwest or Vancouver Island/Coast (Victoria only)
Applicant does not advance equity, diversity & inclusion

MUSIC COMPANY DEVELOPMENT PROGRAM – OPERATIONAL SUPPORT

Online Application Form

APPLICATION REVIEW

The review period for complete applications is approximately **6 weeks after** the program deadline date.

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

All applicants will be notified of their results by email.

Upon acceptance of the funding offer, successful applicants will receive a payment of **100% of the grant amount** upon execution of a funding agreement.

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. **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 neurodiverse
- 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)

MUSIC COMPANY DEVELOPMENT: OPERATIONAL SUPPORT

NEED HELP?

Contact Mizzy Mejia | Program Coordinator, Music

Email: mmejia@creativebc.com

Phone: 236-455-0946

Sign up for our newsletter!

MUSIC COMPANY DEVELOPMENT: OPERATIONAL SUPPORT

THANK YOU FOR COMING!

Any questions?