



## VANCOUVER MUSIC FUND: INDUSTRY CATALYST 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

Staff:	Brenda Grunau, Manager, Music Programs
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Address:	Creative BC 7 W. 6th Ave Vancouver, BC V5K 1K2
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 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 [Demo](#) program and [Music Video](#) program.

## WHAT IS THE INDUSTRY CATALYST PROGRAM?

The Industry Catalyst program advances Vancouver's music industry by supporting initiatives that grow and develop Vancouver's music ecosystem and build the capacity of underrepresented groups. The objectives of the Industry Catalyst program are to:

- Provide training and professional development opportunities;
- Create business opportunities for artists and music companies;
- Build audiences and exposure for music in Vancouver;
- Develop music publications, media and digital content to promote and celebrate Vancouver artists and local music;
- Support infrastructure, spaces and equipment for community access;
- Develop knowledge and resources to benefit Vancouver's music ecosystem; and
- Address other gaps to create a sustainable, resilient and vibrant local music industry.

## ELIGIBLE ACTIVITIES

This program is intended to support initiatives and events that:

- Build the capacity of Vancouver's music industry by serving underrepresented groups. People who experience systemic barriers to participation 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, and refugees; and/or
- Lesbian, gay, bisexual, transgender, queer people, gender diverse, non-binary, Two-Spirit;
- Take place within the City of Vancouver, or led by either Musqueam, Squamish or Tsleil-Waututh Nation community members and held in their unceded traditional homelands upon which Vancouver sits.

Examples of projects eligible for funding include:

- Industry conferences, panels, workshops, forums, and events;
- Opportunities for training, professional development, research and knowledge sharing;
- Collaborative business initiatives, showcases, or export activities;
- Music publications, media and digital content;
- Renovations, upgrades, accessibility improvements or equipment for community spaces; and
- Infrastructure, services or digital platforms that provide industry benefit.

Projects must have broad impact and/or participation, and cannot predominantly benefit one artist, company or organization.

## ELIGIBLE APPLICANTS

Applicants can apply as an individual, company or organization, and must be:

- Active in the music industry in the City of Vancouver; and
- In good standing (i.e. not in default) with Creative BC.

## FUNDING

Applicants can apply for a minimum grant of **\$2,000** and a maximum grant of **\$20,000**, funding **up to 100%** of expenses.

This program will fund activities and related expenses incurred between **June 13, 2019**, and **June 30, 2020**. Capital purchases or operating costs not specific to a program, including utilities, corporate overhead or salaries, are ineligible.

Successful applicants will receive an advance payment of 60-80% of the awarded grant upon signing a funding agreement, and the remainder after completion and review of a final report. Payments will be issued to the applicant company and not the individual or project vendors involved.

## 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 and the applicant's capacity to deliver the project.

Applications will be scored on the impact of the project according to the evaluation criteria below:

- **Community Impact and Participation:** Does this project build the capacity of underrepresented populations? Does it address a need or gap in Vancouver's music industry? Does this project demonstrate collaboration or meaningful partnerships? Do letters of support show industry engagement in this project?
- **Business Development:** Does this project support new business opportunities within Vancouver's music industry?
- **Talent Development:** Does this project support the knowledge, growth and development of Vancouver artists and music industry professionals?
- **Diversity:** Does this project support or expand the diversity of Vancouver's music industry?
- **Organizational Capacity:** Does the applicant have the capacity, knowledge, track record and financial health to undertake the project? Has the applicant presented a clear plan and budget for achieving the project? Is this funding amount appropriate for existing scope of business?

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 promotional materials, websites, social media, 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 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](http://www.creativebc.com));
- Detailed cost report (template available at [www.creativebc.com](http://www.creativebc.com));
- Copies of select invoices and proof of payment, upon request; and

- [Approved Creative BC and City of Vancouver logo placement\(s\).](#)

The applicant company is responsible for issuing all payments related to the project. Acceptable proof of payment includes a bank statement, credit card statement, processed cheque, e-transfer email or wire transfer confirmation all of which need to include the date, amount paid, and name of the account holder that match the invoice. Cash payments are not eligible for reimbursement. In-kind, GST, and expenses related to alcohol are ineligible.

## FORFEITURE AND DEFAULT

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

**Step 1:** Contact Creative BC staff to discuss your project idea. Email Brenda Grunau at [bgrunau@creativebc.com](mailto:bgrunau@creativebc.com) or call 603-730-2251 to schedule a time.

**Step 2:** Projects that meet the goals of this funding program will be invited to submit a full application to the Industry Catalyst program and given the link to the online application form.

## APPLICATION REQUIREMENTS

Applicants invited to submit a full application must complete and submit the following items to Creative BC:

- Online application form;
- Project Plan (questions provided);
- Schedule of Activities (template provided);
- Project Budget (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project;
- For research projects only: proposal from research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis);
- A Certificate of Incorporation or Business Statement of Registration (if applying as a company or organization);
- Company/Organization Financial Statements in the form of a notice-to-reader, review engagement or audited statements (if available);
- Expressions of support that show industry engagement in this project and speak to the need and impact of this project are highly recommended, and will be accepted in the form of informal letters, emails, audio clips, videos, or other means; and

- ❑ Other supporting documents (if applicable).

The Industry Catalyst program opens **June 13, 2019** | deadline **July 24, 2019**.

Early submissions are welcomed. 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 contact provided on the application.