



VANCOUVER MUSIC FUND

MUSIC VIDEO 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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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 MUSIC VIDEO PROGRAM?

This program supports new and emerging artists from underrepresented groups living in the City of Vancouver to create a 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 local filmmakers.

The budget for the Music Video program is approximately \$100,000. This program is expected to support between 10-15 video projects.

ELIGIBLE ACTIVITIES

This program supports the creation of 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 within Vancouver's music industry. People who experience systemic barriers to funding may include those are:

- 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, 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.

New 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 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 the filmmaker. The primary contact for the application must be the artist. 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), Skwxwú7mesh (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), Skwxwú7mesh (Squamish), and Səlílwətaʔt (Tsleil-Waututh) 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 applicant may apply as an individual or as a company;
- Applicants from artists who have not received funding through this program will be prioritized over previous recipients.
- 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 **March 3, 2021** and **June 1, 2022**. Videos cannot be publicly released prior to receiving notice of funding and must fulfill the logo requirements for the program

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 video.

Artists cannot change filmmakers after a project has been funded, unless approved by Creative BC.

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 meals for artist and crew on film days
- Pre-production and storyboarding;
- Grant writing fees up to \$300 for artists with self-declared disabilities or English language barriers;
- GST for applicants who do not have GST accounts; and
- COVID-19 related safety expenses.

Ineligible expenses are:

- Video production activities not in BC;
- Artist fees;
- Capital purchases or equipment;
- Liquor or release parties;
- 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 **2-4 pages** in length, depending on the number of visual references.

Video treatments should include:

- **Artist's Statement:** Why did you choose this song for the video? 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.

Applicants must share their COVID-19 safety plans to ensure proper protocols are followed for everyone involved in the proposed video project.

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:** 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 creative and technical plan for the video? Have the applicants presented an original idea or compelling vision? Is the budget realistic and achievable? Are parties involved getting paid appropriately? Is this treatment feasible given existing COVID restrictions?
- **Diversity, Equity, and Inclusion:** Does this project support increased representation within Vancouver's music industry, by including artists and filmmakers from underrepresented groups, genres, and languages?

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 filmmakers 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 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

Deadlines for final reports are **ongoing up until June 1, 2022**. Final report deadlines will be indicated in the recipient's funding agreement. Supported videos must be publicly released within 12 months of submitting the final report.

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

- Online Final Report (available at www.creativebc.com);

- Cost report (available at www.creativebc.com) 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, 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 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, videos, or expressions of support, filmmaker CV, reel, or performance history.

The Music Video 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.