

**VANCOUVER MUSIC FUND: MUSIC VIDEO 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 - September 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 be disbursed through the Vancouver Music Fund [Demo Program](#) and the [Industry Catalyst](#) program.

WHAT IS THE MUSIC VIDEO PROGRAM?

This program advances Vancouver's music industry by supporting new and emerging artists from underrepresented groups to create video to promote an upcoming single and build new audiences for their music. The objectives of the Music Video program are to:

- Reduce barriers to video creation for underrepresented artists in Vancouver;
- Build audiences and enhance the online presence of Vancouver artists;
- Invest in creative assets and intellectual property to support Vancouver artists; and
- Create new business opportunities for filmmakers in BC.

ELIGIBLE ACTIVITIES

This program supports new and emerging artists from underrepresented groups living in Vancouver to create a music video for a recent or upcoming release. This program does not support lyric videos, live performance videos, behind the scenes videos, or tour recap videos. All production activities must take place within BC.

ELIGIBLE APPLICANTS

This program supports new and emerging artists from underrepresented groups. People 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 with a commitment to music creation with clear, achievable goals.

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 applicant may apply as an individual or as a company;
- The artist must have filed income taxes in BC in the taxation year prior, if legally required to do so.
- The artist 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

Artists can apply for a minimum grant of **\$1,000** and a maximum grant up to **\$10,000** to create one music video. This program covers **100%** of expenses up to the grant amount.

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

This grant is paid directly to the artist and offers an advance of **75%** upon approval of the project and signing of a funding agreement. The remaining **25%** is disbursed upon review of the final report and submission of the completed recordings.

ELIGIBLE EXPENSES

Video production must occur in BC. Applicants can allocate their budget to support the following third-party expenses, including, but not limited to:

- Filming permits, flights, gas, or other production travel costs;
- Camera rentals, location rentals, costumes, props, and production costs;
- Producer fees, director fees, editing, etc.;
- Catering OR per diems for artists filming outside of their city or hometown requiring travel (maximum per diem is \$80 per day per person and maximum eligible BC hotel rate is \$250);
- Pre-production and storyboarding; and
- Grant writing fees up to \$300 for artists with self-declared disabilities or English language barriers.

Ineligible expenses are:

- Video production activities not in BC;
- Artist fees;
- Capital purchases or equipment;
- Liquor or release parties;
- GST, or expenses paid in cash;
- Costs associated with digital distribution or subscriptions; and

- Major expenses not included in the approved budget and incurred without Creative BC approval.

VIDEO TREATMENTS

Applicants must include a video treatment outlining a production plan and creative approach to making the proposed video. Treatments should be between **two and four** pages in length, depending on the number of visual references.

Video treatments should include:

- **Artist's Statement:** Tell us about the song. What are your goals for this project? How will you be releasing this song and video? Why do you want to work with this filmmaker?
- **Story:** What is your concept for this video? Share the narrative if applicable.
- **Technical Treatment:** What kinds of challenges are you expecting for this video? Will you be filming in a particular style and how will you achieve this? What kind of gear will be used?
- **Visual Treatment or Mood Board:** Include visual references, for the locations where you plan to film, or creative references of other videos that have inspired your idea.

Projects must not contain any elements of serious or gratuitous violence, sexual violence or exploitation, obscene, indecent or pornographic content within the meaning of the Criminal Code, or elements which are libelous or in any other way unlawful.

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 filmmaker, and capacity to deliver the project.

- **Relevance:** Has the artist demonstrated a commitment to achieving goals in music? How will this video build audiences for the new release? How will this video fit in with other marketing activities to build the career of this artist?
- **Impact and Outcomes:** Is this filmmaker a good fit for the project? Does the artist have an online audience and a plan to reach them?
- **Video Treatment:** Does the applicant have a vision for the creative and technical plan of the video? Have the applicants presented an original idea? Is the budget realistic and achievable? Are parties involved getting paid appropriately?
- **Diversity:** Does this project support or expand the diversity of Vancouver's music industry, by supporting artists and filmmakers 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 by placing both logos at the end of the completed video. Successful projects must also acknowledge support on social media. 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 filmmakers 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);
- Cost report with invoices and proof of payment;
- Delivery of completed music video; and
- [Approved Creative BC and City of Vancouver logo placement\(s\)](#).

FORFEITURE AND DEFAULT

Approved songs and video treatments cannot be significantly altered after approval.

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 and be required to return the advance in full.

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);
- Budget (template available at <https://www.creativebc.com/>);
- Video Treatment;
- Proof of residency for the artist;
- .mp3 or streaming link to song featured in video;
- Business Statement of Registration, Certificate of Incorporation, business number, or GST number if applying as a business;
- Vendor quotes or estimates; and,
- Other supporting documents such as letters or expressions of support, filmmaker CV, reel, or performance history

The Music Video 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.