

AMPLIFY BC

Music Company
Development Program
Operational Support

2021/2022

Guidelines

AMPLIFY BC MUSIC COMPANY DEVELOPMENT PROGRAM: OPERATIONAL SUPPORT GUIDELINES 2021-2022

The **Music Company Development** program is one of the Amplify BC programs funded by the Province of B.C. to support the recovery and growth of B.C.'s music industry. This program supports the sustainability, growth, and capacity of B.C.'s music companies.

This intake will provide operational support for music companies affected by the COVID-19 pandemic, in order to assist with the recovery and restart of the music industry.

Music Company Development Program Budget: \$1 million across two intakes

PROGRAM OVERVIEW:

Who is eligible? B.C.-based music companies that experienced [financial losses](#) due to the COVID-19 pandemic.

Grant amounts: \$500-\$50,000, no matching funding required

Applications open: September 15, 2021

Application deadline: October 20, 2021 at 11:59 PM PDT

Funding offers issued: starting November 10, 2021

Sign up for online [info sessions](#) and [grant coaching](#) on the [Creative BC website](#).

If you have questions or need assistance, please contact:

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WHAT ARE THE PRIORITIES OF THE MUSIC COMPANY DEVELOPMENT PROGRAM?

- Provide financial support to assist with the restart and recovery of music companies affected by the COVID-19 pandemic;
- Protect infrastructure and support the viability and sustainability of music companies and spaces;
- Support employment for industry professionals and vendors providing vital services to B.C.'s music industry;
- Provide flexible funding for companies to respond to their most urgent needs; and
- Support a diverse range of music companies, prioritizing the inclusion of underrepresented groups who experience systemic barriers to participation.

ELIGIBLE APPLICANTS

Applicants must be companies with primary business activities in the music industry that meet the following criteria:

- Is a B.C.-owned and controlled corporation or registered business, a Canadian corporation or not-for profit organization with headquarters in B.C. and files B.C. tax returns, or a BC-based sole proprietor with a valid GST number. Individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant;
- [Doesn't primarily exist to benefit one artist or client](#);
- Can demonstrate [financial losses](#) due to COVID-19; and
- Continue to operate in the music sector. Applicants with companies that permanently closed or ceased operations prior to submitting their application are not eligible.

Creative BC will prioritize applications from underrepresented groups, including Indigenous peoples (First Nations, Non-Status, Métis and Inuit), Black, People of Colour (this may include Arab, Chinese, Filipino, Japanese, Korean, Latin American, South Asian, Southeast Asian, West Asian, and people of mixed ancestry), the Deaf and Disability community, and those who live with chronic illness or are neurodiverse, LGBTQ2IA+ communities, and other groups who experience systemic barriers to participation. Creative BC will also consider region, type of applicant, genre, cultural background, language, gender, type of activity, or other means, in order to fund the breadth of BC and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding from Creative BC.

The principals, directors, officers, shareholders, and owners of all applicant companies must be in good standing (i.e. not in default) with Creative BC.

Artist entrepreneurs are not eligible for this program and must apply for funding through the [Career Development program](#).

ELIGIBLE ACTIVITIES

Recipients are expected to use the funding to meet the most urgent needs and support the activities of their business. Examples of eligible activities include:

- Rent, mortgage, utilities, insurance, or other expenses related to owning or operating a music company;
- Salaries or wages for employees or contract staff;
- Non-recoverable costs due to the postponement or cancellation of releases, tours, or other business activities;
- PPE, safety equipment, or the implementation of Communicable Disease Plans; and
- Staff training, infrastructure upgrades, technology, or any other costs required for reopening or pivoting as a result of the pandemic.

FUNDING

Grant amounts: **\$500 - \$50,000**

No matching funds are required for this intake. There is a cap of **\$50,000** per applicant company.

Grants awarded will not exceed losses experienced due to COVID-19. Losses already claimed and covered by other support programs cannot be used to claim funding through this program.

Successful applicants will receive a payment of **100% of the grant amount** after signing a funding agreement.

APPLICATION PROCESS

The deadline for applications is **October 20, 2021, at 11:59 PM PDT**.

The online application form is available on the Creative BC website. Applicant companies must provide basic information about their business, including operating costs and a record of financial losses due to COVID-19.

Applicants will also need to declare all other public funding sources, and COVID-19 supports accessed to date, including but not limited to:

- **Canada Emergency Wage Subsidy (CEWS)**
- **Canada Emergency Rent Subsidy (CERS) / Canada Emergency Commercial Rent Assistance (CECRA)**
- **Canada Emergency Business Account (CEBA)**
- **Province of B.C. Circuit Breaker Business Relief**
- **Province of B.C. Small & Medium Sized Business Recovery**
- **BC Arts Council**

- **Canadian Heritage** – All emergency support and new funding received through the following agencies and programs:
 - **Canada Council for the Arts**
 - **FACTOR**

Applicants are not required to declare funding received through the Canada Emergency Response Benefit (CERB), Canada Recover Benefit (CRB), or Employment Insurance (EI) programs.

Funding bodies may be consulted to determine the accuracy of public funding declarations.

The review period for complete applications is approximately **6 weeks** after the program deadline date. All applicants will be notified by email.

APPLICATION EVALUATION

Applications will be evaluated by Creative BC staff according to the priorities of the program, using the categories below. Evaluation is competitive and comparative, based on the applications submitted and funding available. The [Music Company Development Program Scoring Priorities Sheet](#) is available on the Creative BC website, with descriptions for each category.

- **Need**
- **Loss of Infrastructure & Activity**
- **Resilience & Future Plans**
- **Diversity, Equity and Inclusion**
- **Accessibility of Other Funding**

JUSTICE, EQUITY, DIVERSITY & INCLUSION

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, diversity and inclusion in program delivery. [Learn more.](#)

RESPECTFUL WORKPLACE

As investors in B.C.'s music industry, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment. All companies that work with, or seek funding from, Creative BC are expected to respect these principles, comply with relevant laws, and implement policies and procedures for a harassment-free workplace. [Learn more.](#)

HEALTH & SAFETY REQUIREMENTS

All applicants must adhere to all [orders of the Provincial Health Officer](#), and should prepare and implement a communicable disease plan at their workplace and/or event. [Learn more about transitioning your COVID-19 Safety Plan into a working communicable disease prevention strategy.](#)

FOR MORE INFORMATION

Amplify BC funding programs support artists, music companies, live music presenters, and industry development to stimulate the recovery, activity, and growth of B.C.'s music industry.

Visit the [Creative BC website](#) to learn more.

APPLICATION CHECKLIST

Applicants must complete and submit the following items to Creative BC:

- [Online application form](#)
- A Certificate of Incorporation, Business Statement of Registration, Society Certificate, OR proof of GST registration.** Applicants are not required to have a registered business at the time of application, but must register upon successfully receiving a grant; and
- A record of financial losses due to COVID-19** in the form of Company/Organization financial statements, a notice-to-reader, review engagement, audited statements, or internal profit/loss statements for 2019, 2020, and January 1 – June 30, 2021.

DEFINITIONS

Financial losses: An estimation of financial losses in 2020 and 2021, due to COVID-19. In scoring, Creative BC will be comparing losses demonstrated by applicant companies as a percentage of previous years' revenues. Percentage ranges for high priority, mid priority, and low priority applications will be based on data provided by all applicants. Access to other COVID-19 funding through public and private sources will also be considered.

Doesn't primarily exist to benefit one artist or client: This program is intended to support the sustainability, growth, and capacity of B.C.'s music companies. For the purpose of this application, companies must have more than one artist on their roster or serve more than one client. Artist-entrepreneurs or artist-run labels with one artist can apply through the Career Development program.