

**Amplify BC | Live Music: Business Development Application 2023/24**

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/FBD6B)

Read the [program guidelines](https://creativebc.com/services/funding-programs/music-sound-recording-programs/amplify-bc/live-music/) before applying.

**This is a sample application form for planning purposes only. Do not submit this as part of your Live Music application.**

Application Instructions

Complete this form to submit your grant application. The online application form will work best on Chrome, and on a laptop or desktop computer, rather than a tablet or a phone.

The deadline for **Live Music** applicants is **September 27, 2023,** at 11:59 PM, PT. Results will be available approximately 14 weeks after the deadline. All applicants will be notified of their results at the same time, in writing, by email.

If you have any questions about the application process, or if you require any assistance, please contact:

Gina Loes | Senior Program Analyst, Music  
Email: gloes@creativebc.com  
Phone: 604-730-2253  
Schedule an appointment: calendly.com/gloes

**Program Eligibility**

The 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



**\***- required

**Contact Information**

**Save As You Go**

**IMPORTANT:** To save your form 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, and Creative BC cannot recover unsaved forms.

**Continue to click ‘Save’** as you go, or your information will be lost. We recommend saving any long-form answers in a separate document as you progress through the application.

**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
* He/They
* She/They
* Other
* 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.**\***

* Applicant
* Grant Writer



Did you participate in a one-on-one grant coaching session for your Live Music application?**\***

* No
* Yes



Mailing Address

Street Address**\***



City**\***

Postal Code**\***

**\***- required

**Company Information**

Type of Live 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:**\***



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 A Charitable 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](https://knowledgehub.creativebc.com/s/industry-contacts/music-sound-recording).



**Company Revenues**

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

Total gross earned revenues from all ventures, for the most recently completed fiscal year, **not including grant revenues.\***

$

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

$

**\***- required

**Self-Identification**

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 [Business Development 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 equitable distribution of funds, to support the breadth of B.C. and its music industry.

To this end, Creative BC is requesting self-identification information from applicants for the following key personnel:

1. The person making key business decisions: **General Manager / Executive Director**

2. The person making key programming decisions: **Head Booker / Artistic Director**

The information submitted is confidential and will be used to measure representation in this program, 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).

**Key Personnel**

Please list each person at your company or organization in the roles of **General Manager/Executive Director** and **Head Booker/Artistic Director**.

Please include yourself if you hold any of these roles. For not-for-profit businesses, please indicate if any of the people listed below are also company owners.

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

Add Key Personnel

First and Last Name**\***

Role**\***



Job Title**\***

Email**\***

[Add Key Personnel](javascript:)

**Self-Identification Form**

Once you submit this application form, an email will be sent directly to all key personnel and owners listed, asking them to fill out an online confidential personal self-identification form.

Once they complete this self-identification form, the information will be added to your application. We encourage you to give each person listed a heads up that this email will be coming, and to check their spam filter.

The information submitted is confidential. 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 answer.

Please reach out to Creative BC staff if you have any questions.

**\***- required

**Project Details**

Project Title**\***

This program supports projects occurring between January 1, 2024, and December 31, 2024.

**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. (max. 500 words)\***



**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) (max. 500 words)\***



**What expertise, internal or external, do you have that will help you achieve your goals? (max. 250 words)\***



**How will this project help your company grow, experiment, adapt, or learn? (max. 250 words)\***



**The climate for the live music industry continues to be volatile and unpredictable. What challenges do you foresee? Tell us about your contingency or back-up plan. (max. 350 words)\***



**Environmental Sustainability**

The following question is for information purposes to help inform future program development. Your response will not be evaluated.

Tell us about any plans or initiatives for environmental sustainability that relate to your project. (max. 250 words)



**\***- required

**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. Max. 250 words for each category.

**Strengths:\***



**Weaknesses:\***



**Opportunities:\***



**Threats:\***



**\***- required

**Performance Opportunities for Artists**

**Programming**

Tell us about your proposed programming for 2024. How do you make your programming decisions? For example: level of artist, touring vs. local, genre, representation, etc. (max. 250 words)**\***



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



**Projected Opportunities for Artists in 2024**

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

**Projected live music events:\***

**Projected artists presented:\***

**Projected B.C. artists presented:\***

**Performance Opportunities for Artists in 2023**

For statistics in this section, 1 artist = 1 group, band or ensemble. New companies and events can type '0' for all fields.

**Live music events:\***

**Artists presented:\***

**B.C. artists presented:\***

**\*- required**

**Representation in Programming + Partnerships**

**Diversity of Programming in 2023**

Use this section to assess the diversity of your programming in 2023.

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 (First Nations [Status/Non-Status], Métis and Inuit):**\***

Black:**\***

People of Colour**\***

People living with one or more Disabilities:**\***

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)



**\***- required

**Economic Impact**

**Project Related Jobs for 2024**

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

**Projected full-time jobs:\***

**Projected part-time jobs:\***

**Projected contract jobs:\***

**\***- required

**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 this project? (What is your project budget?)**\***

$

What are the total proposed revenues that will pay 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 your budget here.

Note: Accepted file types are .xls & .xlsx. (Numbers files are not accepted; please convert your file to Excel before uploading.)**\***

Add File...

**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?**\***

$

**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 50% of budgeted cash expenditures.

**Have you previously applied or received funding through this program?**

Returning applicant refers to those who have previously applied, but were not successful.

* First-Time Applicant
* Previously Funded Applicant
* Returning Applicantx



**\***- required

**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.

Upload business registration:

Add File...

**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).

Upload financial statements:

Add File...

**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.)

Add File...

Job descriptions or postings for new positions.

Add File...

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

Add File...

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

Add File...

**\***- required

**Declaration & Form Submission**

*By submitting this application to Creative BC:*

* I represent and warrant that the information provided by me for the purposes of this application is true and complete to the best of my knowledge.
* I acknowledge, understand, and agree that any willful omission or misrepresentation by me in this application may result in any offer of funding made to me being revoked at any time (including after acceptance) or any funding contract entered into with me being terminated.
* I acknowledge that Creative BC may contract working industry professionals, to sit on advisory panels, to assist with the evaluation of applications. I give permission for Creative C to share all application materials with these external reviewers, for the sole purposes of making recommendations to Creative BC. External readers are required to sign confidentiality agreements and declare any conflicts of interest prior to reviewing applications.
* I acknowledge and understand that this application for funding is not a contract to fund, nor an offer or promise to fund, any project. Should an offer of funding be extended to me (which is not guaranteed), then a funding contract will be presented to me at that time.

I understand and consent to the following:

* In accordance with the Freedom of Information and Protection of Privacy Act (BC) and other applicable laws, Creative BC will collect, use and disclose information contained in this Application, and may collect from additional information sources, and use and disclose, additional information about me or my organization as reasonably necessary including by conducting reasonable background and reference checks, for the following purposes: considering my application for funding, verifying or clarifying the information provided in this Application, determining my project’s suitability and eligibility for funding, and making funding decisions with respect to this application.
* Information provided in this application may also be used to contribute to aggregate statistics generated for the understanding, promotion, growth of B.C.’s music industry.

Full Name **\***



Date **\***

**Last Step**

All key personnel and company owners 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 gloes@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 gloes@creativebc.com on or before 11:59 PM, PT on Wednesday, September 27, 2023.

**\***- required