



VANCOUVER MUSIC FUND: DEMO PROGRAM GUIDELINES 2019-2020

Deadline: Wednesday, July 24, 2019 at 11:59 PST

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APPLICATION PROCESS AND TIMELINE

Access to applications opens:	June 13, 2019
Submission deadline:	July 24, 2019
Staff and Advisory Panel Review:	August 2019
Approval and Notice:	10 weeks after deadline
Payment:	3 weeks after contract is signed
Project Completion and Final Reports:	Ongoing until June 30, 2020

CONTACT INFORMATION

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WHAT IS THE VANCOUVER MUSIC FUND?

The Vancouver Music Fund is a one-time grant of \$300,000 to support the growth and development of the [Vancouver Music Strategy](#), developed to address current gaps in the music ecosystem that support:

- Musicians and music industry professionals working and living in the city;
- Engaging audiences;
- Promoting music tourism and education;
- Removing municipal barriers; and
- Creating a sustainable, resilient, and vibrant music industry.

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 Musqueam, Squamish or Tsleil-Waututh Nations. The Vancouver Music Fund also supports the recommendations of the Vancouver Music Ecosystem Study released in June 2018.

Funding will be also disbursed through the Vancouver Music Fund [Music Video](#) program and [Industry Catalyst](#) program.

WHAT IS THE DEMO PROGRAM?

This program advances Vancouver's music industry by supporting new and emerging artists from underrepresented groups in the area of sound recording through mentorship and skill development with BC studios and music producers. The objectives of the Demo program are to:

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

ELIGIBLE ACTIVITIES

This program supports new and emerging artists from underrepresented groups living in Vancouver to create demo recordings with a BC producer in BC.

Eligible recording activities include:

- Demo recordings of original songs or compositions; or
- Interpretations of existing works for classical, jazz, and other relevant genres.

Ineligible activities include:

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

ELIGIBLE APPLICANTS

This program supports Vancouver musicians, youth performers, composers, bands, electronic artists, and musical ensembles from underrepresented groups to work with a BC producer as a mentor. Artists who experience systemic barriers to funding may include those who identify as:

- Musqueam, Squamish, Tsleil-Waututh;
- Indigenous peoples (First Nations, Non-Status, Metis or Inuit);
- People of Colour;
- People who live with disabilities;
- 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.

NEW AND EMERGING ARTISTS

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

New and emerging artists exhibit the following characteristics:

- Musical experience as a vocalist, instrumentalist or making electronic music;
- Demonstrates talent 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 may apply through the summer and winter intakes for Amplify BC's [Career Development](#) program. Refer to the Career Development guidelines for the definition of an established artist.

OTHER ELIGIBILITY REQUIREMENTS

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

- Artists must be residents of Vancouver or members of the Musqueam, Squamish, or Tsleil-Waututh First Nations. The principle 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. Musqueam, Squamish, and 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 recent utility bill, lease, rental agreement, or recently issued ID with the address for each member. 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 Demo template agreement.
- 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

This program supports applications that are jointly prepared by the producer and the artist. Applicants can apply for a grant of **\$2,000** to record one or two songs for a Vancouver-based artist. This program covers **100%** of expenses up to the grant amount.

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.

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.

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.

This program will fund activities and related expenses incurred between **June 13, 2019** and **June 30, 2020**.

APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff and a diverse panel of industry professionals that represent the target recipients of this program. Applications will be scored according to the priorities of the program, the musical history and identified learning outcomes of the artist, the track record of the producer, and capacity to deliver the project.

- **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:** Does this project support or expand the diversity of Vancouver's music industry, by supporting artists and producers from underrepresented groups and genres?

The review period for complete applications is approximately **10 weeks** after the deadline. Applying does not guarantee funding. Funding available in this program is limited and competitive.

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

The list of supported artists and producers will be made public after funding decisions are made.

Deadlines for final reports are **ongoing up until June 30, 2020**. 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);
- Signed studio log by the producer and the artist;
- 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

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.

If the applicants fail to deliver the funded project, makes 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. Producers may be named on multiple applications, but an individual application must be submitted for each artist. 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);
- Artist Pitch, in the form of a 1-page written document, two minute audio clip or two minute video. Questions provided;
- Producer Pitch, in the form of a 1-page written document, two minute audio clip or two minute video. Questions provided;
- 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 provided);
- Lyrics, written music for the song(s) to be recorded, music sample or scratch track;

- Lyric translation, if song is in a language other than English;
- 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 program opens **June 13, 2019** | deadline **Wednesday, July 24, 2019**.

Results will be available approximately **10 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.