



VANCOUVER MUSIC FUND

INDUSTRY CATALYST 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

Staff:	Brenda Grunau, Manager, Music Programs
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Book an Appointment:	calendly.com/bgrunau/industrycatalyst
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Website:	www.creativebc.com/programs/vancouver-music-fund

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 INDUSTRY CATALYST PROGRAM?

This program supports projects that build the capacity of underrepresented groups in Vancouver's music ecosystem, by developing the skills, processes and resources of an underserved community in order to meet existing needs.

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.

The budget for the Industry Catalyst program is approximately \$125,000. The program is expected to support 10-20 projects.

ELIGIBLE ACTIVITIES

This program supports projects that build the capacity of underrepresented groups within Vancouver's music ecosystem. People who experience systemic barriers to participation may include those who identify as:

- xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔt (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, and refugees; and/or
- Lesbian, gay, bisexual, transgender, queer people, gender diverse, non-binary, Two-Spirit.

Projects must engage Vancouver's music community online and/or take place within the City of Vancouver, or be led by community members of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔt (Tsleil-Waututh) Nations and delivered online and/or on 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;
- Artist showcases or concert series;
- Collaborative business development or marketing 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. The intention of this program is to fund projects delivered by and for underrepresented groups (especially those who are new to funding).

Artist showcases or concert series are eligible if there is a mentorship or capacity building aspect to the project, or if the project builds profile for an underserved community of artists. This program will support new and emerging presenters from underrepresented groups. Established presenters are not eligible and can apply through the Amplify BC Live Music program.

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

ELIGIBLE APPLICANTS

Applicants can apply as an individual, company or not-for-profit organization, and must be:

- Active in the music industry and in the City of Vancouver;
- 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 **March 3, 2021**, and **June 1, 2022**. Applications will not be accepted for projects or events that have already occurred.

Capital purchases or operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible. Salaries or wages required to deliver the project are eligible.

Successful applicants will receive an advance payment of 75% of the awarded grant upon execution of 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 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](#).

- **Community Impact and Participation:** Does this project build the capacity of underserved 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 engagement in this project?
- **Talent and Professional Development:** Does this project support the knowledge, growth and development of Vancouver artists and music industry professionals? Does this project support new business opportunities within Vancouver's music industry? Does this project draw in new talent, and create new pathways for participation?
- **Equity, Diversity and Inclusion:** Does this project support or expand the diversity of Vancouver's music industry? Is this project led, shaped or influenced by the group of people the project is intended to serve?
- **Organizational Capacity:** Does the applicant have the ability, knowledge, and/or experience to undertake the project? Has the applicant presented a clear plan and budget for achieving the project? Is this funding amount appropriate for the activity proposed?

New applicants will be prioritized over previous recipients. Amplify BC also funds similar projects through the Music Industry Initiatives program.

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.

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);
- Detailed cost report (template available at 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 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. Expenses related to alcohol are ineligible. GST will be reimbursed if applicants do not have a GST account.

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, call 603-730-2251 or visit [calendly](#) 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);
- [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;
- [Schedule of Activities](#) (template provided);
- 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;
- 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);
- 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);
- For online platforms: if applying for funding to build or create a new online platform, please include a mockup, wireframe, demo or other means to clearly show the functionality of the platform, along with vendor quotes to show you have the technical expertise on board;
- For podcasts and other media content: please include examples of the content to be produced, along with statistics from previously released content to demonstrate audience engagement, bios showing the experience of the content producers, and a plan for other revenue sources to show the sustainability of this endeavor; and
- Vendor quotes and other supporting documents (if applicable).

Industry Catalyst program opens **March 3, 2021, 2021** | **deadline April 28, 2021 at 11:59 PM, PST.**

Early submissions are welcomed. 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.