



# VANCOUVER MUSIC FUND

## DEMO RECORDING PROGRAM GUIDELINES 2021-2022

**Deadline: Wednesday, April 28, 2021 at 11:59 PST**

## APPLICATION PROCESS AND TIMELINE

Applications open:	March 3, 2021
Submission deadline:	April 28, 2021
Application Evaluation:	May/June 2021
Approval and Notice:	July 2021
Payment:	3 weeks after contract is signed
Project Completion / Final Reports:	Ongoing until June 1, 2022

## CONTACT INFORMATION

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Website:	<a href="http://www.creativebc.com/programs/vancouver-music-fund">www.creativebc.com/programs/vancouver-music-fund</a>

## WHAT IS THE VANCOUVER MUSIC FUND?

The Vancouver Music Fund is a grant of \$300,000 to support music and musicians working and living in Vancouver by addressing gaps and opportunities in Vancouver's music ecosystem and embracing Vancouver's vibrant and diverse music communities.

The Vancouver Music Fund is the result of the work and strategic directions of the [Vancouver Music Strategy](#) and [Culture|Shift](#), with shared commitments to position Vancouver as a thriving hub for music; advance reconciliation, equity and decolonization; champion creators; and support arts, culture, and community-led cultural infrastructure.

The City of Vancouver has partnered with Creative BC to deliver these funds to projects serving underrepresented populations within the City of Vancouver and the unceded traditional homelands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔ (Tsleil-Waututh) Nations.

Funding will be distributed through three programs: the [Demo Recording](#) program, [Music Video](#) program and [Industry Catalyst](#) program.

## WHAT IS THE DEMO RECORDING PROGRAM?

This program supports new and emerging artists from underrepresented groups living in the City of Vancouver to engage in sound recording and mentorship with local music producers.

The objectives of the Demo Recording program are to:

- Reduce barriers to music creation for new and emerging artists launching careers in music;
- Support underrepresented artists and producers to gain opportunities in the music industry;
- Engage in skill development and build professional capacity for new and emerging artists;
- Invest in producers to mentor and develop new talent;
- Create new business opportunities for producers and recording studios; and
- Expand the portfolio of music producers.

The budget for the Demo Recording program is approximately \$60,000. This program is expected to support 30 projects.

## ELIGIBLE ACTIVITIES

This program supports mentorship and the creation of 1-2 demo recordings for artists with a local producer. For this program, demos are recordings created to workshop musical ideas to demonstrate the potential of a song, or the capabilities of a musical artist. Demos may be used for limited circulation in preparation for a full recording, or may be used for commercial release to the public.

Mentorship may include, but is not limited to, providing feedback on your music, offering guidance throughout the music production process, assisting with budgets, helping you identify your strengths and weaknesses, goal-setting, networking, release strategies, and preparing your music for release.

Eligible recording activities include:

- Demo recordings of original songs or compositions; or
- Arrangements or interpretations of existing works for classical, jazz, and other genres where this is common practice.

Ineligible activities include:

- EPs, album projects, or remixes;
- Projects that are solely self-produced or self-recorded;
- Recording activities that take place outside of BC;
- Standalone mixing or mastering projects; and
- Projects without a mentorship component.

Visit [creativebc.com](https://creativebc.com) for examples of [past projects](#) and [lists of previous recipients](#).

## ELIGIBLE APPLICANTS

This program supports Vancouver musicians, youth performers, composers, bands, electronic artists, and musical ensembles from underrepresented groups within Vancouver's music industry. People who experience systemic barriers to funding may include those who are:

- xʷməθkʷəy̓əm (Musqueam), Sk̓w̓x̓wú7mesh (Squamish), and Səl̓ílwətaʔɬ (Tsleil-Waututh) Nations;
- Indigenous peoples (First Nations, Non-Status, Metis or Inuit);
- Black;
- People of Colour;
- People with disabilities or chronic illness;
- Minority language speakers, cultural communities, newcomers and refugees; and/or
- Lesbian, gay, bisexual, transgender, queer people, gender diverse, non-binary, Two-Spirit.

For artists with more than one member, the intention of this program is to fund groups where the primary songwriter(s) or featured artist(s) identifies with one or more of the above groups or the majority (50%) of the members identify with one or more of the above groups.

Self-identification information collected in the application process is confidential, used for eligibility and evaluation, and to contribute to aggregate statistics generated for the understanding, promotion, and growth of the music industry.

## NEW AND EMERGING ARTISTS

This program supports new and emerging artists of all ages with a commitment to music creation and clear, achievable goals, who stand to benefit from working with an experienced producer.

New artists exhibit the following characteristics:

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

This program is not intended to support Established artists. Established artists are supported through Amplify BC's [Career Development](#) program. Refer to the Career Development guidelines for the definition of an Established artist.

## OTHER ELIGIBILITY REQUIREMENTS

This program supports applications that are jointly prepared by the artist and a local producer. The primary contact for the application can either be the artist or the producer. A producer is defined in this program as an experienced recording professional and/or musician who influences and guides the creative direction of a song and the recording process for the artist. Self-produced artists, particularly in electronic genres, cannot apply to pay themselves, but may apply to this program to hire a more established producer to work with them as their mentor for the project.

Applicants must also meet all the following criteria in order to be considered eligible:

- Artists must be residents of the City of Vancouver or members of the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and Səlílwətaʔt (Tsleil-Waututh) Nations. The principal residence of the artist must be in Vancouver where they have lived for a minimum of 200 of the 365 days immediately preceding the date of application. Xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and Səlílwətaʔt (Tsleil-Waututh) members may live outside of Vancouver but must be musically active in the City of Vancouver. Proof of residency includes, but is not limited to, a bank statement, utility bill, phone bill, credit card statement, house or renter's insurance or renewal for each member. Documents to prove residency must include a date that falls within the range of March 3, 2020 – March 3, 2021. Artists or groups where at least 50% of the members qualify as residents of the City of Vancouver may apply.
- The producer may apply as an individual or as a company. If applying as a company, the company's primary business activities must include music activities (for example: producer, recording studio, artist-entrepreneur).
- The artist and the producer must have filed income taxes in BC in the taxation year prior, if legally required to do so.

- The producer must have experience recording and releasing music.
- The producer must be based in BC.
- Applicants must provide a signed agreement between the artist and the producer that outlines their business relationship and the master and copyright ownership of the works produced as part of this project. Applicants can create their own or use the template agreement.
- Applicants from artists who have not received funding through this program will be prioritized over previous recipients.
- Producers can submit multiple applications but can only receive a maximum of 3 successful projects. An individual application must be submitted for each artist.
- The artist and the producer, or the owners, principals, directors, officers and shareholders of the applicant company, must be in good standing (i.e. not in default) with Creative BC.

## FUNDING

Applicants may apply to Creative BC for a grant of **\$2,000** to record one or two songs. This program covers **100%** of expenses up to the grant amount. Artists can submit one application only.

This grant is paid directly to the producer and offers an advance of \$1,500 upon approval of the project and signing of a funding agreement. The remaining \$500 is disbursed to the producer upon review of the final report and submission of the completed recordings.

Approved projects support both the artist and the producer and cannot be altered to support a different artist or to work with a different producer. The artist and the producer must be the same for both recordings.

This program will fund activities and related expenses incurred between **March 3, 2021** and **June 1, 2022**.

## APPLICATION EVALUATION

Applications will be evaluated by a panel of industry professionals that represent the groups this program is intended to serve. Applications will be scored according to the priorities of the program, using the categories below. A scoring sheet is available on the Creative BC [website](#).

- **Relevance:** Does this project support the growth and development of this artist? Is this a good next step for the artist? Has the artist demonstrated a commitment to achieving goals in music?
- **Impact and Outcomes:** Is this producer a good fit for the artist? Does the producer have a vision for the creative direction and production of the song(s) recorded? Has the artist identified what they want to gain from this experience?
- **Mentorship:** Has the producer demonstrated capacity for mentorship and skill development to help the artist succeed? Has the producer expressed a commitment to developing this artist?

- **Diversity, Equity, and Inclusion:** Does this project support increased representation within Vancouver's music industry, by including artists and producers from underrepresented groups and genres? Does this project support artists from an underserved community, or genre?

The review period for complete applications is approximately **12 weeks** after the deadline. Applying does not guarantee funding. Funding available in this program is limited and competitive.

The list of supported artists and producers will be made public after funding decisions are made. Previous recipients of this program can be viewed on the [Creative BC website](#).

## LOGO AND ACKNOWLEDGEMENT

Successful recipients are required to publicly acknowledge Creative BC and the City of Vancouver on social media, website, and/or where supported music appears online. Materials containing logos must be submitted for approval through the [Logo Usage Form](#). Approval can take between 2-5 business days. High resolution graphics can be downloaded on the [Vancouver Music Fund Brand Assets](#) page.

## PROJECT COMPLETION

Deadlines for final reports are **ongoing up until June 1, 2022**. Final report deadlines will be indicated in the recipient's funding agreement.

To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report (available at [www.creativebc.com](http://www.creativebc.com));
- Signed studio/mentorship log by the producer and the artist (template available at [www.creativebc.com](http://www.creativebc.com));
- Delivery of completed demo recordings; and
- [Approved Creative BC and City of Vancouver logo placement\(s\)](#).

Completed recordings are required to be submitted to Creative BC but do not have to be intended for commercial release.

## FORFEITURE AND DEFAULT

If the applicants fail to deliver the funded project, make significant changes that would affect the original evaluation without advance approval, or fail to submit all final reports by the deadline date without an approved extension, the project may no longer receive funding.

## HOW TO APPLY

The online application is available on the Creative BC [website](#). Artists can submit one application only. Applicants with questions are encouraged to contact Creative BC staff prior to applying.

## APPLICATION REQUIREMENTS

To apply, applicants must complete and submit the following items in Windows compatible formats to Creative BC:

- Online application form (available at [www.creativebc.com](http://www.creativebc.com));
- Artist Pitch, in the form of a 1-page written document, two minute audio clip or two minute video (template available at [www.creativebc.com](http://www.creativebc.com));
- Producer Pitch, in the form of a 1-page written document, two minute audio clip or two minute video (template available at [www.creativebc.com](http://www.creativebc.com));
- Proof of residency of the artist;
- Signed agreement between the artist and the producer outlining their business relationship and master and copyright ownership of the demos recorded ([optional template available](#));
- Lyrics, written music for the song(s) to be recorded, music sample or scratch track;
- The producer's Business Statement of Registration, Certificate of Incorporation, or business number if applying as a business; and
- Supporting documents: producer CV, performance history, or expressions of support.

The Demo Recording program opens **March 3, 2021** | deadline **Wednesday, April 28, 2021**.

Results will be available approximately **12 weeks** after the deadline. All applicants will be notified about the results of their application in writing via email. Applications will only be discussed with the artist and the contact provided on the application. Early submissions are welcomed.