AMPLIFY BC

CAREER DEVELOPMENT PROGRAM
SCORING SHEET 2021 - 2022

Applicant: _____ BC Artist: _____	TOTAL SCORE
Relevance: Does this project support the growth and development of this artist? How relevant is this project to the artist's career trajectory? Are the activities outlined timely? Is the artist successful at demonstrating incremental progress in their career?	**/ 25**
Impact and Outcomes: Does the application demonstrate achievable and trackable outcomes? How successful is the application at demonstrating future audience growth and revenue generation? Does the artist have a track record of success and are they likely to build on this activity in the future? Do the applicant and hired professionals have the expertise and knowledge to ensure the project is a success?	**/ 25**
Financial Viability and Budget: How realistic and achievable is the budget? What is the financial track record of the applicant? Did the budget include specific vendors and have vendor quotes to support the costs?	**/ 15**
Diversity, Equity, and Inclusion: Does this project support or expand the representation of BC's music industry? Does this project support artists from an underserved region, community, or genre? Diversity can be demonstrated through regional activity, genre, activity, cultural, or gender representation, and other means.	**/ 15**
Innovation, Digital Presence and Creative Assets: Is this project creative and forward thinking in its approach to developing the artist's career? Does this project expand the artist's digital presence and create intellectual property owned in BC?	**/ 10**
Jobs: Does the project demonstrate a commitment to creating BC jobs and investing in the BC economy? Does this project support the BC music industry? If hiring outside of BC, has the applicant supported this decision in their project plan?	**/ 10**
TOTAL ASSESSMENT	**/ 100**

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Career Development program.