

Amplify BC Music Company 2022/23

Information Session



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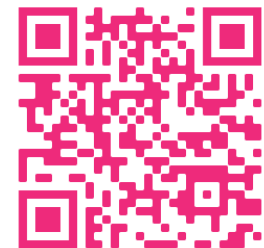


We gratefully acknowledge the lands, languages and cultures of the **34 First Nations** that are Indigenous to what is now called British Columbia. The creative industries are fortunate to live and work on their unceded ancestral territories.



Please explore Indigenous languages, arts and heritage on **The First Peoples' Map**, creative by First Peoples' Cultural Council in collaboration with First Nations communities and Indigenous artists, language champions, Elders, Knowledge Keepers and cultural workers.

Read the **Indigenous Screen Office Protocols** – resources and wise practices for working with Indigenous peoples, stories and communities.



What is Amplify BC?

Amplify BC is an annual fund of \$7.5 million from the Province of BC to support the recovery, activity and growth of B.C.'s music industry.

These funds will be administered by Creative BC from 2021-2024.



Raincity / Photo by Timothy Nguyen



Amplify BC Programs



Music Industry
Initiatives
(Closed)

Record in BC
(Open Now!)

Career Development
(Closed)

Live Music
(Closed)

Music Company
(Apply Now!)

Music Company Program



INTENT: supports the sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities

WHO CAN APPLY? B.C.-based companies serving more than one artist or client

ACTIVITIES: Business development projects taking place

BUDGET: \$600,000

GRANT AMOUNTS: \$2,000 - \$60,000, provide up to 50% of project expenses with a 75% public funding cap. There will be no public funding cap for applications from Indigenous-owned companies.

DEADLINE: Opened November 2, 2022. One intake with a deadline on **December 14, 2022** at 11:59 PM PDT



PRIORITIES OF THE MUSIC COMPANY PROGRAM

- Grow capacity and sustainability within B.C.'s music companies;
- Revitalize economic activity and jobs for B.C.'s music companies and industry professionals;
- Support projects that explore innovative business models and practices; and
- Support a broad range of music companies, prioritizing underrepresented groups who experience systemic barriers to participation.

Who can apply?



Eligible applicants must be:

- Companies with primary business activities in the music industry, such as record labels, music publishers, artist managers, record producers, recording studios, etc.;
- or
- Companies from a related sector, proposing a multimedia, cross-sector, or technology project that has direct implications for B.C.'s music industry

The applicant company must be:

- A B.C. corporation, B.C. registered business, or sole proprietorship with a valid GST number, that files B.C. tax returns;
- A Canadian corporation with operations in B.C. that files B.C. tax returns; or
- A B.C. or Canadian not-for-profit organization with headquarters in B.C.

New companies and individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant.

Eligible Activities & Expenses



- New jobs and staff growth;
- Improvements to business processes, policies, and procedures;
- Expanded company marketing initiatives;
- Development of knowledge and skills;
- Capital infrastructure improvements;
- Researching, developing, and testing new technology, products, or revenues streams;
- Sustainability initiatives and environmentally friendly business practices; and
- Establishment of new business operations or satellite offices in B.C.

Eligible Activities & Expenses

- Salaries and benefits for new or expanded company staff positions, including paid internships and apprenticeships, with a plan for how the positions will be sustained after the funding has been used;
- Training, courses, and consultants to grow knowledge, build processes, and develop skills for employees in a specific area;
- Training, planning, and policy development related to communicable disease plans, emergency preparedness, risk assessment, respectful workplace, accessibility, equity and inclusion, etc.;
- Marketing and advertising campaigns;
- Green initiatives such as eco-friendly power sources, energy-efficient renovations and products, reduction of physical waste or emissions, and other expenses related to creating a more sustainable business;
- Equipment purchases and upgrades for software, hardware, gear, technology, accessibility, etc.;
- Construction, building materials, and any other costs related to renovations or infrastructure improvements;
- GST for applicants who do not have GST accounts; and
- Existing resources directly related to the project to support a portion of the project.



Ineligible Expenses

- Costs and initiatives associated with a particular artist;
- Costs related to the presentation of live music;
- Receptions, mixers, networking events, luncheons, award shows, fundraisers, galas, and parties;
- Capital purchases not specific to the project;
- Operating costs not specific to the project, including rent, utilities, regular maintenance, corporate overhead, or salaries;
- Subscriptions, membership fees, or recurring expenses prior to this project;
- Expenses paid in cash;
- In-kind expenses or donated services;
- Grant writing fees, legal fees, management fees, business registration fees, or fees for financial statements; and
- Major expenses not included in the approved budget and incurred prior to Creative BC approval.



AmplifyBC_MusicCompany_Budget_2223

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Company Name:	Company name here			
REVENUE				
Public Funding				
<i>Description: Please list all revenue sources for this project.</i>				
Revenue Source	Description	Confirmed? (Y/N)	Ineligible or In-Kind Contributions	Budgeted Revenue
Creative BC	Music Company Program	N		
Ex. FACTOR	Envelope Funding for Music Companies	Y		
[...]				
[...]				
TOTAL Public Funding			\$ -	\$ -
Private Investment				
Revenue Source	Description	Confirmed? (Y/N)	Ineligible or In-Kind Contributions	Budgeted Revenue
Ex. Company Investment into Project		Y		
[...]				
[...]				
TOTAL Private Investment			\$ -	\$ -
Earned Revenue				
Revenue Source	Description	Confirmed? (Y/N)	Ineligible or In-Kind Contributions	Budgeted Revenue
Ex. Streaming Revenue		N		
Ex. Merchandise		Y		
Ex. Sponsorship		N		
[...]				
TOTAL Earned Revenue			\$ -	\$ -
Net REVENUE			\$ -	\$ -
EXPENSES				
Staffing				
Type of Expense	Vendor & Description	BC Vendor? Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
Ex. New FT Label Manager position	Ex. 1 new FT position. 35hrs/week for 1 year	Y		
Ex. Expanded Admin Assistant position	Ex. 1 expanded position. Extra 10 hrs/wk \$20/hr for 1 year	Y		
Ex. Re-hiring Laid-off Bookkeeper	Ex. 1 new PT position. 20hrs/week for 1 year	Y		
Ex. Benefits for New Staff	Ex. Pacific Blue Cross - Health & Dental	Y		
[...]				
TOTAL Staffing Expenses			\$ -	\$ -
Knowledge, Skill Building, Training, Policy Development				

Budget Schedule (+)



HOW TO APPLY

- Read the program guidelines and review the online application form
- Collect your application materials
- Submit your online application

REQUIRED APPLICATION MATERIALS

- Online application form – available at creativebc.com
- Certificate of incorporation, business statement of registration, society certificate, or GST number (if registered)
- Budget
- Schedule of Activities (available on the second tab of the Budget template)

REQUIRED FOR THOSE REQUESTING \$20,000 OR MORE:

- Externally-prepared company/organization financial statements in the form of a compilation engagement, review engagement, or audited statements

RECOMMENDED MATERIALS:

- Expressions/letters of support
- Plans and Policies
- Other supporting documents: such as vendor quotes for large purchases/expenses, promotional materials, event calendars, confirmation of other funding
- Job Descriptions or postings for new hires
- Proposals for research projects, or from external consultants
- Letter from building owner or management outlining the rental terms/ownership of the property, and the ongoing commitment to maintaining the space for music (for those applying for infrastructure upgrades)



Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of music companies, industry backgrounds, regions, and demographics.

Applications will be scored according to the priorities of the program, using the categories listed the Music Company Scoring Sheet. It is available on the Creative BC website, with point allocations and descriptions for each category

Once applications are scored, Creative BC may make adjustments to fill gaps based on representation, region and type of applicant, to support the breadth of B.C. and its music industry. Creative BC will also prioritize applicants who have yet to receive significant funding through its programs, and applicants who do not receive significant operating support from public sources.

The review period for complete applications is approximately **14 weeks** after the program deadline date. All applicants will be notified by email.



**AMPLIFY BC
MUSIC COMPANY
SCORING SHEET 2022/2023**

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their project and what it is intended to achieve? Will this project contribute to the viability, capacity, growth, and sustainability of the applicant?	/ 30
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? How realistic and achievable is the budget and has the applicant included vendor quotes? Is the funding request appropriate for the existing scope of business?	/ 20
Economic Impact: Does this project allow the applicant to grow and be successful in their competitive landscape? Does this project create jobs for B.C. industry professionals and vendors, and will they lead to ongoing employment opportunities? Does this project grow audiences and create revenues for B.C. artists?	/ 20
Investment in B.C. Talent: Does this project develop the careers of B.C. industry professionals, or provide them with mentorship or training opportunities? Will this project grow company capacity to serve more B.C. artists? Do the company's policies and procedures create a healthy work environment for artists and industry?	/ 10
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of B.C.'s music industry? Does this project support an underserved region or group? Are company owners or key personnel from underrepresented groups? Does this applicant have a history of working with artists from underrepresented groups, or have authentic partnerships to serve those communities?	/ 10
Innovation: Does this project help the applicant adapt, pivot, or conduct business in new ways? Does this project stimulate the creation, application, or evolution of new or existing ideals, tools, and technology? Does this project create opportunities for cross-sector collaboration?	/ 10
TOTAL ASSESSMENT	/ 100

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



Music Company Online Application Form



This program funds activities and related expenses incurred between **January 1, 2023**, and **June 30, 2024**. Applicants are expected to contribute to the financing of the project and seek other revenues sources where appropriate.

Successful applicants will receive a **75% advance** payment upon execution of a funding agreement, and up to the remaining **25% upon** completion of the final report, based on eligible final expenditures

Payment will be issued electronically, by direct deposit or e-transfer.



One-hour grant coaching sessions are available for **new and previously unsuccessful applicants from underrepresented groups and regions of BC**. Grant coaches can provide feedback on your applications for Amplify BC programs. **Coaching will be launched this week, sign up on the Creative BC website.**

This includes artists and companies from and serving the following groups:

- Indigenous peoples
- Black community
- People of Colour
- Deaf and Disability community, and those who live with chronic illness or are neurodivergent
- LGBTQ2IA+ and gender diverse people

This also includes people from underrepresented regions of BC:

- Cariboo
- Kootenay
- Nechako
- North Coast
- Northeast
- Thompson / Okanagan
- Vancouver Island and Coast
(excluding the Capital Regional District / City of Victoria)



NEED HELP?

Contact Mizzy Mejia | Program Coordinator, Music

Email: mmejia@creativebc.com

Phone: 236-455-0946

Sign up for our newsletter!



Thank you for coming!

Any questions?



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