**AMPLIFY BC**   
**LIVE MUSIC PROGRAM: Business Development Stream**  
SAMPLE APPLICATION FORM AND TIP SHEET

**AMPLIFY BC**

Live Music Program: Business Development Stream

2022/23 Sample Application

**\*\*Note:** *Do not fill out this form; this is a sample application for reference only.* **You must submit your application using [the online application form](https://formstack.io/3F97D)\*\***

**1. Live Music Program - Business Development Stream - Application Form 2021/22**

**INTRODUCTION**

The Live Music 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 B.C.-based live music presenters, growing the capacity of the live music sector through business development activities.

Funding will also support live music performances for audiences and artists, enhancing music tourism throughout B.C. If you are applying for the Presentation stream of the Live Music program, you must apply through the [Presentation application form.](https://formstack.io/11D46)

**Application Instructions**

The online application form will work best on Chrome, and on a laptop or desktop computer, rather than a tablet or a phone.

We recommend saving any long-form answers in a separate document as you progress through the application. Please refer to the [Live Music - Business Development program guidelines](https://www.creativebc.com/wp-content/uploads/2022/09/AmplifyBC_LiveMusic_BusinessDevelopment_Guidelines_2223.pdf" \t "blank) as you complete this application form.

The deadline for applications is **Wednesday, October 26, 2022 at 11:59PM (PDT).**

The review period for complete applications is approximately 14 weeks after the program deadline date. All applicants will be notified of the results in writing, by email.

If you have questions or need assistance, please contact:

Mizzy Mejia | Coordinator, Music  
Phone: +1 236 455 0946  
Email: [mmejia@creativebc.com](mailto:mmejia@creativebc.com)  
Appointments: [calendly.com/mizzycrbc](https://calendly.com/mizzycrbc)

**Privacy Policy**

The information you provide in this grant application will be used internally by Creative BC to evaluate your application, and to contribute to aggregate statistics we generate for the understanding, promotion, and growth of BC's music industry. We promise never to share your personal information without your express prior consent. For more information read our [Privacy Policy](https://www.creativebc.com/about-us/disclaimer).

**ELIGIBILITY**

**Applicant is B.C.-owned and controlled corporation or registered business, a Canadian not-for-profit organization with headquarters in B.C., or a sole proprietor with a valid GST number.**

Yes No

**Applicant files B.C. provincial tax returns, if legally required to do so.**

Yes No Not Required

**Applicant primarily exists to present live music in B.C. or fills a gap in their respective community.**

Yes No

**Applicant produces live music events in B.C. and assumes the risk in the programming, producing, and promoting of these live music performances.**

Yes No

**2. CONTACT INFORMATION**

**Save as You Go**

**IMPORTANT:** To capture your information and avoid losing your work, please click 'Save Application' in the bottom right-hand corner of your screen now. Input your email address, and you will receive a saved link to revisit this form at any time.

You will only receive this emailed link once, but the information you input into the form will continue to be saved as you progress through the application. **Continue to click 'Save'** as you go, like you would in a Word document, or your information will be lost.

Creative BC cannot recover unsaved forms, or forms that are saved in progress, but not submitted. Please make sure to continue capturing your work regularly in a Word document, or other text editor.

**Application Contact**

This is the contact who has signing authority on behalf of this application. If applying as a company, this person needs to have signing authority on behalf of the company. For signing and contract purposes, please use your legal name.

**First Name**

**Last Name**

**Which pronouns should Creative BC use when referring to you?\***

He/Him/His She/Her/Hers They/Them/Theirs

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He/They She/They Other *(please advise)*

Prefer not to answer

**Role/Job Title:**

**Email:**

**Phone:**

**Who is the primary contact for this project? This is the person we will be in communication with throughout the grant process.**

ApplicantGrant Writer

**Mailing Address**

Street Address

City Postal Code:

**3. COMPANY INFORMATION**

**Type of Music Company**

Concert Presenter/Promoter Music Festival Venue

**Type of Applicant**

Business Not-For-Profit Organization

Applicants are not required to have a registered business at the time of application, but must register upon successfully receiving a grant.

**Name of company, not-for-profit, or business owner if not yet registered.**

**Legal name of company, not-for-profit, or business owner if not yet registered. (This name should match your business registration or society certificate)**

**Business number, society registration number, or GST number. (If you have not registered a business yet, please type 'N/A'.)**

Note: Business numbers are the first nine digits on your business registration. Do not include FM, RT, spaces or dashes. If you are incorporated, do not include your incorporation number - list your business number or GST number (also known as Charity Registration Number). If you have not registered a business yet, please type 'N/A'.

**When is your fiscal year end?**

**Company Website**

**Provide a brief description of yourself, your organization or company, including background, mandate and activities. [Max 300 words.]**

**Please include my company name, location and website in Creative BC’s online directory**

**Company Revenue**

Use whole numbers, and round up or down to the nearest dollar. If applying as a company, type ‘0’.

Total gross earned revenues from all ventures, from the most recent completed fiscal year, **not including grant revenue**

Total gross earned live music-related revenues, from the most recent completed fiscal year,**not including grant revenues.**

**Operating Funding**

Does your organization currently receive operating funding from another public funder?

Yes No

List the total amount of operating funding that has been committed to your organization for 2023:

**4. SELF-IDENTIFICATION**

Please list each person at your company or organization in key leadership positions.

Key Leadership Positions include: Owner(s), General Manager/Business Manager, Head Booker, Board Chair/President, Executive Director, and Artistic Director. **Please include yourself if you are one.**

Once you have entered the first person, Click the blue “add item” to add the next person. Continue until all key personnel are listed.

**Total Number of Key Personnel**

*This number should be equal to the number of people you list below. Please include yourself in this number*

NEW TO THE CREATIVE BC PROCESS.  
Once you submit this application form, the system will send an email directly to the person’s email address listed, asking them to fill out an online confidential personal self-identification form. You no longer have to collect this information for your key personnel.

Once they complete this self-identification form, it will attach the information to your project application. We encourage you to give each key personnel a heads up this email will be coming – it may go to their spam filter so they may need to search for it.

The submission of self-identification forms are mandatory. However, the key personnel may select "Prefer not to respond" to any or all questions they do not wish to self-declare in.

The information submitted is confidential and will be used to ensure representation in funding allocations, and to compile aggregate statistics on representation and participation across Creative BC programs and services. For more information on the purpose of this data collection, [please visit our website](https://www.creativebc.com/about/justice-equity-decolonization-diversity-inclusion/#self-identification-data-collection).

Creative BC is committed to supporting a broad range of live music presenters through this program, including groups who experience systemic barriers to participation. Justice, Equity, Decolonization, Diversity, and Inclusion is a category in the [Live Music Scoring Sheet](https://www.creativebc.com/services/funding-programs/music-sound-recording-programs/amplify-bc/live-music/). Once applications are scored, Creative BC may make adjustments to fill representational gaps within the pool of funding recipients, based on demographics, regional participation, genre, and type of applicant. These adjustments support more distribution of funds, to support the breadth of B.C. and its music industry.

**Add Key Personnel**

First and Last Name

Position

Email

**NOTE:**Please ensure the number of Key Personnel you've added equals the number you indicated near the top of this page.

**5. PROJECT DETAILS**

**Project Title (Event(s), festival, or series)**

This program supports projects and events occurring between January 1, 2023 and December 31, 2023

**Project Start Date**

**Project End Date**

**PROJECT**

**Briefly describe your project and the activities you're requesting funding for. (max. 250 words)**

**Why have you decided to expand in this way? How will this project enhance the capacity and sustainability of your business? Provide rationale for this type of project.**

**What are the goals of your project? How will you evaluate the success of your project? Use metrics, statistics, and specifics where possible. (Audience, ticket sales, and revenue projections)**

**What expertise, internal or external, do you have that will help you achieve your goals?**

**How will this project help your company grow, experiment, adapt, or learn?**

**The climate for the live music industry is volatile and unpredictable. What challenges do you foresee? Tell us about your contingency or back-up plan.**

**6. SWOT Analysis**

[Provide a basic SWOT analysis for your project](https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/market-development/domestic-marketing/how_to_conduct_and_use_a_swot_analysis.pdf). Use the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify the risks and challenges your company may face over the course of the project, and what your competitive advantage will be.

Who do you identify as your main competitors? If other companies are pursuing the same strategy, how will your approach be different/successful?

Point form answers are acceptable.

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**7. PERFORMING OPPORTUNITIES FOR ARTISTS**

**Programming**

Tell us about your proposed programming for 2023. How do you make your programming decisions? For example: level of artist, touring vs. local, genre, representation, etc. (max. 500 words)

**Do you mainly present one genre? If so, indicate here:**

**Projected Opportunities for Artists in 2023**

For statistics in this section, 1 artists = 1 group, band or ensemble

**Projected live music events**

**Projected artists presented**

**Projected B.C. artists presented**

**Performance Opportunities for Artists in 2022**

For statistics in this section, 1 artists = 1 group, band or ensemble

**Live music events**

**Artists presented**

**B.C. artists presented**

**8. REPRESENTATION IN PROGRAMMING + PARTNERSHIPS**

**Representation in Programming**

Use this section to assess the diversity of your programming in 2022.

List the number of artists presented with representation from the following groups (not each individual person). If any of the sections below do not apply, type '0'.

**Indigenous Peoples (First Nation [Status/Non-Status], Métis, and Inuit)**

**Black**

**People of Colour**

**People living with more or one Disability**

**2SLGBTQIA+**

**Women**

**Other underrepresented groups**

**Community & Partnerships**

**Does your company, event, or venue serve a regional community, underrepresented group, or genre? Provide information about the community you serve, list any partnerships you have, and give examples of how you’re active within those communities. (max. 250 words)**

**9. ECONOMIC IMPACT**

**Project Related Jobs**

Please estimate the number of jobs related to the delivery of this project (new and existing jobs). Do not include artists or performers. Do not include all artists or performers.

**Projected full-time jobs**

**Projected part-time jobs**

**Projected contract jobs**

**10. BUDGET & FUNDING REQUEST**

**Budget**

Applicants are expected to contribute to the financing of the project and seek other revenue sources where appropriate. Public funding from any source cannot equal more than 75% of the budget. **There is no public funding cap for applications from companies owned by Indigenous peoples.**

Use whole numbers, and round up or down to the nearest dollar.

**What are the total expenses for the project?**

**What are the total proposed revenues for this project?**

Total expenses and revenues should match, and should also mirror the totals provided in the Business Development excel budget.

Please use the [Budget template](https://www.creativebc.com/services/funding-programs/music-sound-recording-programs/amplify-bc/live-music/) available on the Creative BC website.

**Upload you Budget here (.xls, .xlsx, .csv)**

**Public Funding**

Public funding includes funding from any public source or level of government (Municipal, Provincial, Federal).

**What are the projected revenues from public funding sources for this project?**

**What are the sources of your public funding? Select all that apply:**

BC Arts Council FACTOR Fairs, Festivals & Events Recovery Fund

Canada Council for the Arts City of Vancouver Canadian Heritage

Province of BC: Tourism Events Program Other: please specify

**Use this field to provide additional context about public funding for this project, including whether funding is confirms or not**

**Total Funding Request**

**What is your funding request? $**

Grant amounts range from $2,000 - $75,000.

Eligible applicants may apply to Creative BC for a grant of up to 75% of budgeted cash expenditures.

**Have you previously applied or received funding through the Live Music program? Returning applicant refers to those who have previously applied, but were not successful.**

First-time applicant Previously Funded Applicant Returning Applicant

If you have previously received funding from Creative BC to date, list the cumulative amount. **$**

**11. UPLOADS**

File uploads are limited to 5MB. If you are over limit, reduce the size of the file or compress to a .zip file. Please be sure you include all required documents. Incomplete applications may not be processed.  
  
Attachments will display a red X when uploaded successfully. If you would like to remove or replace a document, click the red x and select "Add File" again.

**Business Registration**

Please upload your Certificate of Incorporation, business registration, or Society certificate. Applicants are not required to have a registered business at the time of application, but must register upon successfully receiving a grant.

**Financial Statements**

**Funding requests over $20,000** must provide externally-prepared company/organization financial statements in the form of a compilation engagement, review engagement, or audited statements for the previous fiscal year. (Companies under a year old may submit internally-prepared statements).

**Supporting Documents**

Please feel free to upload any additional documents that may support your funding request. For example, expressions of support, plans and policies, vendor quotes, etc.

For each upload box below there is a maximum of 5 files, totaling 25mb that can be uploaded.

**Expressions of support from partners and supporters that speak directly to the impact of project. (These can be provided as informal letters, emails, audio clips, videos, or in other formats.)**

**Job descriptions or postings for new positions**

**Plans and Policies  
(Communicable disease plan, respectful workplace policy, safety riders, equity or accessibility policies, etc.)**

**Other supporting documents, such as vendor quotes for large purchases/expenses, letter from bulding owner/management for infrastructure upgrades, confirmation of other funding.**

**12. DECLARATION AND FORM SUBMISSION**

By submitting this application form to Creative BC:

I hereby declare and warrant that to the best of my knowledge, the information contained herein is true and complete and I authorize Creative BC to contact sources necessary to verify the contents of this application and supporting documents.

I also acknowledge that Creative BC may request additional application materials in order to complete the analysis of my application, and I agree to provide any additional requested documentation in a timely manner.

I acknowledge that as part of the evaluation and decision process, Creative BC may choose to contract external readers or advisory panel members, made up of working industry professionals. I give permission for Creative BC to share all materials submitted through this application with said external readers or advisory panel members, confidentially for the purposes of reviewing this application and making recommendations to Creative BC.

I acknowledge that contracted external readers or advisory panel members sign their own confidentiality agreements and conflict of interest statements prior to reviewing any applications.

I acknowledge that Creative BC shall have the authority to discuss this application (including all documentation provided thereunder) with the auditor(s), legal counsel, actual or proposed financial participants and any other person(s) or entity(s) connected with the subject project.

**Full Name**

**Date**

**Last Step**

Each Key Personnel listed in your application will receive an email notification with a unique form number to complete the Creative BC self-identification questions. This must be completed within two weeks of submitting your application.

**Copy of Your Submission**

**You should receive a confirmation email with a PDF copy of your submission, shortly after you hit submit. If you don't receive a confirmation, please email mmejia@creativebc.com to ensure your application has been received.**

**Troubleshooting**

If you experience any trouble submitting your application, check the following:

1) "The form you are trying to access is inactive": Click the save button again, and reopen your application from the saved link in your email, then click submit again.

2) "Please enter a decimal value": Check to see if there are any special characters (%, commas, $, periods, text or blank spaces) before or after a number. Make sure that there are no blank spaces after email addresses.

3) Nothing happens when you click submit: Check to see if there are any sections of the form you filled out that are now hidden as a result of a changed answer.

If you continue to receive a form error, you can forward the saved draft link to mmejia@creativebc.com on or before 11:59 PM PDT on Wednesday, October 26, 2022.