

AMPLIFY BC

MUSIC COMPANY DEVELOPMENT: OPERATIONAL SUPPORT

SCORING PRIORITIES 2021-2022

High Priority

Mid Priority

Low Priority

NEED

- Significant funds needed in order to restart or re-open
- Had little to no access to Federal, Provincial, and other COVID-19 funding support
- Experienced significant financial losses due to COVID-19
- Forced to close or pause operations by order of the PHO for the majority of the pandemic

- Moderate funds needed in order to restart or re-open
- Had some access to Federal, Provincial, and other COVID-19 funding support
- Experienced moderate financial losses due to the COVID-19
- Experienced an interruption in operations, but is nearing pre-pandemic capacity

- Minimal funds needed in order to restart or re-open
- Had significant access to Federal, Provincial and other COVID-19 funding support
- Experienced lower financial losses due to COVID-19
- Operated as normal, or was able to pause operations

LOSS OF INFRASTRUCTURE, JOBS & ACTIVITY

- Music is a significant part of operations
- Space is at risk (recording studio, rehearsal space)
- Significant number of jobs at risk

- Substantial proportion of music activities to overall business
- Gear and/or other significant investments and assets at risk
- Jobs at risk

- Music activity is a small portion of overall operations
- Infrastructure is not at risk
- Few or no jobs at risk

RESILIENCE & FUTURE PLANS

- Was active during the pandemic; able to pivot or innovate
- Resuming regular operations

- Adapted as much as able during the pandemic
- Taking steps towards reopening

- Had no significant strategies for adapting or innovating
- Few plans in place to resume activity

DIVERSITY, EQUITY & INCLUSION

- Regional applicant
- Owned or operated by and/or directly serves an underrepresented group or community

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- Has significant partnerships with or serves underrepresented groups or communities

- Applicant from Lower Mainland-Southwest or Vancouver Island/Coast (Victoria only)
- Applicant does not advance equity, diversity & inclusion