

# Demo Recording, Music Video, and Industry Catalyst

**Grant Programs for Indigenous and  
Underrepresented Groups: Info Session**



[creativebc.com](https://creativebc.com)

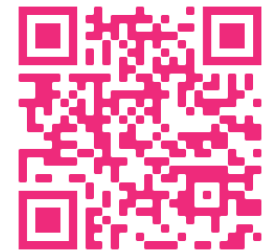
[@creativebcs](https://twitter.com/creativebcs)

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.



# Permission to Record

For informational purposes, this session will be recorded

- If you choose to leave your camera, your image or name may display
- If you do not wish to be recorded, please turn off your camera and change your display name

# Ground Rules

- Any request for clarity or information helps everyone in this process. All questions are welcomed.
- We'll discuss programs in order of Demo, Video, and Industry Catalyst. We'll use the chat and have a short question period at the end of each segment, and also any additional questions at the end.
- Staff will monitor the chat as we discuss. Slides will be available on our website.
- Each of us are coming to this session with different experiences and perspectives. They're all valid!
- Still have questions after this session? Send us an email!

# About Creative BC



Book  
Publishing



Interactive +  
Digital Media



Magazine  
Publishing



Motion  
Picture



Music +  
Sound Recording

Creative BC is an independent society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing. The society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy.

# Your Creative BC Team



**Joseph Bardsley**  
Coordinator  
Artist Programs



**Mizzy Mejia**  
Coordinator  
Company Programs



**Gina Loes**  
Program Analyst  
Artist Programs



**Kaitlyn Reining**  
Program Analyst  
Company Programs



**Brenda Grunau**  
Manager  
Music Programs

Beginning in 2019, the City of Vancouver allocated \$300,000 to support gaps in the music ecosystem in Vancouver, in alignment with the Vancouver Music Strategy. The Vancouver Music Fund provided support to underrepresented artists and groups through these three programs:

1

**Demo Recording**

2

**Music Video**

3

**Industry Catalyst**



Afro Van Connect – Industry Catalyst Project



# Programs Expand Across B.C.

This year, the Province of BC has matched funding provided by the City of Vancouver through **Amplify BC** to extend all three of these funding programs across B.C.

Previously, the Demo Recording, Music Video, and Industry Catalyst programs supported artists and industry living and working in Vancouver; now, these programs are open to artists across the province.

124 projects have been supported via these programs to date.





# Who are underrepresented groups?

**Those who experience systemic funding barriers may include those who identify as:**

- Indigenous peoples: First Nations (Status/Non-status), Métis, or Inuit)
- Black
- People of Colour
- The Deaf and Disability community, and those who live with chronic illness, or are neurodiverse
- Minority language speakers, cultural communities, and refugees
- Lesbian, gay, bisexual, transgender, queer people, gender diverse, non-binary, Two-Spirit

# Self-Identification for 2022-23

Each key member of the applicant group is required to personally and self-identify through a separate confidential form.

Upon submitting your application, each member will receive an individual email with instructions for completing the Creative BC self-identification form. Forms must be submitted within **two weeks** of the application deadline – by **July 8, 2022**.

It is the applicant's responsibility to make sure all forms are completed. Failure to complete self-identification forms may result in an incomplete and ineligible application.

The self-identification form can be found here: <https://formstack.io/C9615>

# Previous Grant Recipients

The intention of this program is to remove barriers to funding, and encourage those new to funding to apply.

- **DEMO:** Artists may receive one Demo Recording grant
- **MUSIC VIDEO:** Artists may receive one Music Video grant
- **INDUSTRY CATALYST:** Projects may receive a maximum of two Industry Catalyst grants.
- **AMPLIFY RECIPIENTS:** Artists who have received funding through Career Development are no longer eligible in Demo Recording; however, they may apply through Music Video. Past successful Music Industry Initiatives grant recipients may also apply to Industry Catalyst (*updated May 18, 2022*).

# Program Highlights

- Programs are for underrepresented artists and groups
- Funding is available B.C. artists and for projects occurring anywhere in B.C.
- Applicants can apply as an individual or as a business.
- No matching funds are required. Projects are funded at 100%, up to the maximum grant amount.
- Application deadline: **June 23, 2022**
- Supports projects between **April 28, 2022 – June 1, 2023.**

# Demo Recording Program

**INTENT:** Supports new and emerging artists from underrepresented groups to create demo recordings and engage in mentorship and skills development with a B.C.-based producer.

**WHO CAN APPLY?** Joint application for BC producers and new and emerging B.C.-based artists.

**GRANT AMOUNTS:** \$2,000

**HOW TO APPLY:** Submit an online application

**DEADLINE:** June 23, 2022

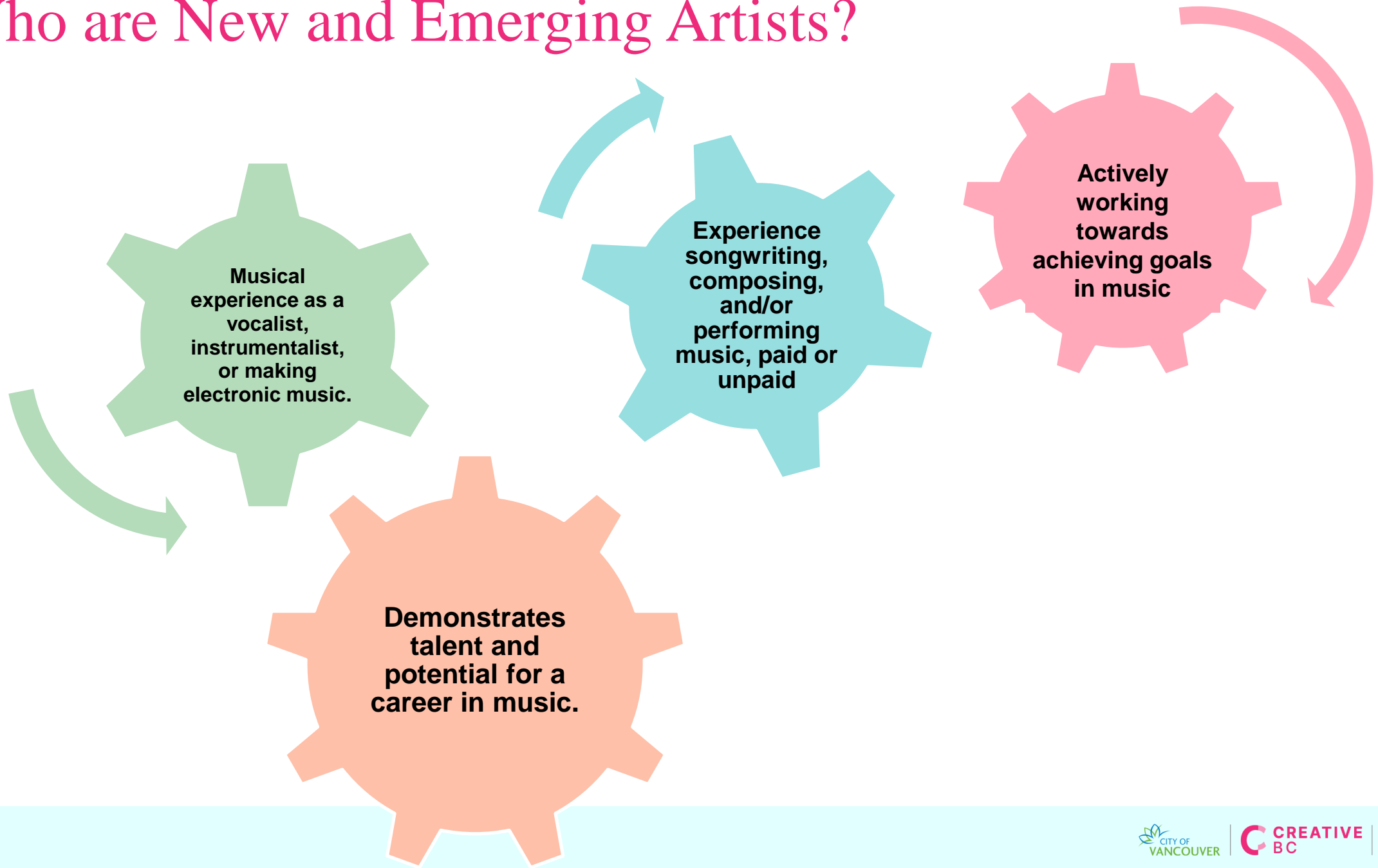


*Ahsia with Northburn Records – Demo Recording*

# How does the joint application work?

- Grant is paid to the producer directly.
- Creates an opportunity for producers to search out and develop new talent.
- Both the artist and the producer need to discuss why the project is a good fit.
- Must have demonstrable mentorship component.
- Key benefit: working with an established producer in a professional studio.

# Who are New and Emerging Artists?





# Demo Recording Checklist

## To Apply:

- ☐ Online application form
- ☐ Proof of Residency for Artist
- ☐ Artist Pitch
- ☐ Producer Pitch
- ☐ Signed Production Agreement
- ☐ Creative BC self-identification form for all engaged artists
- ☐ Lyrics, written music, music sample, or scratch track for song(s) to be recorded
- ☐ Supporting Documents (see Guidelines)

## Scoring:

- Artist Pitch
- Producer Pitch
- Mentorship
- Creative Content

Questions about Demo Recording?

# Music Video

**INTENT:** Supports the creation of music videos for new and emerging artists from underrepresented groups to build audiences.

**WHO CAN APPLY?** Individual artists, or music companies on behalf of an artist.

**GRANT AMOUNTS:** \$1,000 - \$10,000

**HOW TO APPLY:** Submit an online application

**DEADLINE:** June 23, 2022



*Off Topic – Music Video Recipient*

# Music Video Project Examples



Debby Friday – “Fatal”



Desire Dawson – “All In”



Nat Jay – “Sleep”



Caitlin Goulet – “Deep Dive”



Kresnt – “Soul Search feat. Ahmad Zahir”



Farnaz Ohadi – “Hesar”

# What goes into a Video Treatment?

**ARTIST STATEMENT:** What are your goals for this project? Why this song? How will you be releasing it? Why do you want to work with this filmmaker?

**STORY:** What is your concept for the video? What kind of journey do you want to take audience on?

**TECHNICAL TREATMENT:** What kinds of challenges are you expecting for this video? Will you be filming in a particular style and how will you achieve this? What kind of gear will be used?

**VISUAL TREATMENT OR MOOD BOARD:** Include visual references, for the locations where you plan to film, or creative references of other videos that have inspired your idea.



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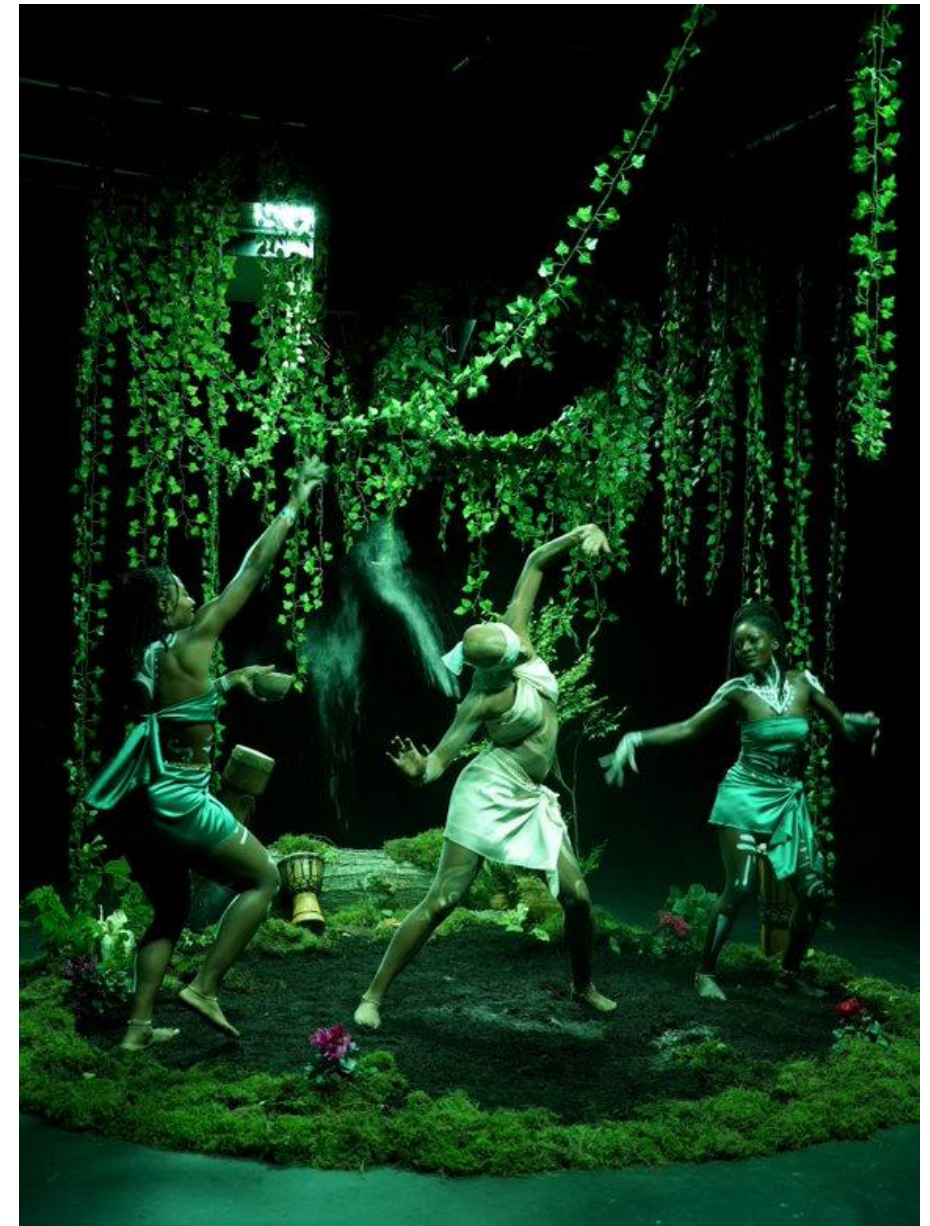
# Music Video Checklist

## To Apply:

- ☐ Online application form
- ☐ Creative BC self-identification form for all engaged artists
- ☐ Video Treatment
- ☐ Proof of Residency
- ☐ Project Budget
- ☐ .mp3 or streaming link to song for video
- ☐ Supporting Documents

## Scoring:

- Treatment
- Budget
- Artistic History
- Team



*Turunesh "Coco Marijuana"– Music Video Recipient*



Questions about Music Video?

# Industry Catalyst

**INTENT:** Supports projects that develop B.C.'s music ecosystem and build the capacity of underrepresented groups.

**WHO CAN APPLY?** Individuals, collectives, companies, and organizations active in the music industry in the Province of BC.

**GRANT AMOUNTS:** \$2,000 - \$20,000

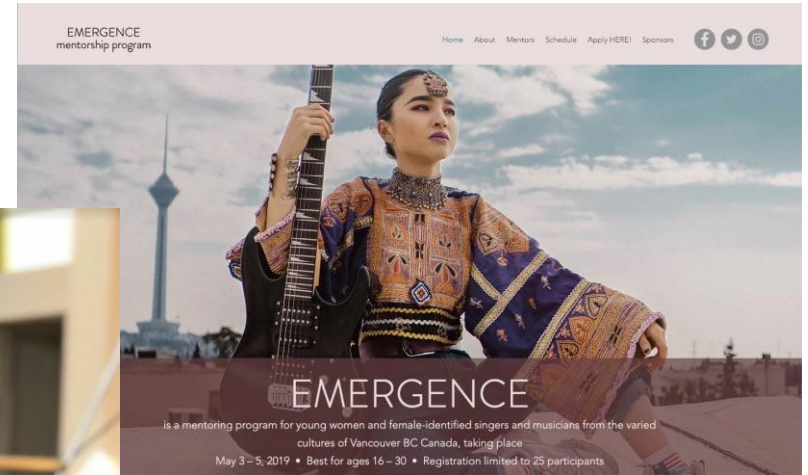
**HOW TO APPLY:** Connect with Mizzy Mejia (Coordinator, Music Programs) to discuss your idea before submitting an application.

**DEADLINE:** June 23, 2022

# What are the goals of this program?

- Provide **training and professional development** opportunities
- Create **business opportunities** for underrepresented artists and music companies
- Build **audiences, exposure, and capacity** for music in B.C.
- Develop **music publications, media and digital content** to promote local music
- Support **infrastructure, spaces, and equipment** for community access
- Develop **knowledge and resources** to benefit BC's music ecosystem
- Address **other gaps** to create a sustainable, resilient and vibrant local music industry

# Industry Catalyst



# Industry Catalyst Checklist

## To Apply:

- ☐ Online application form
- ☐ Self-identification forms for all key project personnel
- ☐ Project Plan (max. 6 pages)
- ☐ Project Budget
- ☐ Schedule of Activities
- ☐ Letters/Expressions of Support
- ☐ Supporting documentation

## Scoring:

- Community Impact and Participation
- Talent and Professional Development
- Equity, Diversity + Inclusion
- Organizational Capacity

Questions about Industry Catalyst?

# 2022/23 Amplify BC Programs

+ partnerships with  
Music BC and the First  
Peoples' Cultural  
Council

## Music Industry Initiatives

Opened May 11  
Rolling intake until  
March 1, 2023

## Record in BC

Opens August 3  
Rolling intake until  
November 30

## Career Development

Opens September 7  
Deadline:  
October 19

## Live Music

Opens September 14  
Deadline: October 26

## Music Company

Opens November 2  
Deadline:  
December 14



# First Peoples' Cultural Council

The First Peoples' Cultural Council is a First Nations-run Crown Corporation with a mandate to support the revitalization of Indigenous languages, arts, culture and heritage in British Columbia.



**FIRST PEOPLES'**  
CULTURAL COUNCIL

Over the years, the FPCC has received funding from Creative BC for:

- Mentorship grants for industry professionals and recording engineers
- Touring and marketing grants for artists
- Indigenous Artist Retreat
- Indigifest

First Peoples' also administers grants for individual artists.

# Music BC

Serves BC's music industry through

- Providing essential information
- Education
- Funding
- Advocacy
- Showcasing
- Networking opportunities

Music BC is dedicated to developing the growth and sustainability of the BC music community by supporting artists of all genres and music professionals throughout the industry.

Over the years, Music BC has received funding from Creative BC for:

- Workshops and Panels
- Export Trade Initiatives
- Touring/Travel Grants
- Music BC Stages
- JUMPSTART Industry Preparedness Program
- ARC Program (deadline of May 15, 2022)



Sign up for their E-Newsletter at [www.musicbc.org](http://www.musicbc.org)

**Looking for leads on local producers,  
videographers, props, costumes, or  
recording studios?**

**Check out the Knowledge Hub:**

<https://www.creativebc.com/community/initiatives/knowledge-hub/>

**Past funding recipients and projects:**

[https://www.creativebc.com/wp-content/uploads/2022/03/CreativeBC\\_VancouverMusicFund\\_ProjectsFunded\\_2122.pdf](https://www.creativebc.com/wp-content/uploads/2022/03/CreativeBC_VancouverMusicFund_ProjectsFunded_2122.pdf)

Questions?

# For more information

## Demo Recording + Music Video:

### **Gina Loes | Program Analyst, Music Programs**

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## Industry Catalyst:

### **Mizzy Mejia | Coordinator, Music Programs**

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