

Amplify BC Career Development 2023/24

Information Session



creativebc.com

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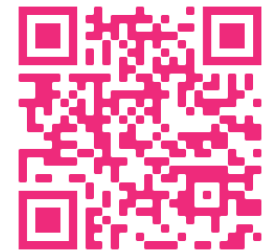


We gratefully acknowledge the lands, languages and cultures of the **34 First Nations** that are Indigenous to what is now called British Columbia. The creative industries are fortunate to live and work on their unceded ancestral territories.



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. →





- Any request for clarity or information helps everyone in this process. All questions are welcomed.
- In this session, we'll provide a high-level overview of the Career Development program, including changes and updates for 2023/24. We'll leave space for questions at the end of the session.
- 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 in 2013 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



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Artist Programs



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What is Amplify BC?

Funding for BC's music industry began in 2016, and is administered by Creative BC.

In April 2023, \$22.5M was committed by the Province of BC, extending Amplify BC programs until 2027.



Raincity / Photo by Timothy Nguyen



2023/24 Amplify BC Programs

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

Music Industry Initiatives

Now open!
Rolling intake until
March 1, 2024

Record in BC

Opened July 12
Rolling intake until
October 31

Career Development

Opened July 19
Deadline:
September 6

Live Music

Opens August 16
Deadline:
September 27

Demo Recording

Opens December 13
Deadline:
February 15

Music Company

Opens February 7
Deadline:
March 20





INTENT: Supports the economic growth and career development of emerging and established B.C. artists in the areas of sound recording, marketing and music videos

WHO CAN APPLY? B.C.-based emerging and established artists (two distinct streams)

SUPPORTS: Sound recording, music videos, and marketing initiatives

PROGRAM BUDGET: \$1.1 - \$1.2M

GRANT AMOUNTS: Emerging - \$1,000 - \$10,000
Established - \$1,000 - \$30,000

Grants will provide 75% of project expenses, with a 75% funding cap. There will be no public funding cap for Indigenous applicants.

DEADLINE: Opened July 19, 2023. One intake, with a deadline on September 6, 2023.

What are the Career Development program's priorities?

- **Increase and sustain earning potential and economic activity** for B.C. artists, studios, recording professionals, producers, and music companies;
- **Develop audiences for B.C. artists** locally, nationally, and internationally;
- **Invest in the creation and marketing of intellectual property** and expand digital presence for B.C. artists; and
- **Support a broad range of artists**, including artists from equity-deserving groups who experience systemic barriers to participation



OurGlassZoo
(2022 Career Development recipient)

Eligible Activities:

1. **Sound recording activities**, including singles, EPs, and LPs in the form of original music, covers, remixes, and interpretations of existing music. Recordings can be in any genre or language, including instrumental works. This program does not support commissions, or the creation of new works prior to recording. Recordings supported through this program must be intended for commercial release.
2. **Music video production**, including official music videos, pre-recorded and live streamed performance videos, and other promotional video content that supports a B.C. artist. Live streamed videos must continue to be available after the live stream as a permanent promotional asset. Projects must take place in B.C. or engage out-of-province professionals remotely.
3. **Marketing activities**, including photography, digital media, websites, bio writing, publicity, social media marketing, tour promotion, or radio promotion. Vendors may be Canadian or international, although hiring B.C. vendors is strongly encouraged. This program may support the manufacturing of a limited amount of merchandise for promotional purposes, but not for sale.



Applicant Types:

1. Emerging and established B.C.-based artists

2. Music companies that represent a B.C.-based artist:

- Music companies can be Canadian or international, if they are representing a B.C. artist;
- Music companies such as record labels may apply on behalf of artists on their roster.
- Music companies must have a signed contract with the artist outlining their business arrangement and relationship, and;
- Music companies must issue all payments related to the project, and maintain financial control over the project; otherwise, the applicant should be the artist.

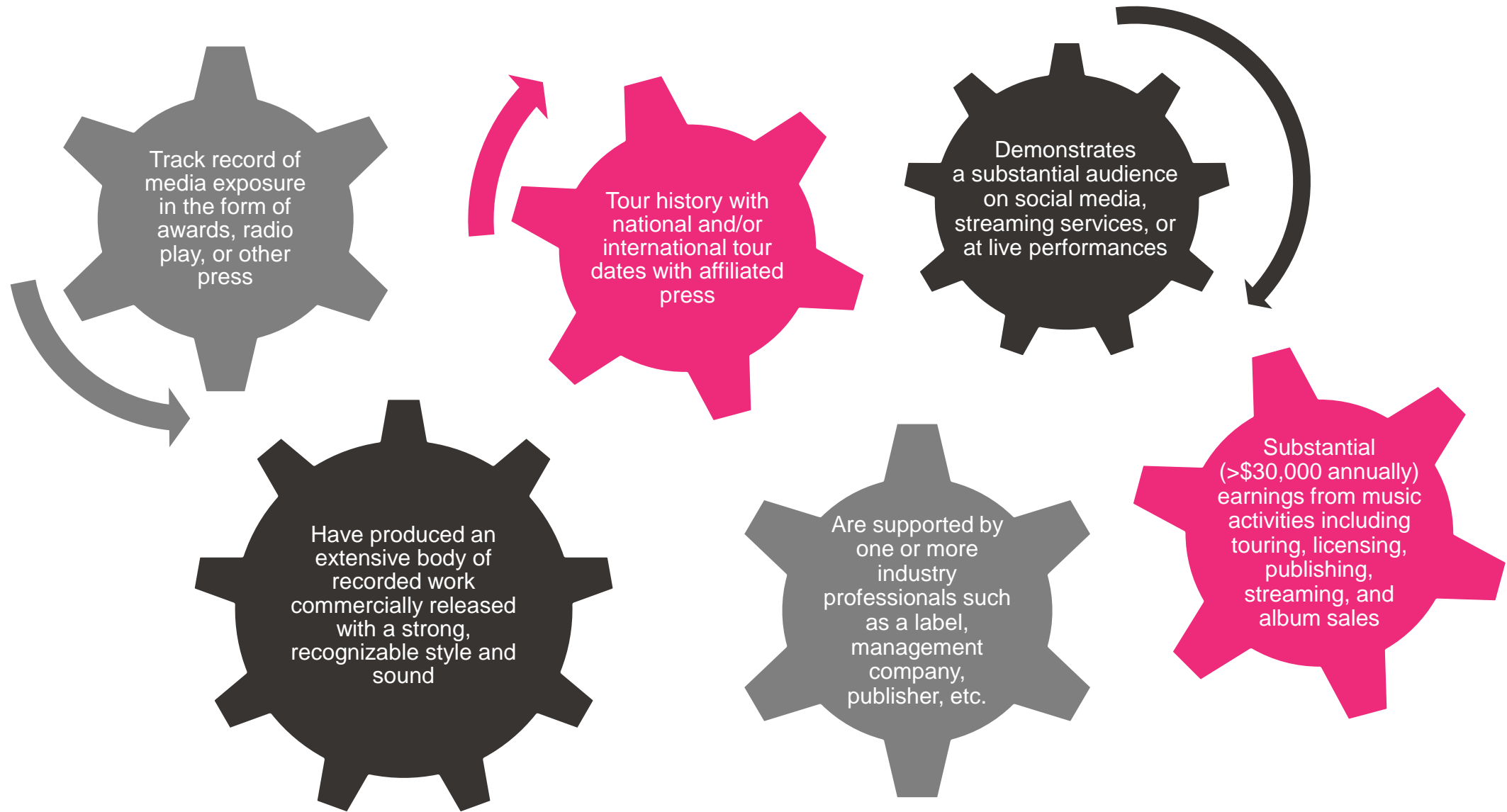


Ginalina
(2023 Career Development recipient)

Emerging Artists: \$1,000 - \$10,000



Established Artists: \$1,000 - \$30,000



Who qualifies as a B.C.-based artist?



1

Artists living in B.C. for at least 200 of the previous 365 days prior to the grant deadline.

2

Artists who have filed B.C. taxes in the taxation year prior, if legally required to do so.

3

Artists where 50% or more of the permanent members meet the BC residency requirement.



Getting started on your application

What is a Project Plan?

Again for 2023/24, applicants may submit their project plan using the written template, as audio, or as a video. Written responses cannot exceed four pages. Audio or video submissions cannot exceed three minutes, total.

The questions in the project plan are directly related to the program evaluation criteria.

- 1. What do you want to do?**
- 2. What are the goals for your project?**
- 3. How do these goals fit within your career trajectory?**
- 4. How will this project increase your revenues and lead to new business opportunities?**
- 5. How will you use the tools created through this project to reach and build your audiences?**
- 6. How does this artist create BC jobs and strengthen BC's music sector?**
- 7. Is there anything else you would like to share? (Optional)**



Budget Overview

AMPLIFY BC

Career Development 2022-23
Budget Template

Instructions:

Please use this form to itemize all eligible expenses associated with your Career Development project.

1. Review the eligible and ineligible expenses in the Career Development program guidelines.
2. If you do not have Excel, you may also upload and edit this template to Google Sheets or iCloud, and export back to Excel to upload to your application.
3. Use the template to list each specific expense for your project. Be as detailed as possible and use exact numbers.
4. Add as many rows or sections as necessary, and delete any unused rows.
5. Include links for the companies and musicians you want to hire when available.
6. For all video requests aside from live performance videos, make sure you have also uploaded a video treatment to the application form.
7. Please ensure you have completed **both** the revenue and expenses sections and that you have listed enough revenue to pay for the project.
8. If you have other funding, and your Creative BC request is less than 75% of your total budget, you will need to adjust the total funding requested manually.
9. Use the cell dropdown menus to categorize your expenses.
10. Upload this form in .xls format to your application form. Do not convert to .pdf or make your own template.

Applicant *Applicant Name or Company Name* **Select Artist Category** *Emerging*

Part A: Revenue

Public Funding: (Include all grants, confirmed or unconfirmed)				
Type of Revenue	Description	Source	Status	Public Funding
Creative BC Funding Request	Career Development Program	B.C.-based	Unconfirmed	\$ -
Other public grants?				
<i>[Insert new rows if required above this row]</i>				
TOTAL Public Revenue				\$ -
Private Investment (Company, artist, or label investment)				
Type of Revenue	Description	Source	Status	Budgeted Revenue
Applicant Name or Company Name	Personal investment			\$ -
Other private grants?				
<i>[Insert new rows if required above this row]</i>				
TOTAL Private Revenue				\$ -
TOTAL REVENUE				\$ -

Part B: Expenses

Recording Expenses (production, mixing, mastering, travel, hotels, session musicians, album art, etc.)									
Type of Expense	Vendor, Description, and Rates	Vendor Websites	Start Date	End Date	Number of paid workers (0+)	Is the vendor based in B.C.?	Select Expense Category	Eligible Expenses	
1. Recording Studio	Example: Recording Studio Name: 7 studio days x \$500/day	www.example.ca	Oct-13-2022	Dec-1-2023	5	B.C.-based	Third-Party Expense	\$	-
2. Other...									
<i>[Insert new rows if required above this row]</i>									
TOTAL Eligible Recording Expenses								\$	-
Video Expenses (director, producer, camera rentals, location rentals, filming permits, props, editing, actors, etc.)									
Type of Expense	Vendor, Description, and Rates	Vendor Websites	Start Date	End Date	Number of paid workers (0+)	Is the vendor based in B.C.?	Select Expense Category	Eligible Expenses	
Videographer								\$	-
<i>[Insert new rows if required above this row]</i>									
TOTAL Eligible Video Expenses								\$	-
Marketing Expenses (photography, advertising, web design, radio campaigns, mailouts, promotional merchandise, bio writing, graphic design, etc.)									
Type of Expense	Vendor, Description, and Rates	Vendor Websites	Start Date	End Date	Number of paid workers (0+)	Is the vendor based in B.C.?	Select Expense Category	Eligible Expenses	
Publicist								\$	-
<i>[Insert new rows if required above this row]</i>									
TOTAL Eligible Marketing Expenses								\$	-
Total Expenses								\$	-
[Revenue - Expenses]								\$	-
[Maximum Funding Request]								\$	10,000.00
TOTAL FUNDING REQUESTED								\$	-

Evaluation

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
Justice, Equity, Decolonization, Diversity, 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



Program updates for 2023/24



- For 2023/24, the program continues to cover 75% of expenses up to the grant amount in each artist category.
- The residency language in Career Development has been updated to provide more clarity for groups that have 50% B.C. residents. Groups that are 50/50 must apply through Career Development and are ineligible through the out-of-province program, Record in BC.
- The guidelines now encourage environmental sustainability. For artists engaged in video production, we have provided a link to Creative BC's [Reel Green](#) initiative providing tools and resources for reducing your environmental footprint. Additionally, the application form includes a question about applicant's sustainability plan. This question is not part of the application evaluation but will provide insight for future program development and how our programs can support environmental sustainability within the music industry.
- The guidelines' respectful workplace language has been updated and includes Creative BC's commitment to the [Canadian Creative Industries Code of Conduct to Prevent and Respond to Harassment, Discrimination, Bullying and Violence](#). Applicants, recipients, and partners are expected to adhere to this Code of Conduct.



Successful applicants will receive a 75% advance payment on their total grant amount once a funding contract is signed and returned to Creative BC.

To complete your project, and receive the balance of funding, applicants must submit the following:

- Narrative Final Report (questions provided)
- Detailed Cost Report (template provided)
- Copies of all invoices and proof of payment; and
- Approved Creative BC and Province of BC logo placement(s).

Helpful Application Tips:



Consider each Project Plan question carefully. Answer clearly and directly.

Align what you want to do carefully with the program guidelines.

Ask a trusted colleague to review your application before you submit.

Clearly demonstrate where you are currently at in your career in your application.

Connect with Creative BC staff directly with any questions or concerns before you apply.

Grant Coaching

Free **one-hour grant coaching sessions** are available to new and previously unsuccessful applicants from underrepresented groups and regions of B.C.

Discuss questions about your application with a coach, receive personalized input on your work, and learn more about the grant process.

Grant coaching info will be posted in early August 2023.



Key Career Development Program Dates



Program opened: July 19, 2023

Application deadline: September 6, 2023

Results communicated to all applicants: Approximately 12 weeks after deadline.

Supporting projects occurring between: April 1, 2023, and December 1, 2024

Final reporting deadline: December 1, 2024

Additional Resources:



Looking for leads on local producers or recording studios?

Check out the Knowledge Hub:

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

Past funding recipients and projects:

<https://knowledgehub.creativebc.com/s/funding-recipients>

For more information, questions, or support:



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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.

Creative BC funding supports:

- Mentorship grants for industry professionals and recording engineers
- Grants for individual artists to support creation, recording, marketing, and touring
- Indigenous Music Retreat
- Indigifest

Visit fpcc.ca to sign up for the FPCC newsletter.



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

Serves BC's music industry through:

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

Creative BC funding supports:

- ARC accelerator program
- Export trade initiatives
- How-To series
- Jumpstart Talks/Consulting/Foundations
- Let's Hear it! Live
- Music BC stages
- Touring & Business Travel Grants

Website: musicbc.org

Newsletter: musicbc.org/industry-news

Become a member:

musicbc.org/memberships/become-a-member





Questions?



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COLUMBIA

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