

Guidelines FY2023/24

Music Industry Initiatives



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The **Music Industry Initiatives** program is one of the Amplify BC programs funded by the Province of British Columbia to support the recovery and growth of BC's music industry.

This program supports initiatives that grow and develop British Columbia's music ecosystem. Successful projects will build the capacity of B.C.'s music industry through training, knowledge sharing, collaboration and creating new business opportunities.

Music Industry Initiatives Budget: \$400,000

Program Overview:

Who is eligible? Anyone active in B.C.'s music industry and located in Canada, who has an idea for an industry development project. Municipalities and other levels of government are not eligible.

Eligible Projects: Projects that have broad benefit and grow the capacity of B.C.'s music industry.

Grant amounts: \$2,000-\$60,000, funding up to 75% of project expenses. The remaining 25% may be in-kind contributions, investment, earned revenue, and/or other public funding.

How to apply: Submit a one-page project summary describing your project idea through the [online form](#). If your idea fits the goals of the program, you will be invited to submit a full application.

Applications open: February 15, 2023

Application deadline: Rolling intake until March 1, 2024, or until all funds are disbursed

Supporting projects between **January 1, 2023**, and **September 1, 2024**

Info Sessions + Contact

If you have questions, or need assistance, please contact:

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What are the priorities of the Music Industry Initiatives program?

- Develop B.C. artists, industry professionals, and the next generation of talent;
- Foster new business opportunities, locally and abroad;
- Inform industry innovation and the evolution of business practices;
- Support local, national, and cross-sector collaboration and conversation;
- Develop knowledge and research to inform B.C.'s music industry; and
- Support a broad range of projects, including those led by equity-deserving groups who experience systemic barriers to participation.

Eligible Activities

This program supports initiatives and events that build the capacity of B.C.'s music industry by developing knowledge, skills, processes, resources, opportunities, and abilities to meet existing needs. Priority will be given to new or expanding initiatives, and to projects that serve a clear need or gap.

Projects must demonstrate a broad benefit to B.C.'s music industry, or to an aspect of B.C.'s music industry, and cannot predominantly benefit one artist, company, organization or their clients.

Projects must have a business or industry development component, and not focus primarily on artistic growth. For example, this program supports workshops on touring and building audiences and skills related to the use of technology but does not fund music lessons.

Examples of eligible projects include:

- Industry conferences, panels, workshops, forums, and events;
- Opportunities for training, mentorship, professional development, and fostering new talent;
- Community infrastructure, services, or digital platforms that provide broad industry benefit;
- Projects that increase the capacity of equity-deserving groups in BC's music industry;
- Resources, policies or manuals to share best practices in the areas of business, harm reduction, sustainability, equity, etc.;
- Collaborative business initiatives, showcases, trade missions, or export activities; and
- Research projects that develop knowledge to benefit those working in music.

Examples of [previously successful projects](#) and lists of [previous recipients](#) are available at creativebc.com.

Ineligible Activities

Ineligible activities include:

- Events such as ceremonies, award shows, fundraisers, luncheons, receptions, mixers, galas, and parties.
- **Live music presentation** is not eligible through this program, and will be supported through the Live Music program. Showcases are only eligible if they have clear business development goals and outcomes: for example, a group of artists performing at an industry event or conference, or a

showcase where a curated list of industry professionals attend performances and meet artists or music companies for the purposes of cultivating future business.

- **Entrepreneurial activities** that primarily benefit one company and their artist roster, clients and/or business partners are not eligible. To meet the requirement for broad benefit, projects must demonstrate how they are accessible, affordable, and/or have a public callout for participation. Funding to support the growth of individual companies is available through Creative BC's Music Company Development and Live Music programs.
- **Business travel** to attend industry events and conferences is not eligible through this program. Funding for business travel is available through [Music BC](#).

Eligible Applicants

Applicants can apply as an individual, collective, company or organization, and must be:

- Active in the music industry in BC; and
- Headquartered in Canada, or located in and eligible to work in Canada.

Other eligibility information:

- **New Companies:** This program will fund start-ups that are newly registered companies in addition to existing companies.
- **Collectives:** Projects can be run by an informal group of people. In this case, one individual needs to be the lead on the project and take legal responsibility for the funds. This person will sign the funding agreement and receive payments.
- **Collaborations:** Business collaborations are welcome in this program. A primary applicant is required to take on legal responsibility for the project and manage all payments. The application should specify the partners or collaborators involved and their respective roles, with letters of support provided by each partner.
- **Projects must be industry-led:** This program is intended to support projects and collaborations led by the music industry. Research companies, consultants, or academic institutions are eligible to apply, but must demonstrate significant involvement from industry partnerships in delivering the project, and support from industry stakeholders for the project. Municipalities and other levels of government are not eligible to apply.

Creative BC encourages applications from equity-deserving groups, including Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, People living with one or more Disability, 2SLGBTQIA+ communities, and other groups who experience systemic barriers to participation.

The principals, directors, officers, shareholders and owners of all applicant companies must be in good standing (i.e., not in default) with Creative BC.

Funding

Grant amounts:

- \$2,000 - \$20,000 for individuals, collectives, and companies or organizations without financial statements.
- \$2,000 - \$60,000 for companies or organizations with financial statements in the form of a compilation engagement, review engagement, or audited statements.

This program will fund activities and related expenses incurred between **January 1, 2023**, and **September 1, 2024**.

- **Applicant contribution:** A minimum of 25% of the total budget must come from other sources, including personal or company investment, earned revenue, or in-kind contributions (donated time, goods or services).
 - **Projects that serve equity-deserving groups** may request 100% funding if other revenue sources are unavailable.
 - **Research projects** may also request a higher percentage of funding if other revenue sources are unavailable.
- **Eligible expenses:** All costs required to deliver the project, including salaries and wages, are eligible. Capital purchases or operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible. GST is eligible for applicants without GST accounts.

Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to September 1, 2024.

Successful applicants will receive a 75% advance payment upon signing a funding agreement, and the remaining funds after completion and review of the final report.

Application Evaluation

Applications will be scored by Creative BC staff according to the priorities of the program, using the categories below. The [Music Industry Initiatives Scoring Sheet](#) is available on the Creative BC website, with point allocations and descriptions for each category.

- Industry Development
- Investment in BC Talent
- Economic Impact
- Innovation
- Justice, Equity, Decolonization, Diversity + Inclusion
- Capacity

In order to fund the full breadth of B.C.'s music industry, Creative BC will prioritize applications from equity-deserving groups and regions of B.C. 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.

Project Completion

Recipients are required to complete a final report detailing the impact of the funding by September 1, 2024, and provide invoices and proof of payment for expense on request. The recipient is responsible for issuing all payments related to the project. Acceptable proof of payment includes a bank statement, credit card statement, processed cheque, wire transfer, or e-transfer confirmation.

To complete the final report and receive the balance of funding, applicants must submit the following:

- Online Final Report;
- Cost report (template provided);
- Copies of select invoices and proof of payment, upon request; and
- [Approved Creative BC and Province of BC logo placement\(s\)](#).

Application Process

Applications will be accepted and evaluated on a rolling basis starting February 15, 2023, and ending on March 1, 2024, or until funds for the program are no longer available.

It is highly recommended that applicants submit applications a minimum of 6 weeks before their events. Applications will not be accepted for projects or events that have already occurred.

How to Apply

Step 1: Submit a one-page project summary through the [online form](#), using the [project summary template](#). Creative BC will respond within three weeks. Applicants with questions are encouraged to contact Creative BC staff before submitting an application.

Step 2: Projects that meet the goals of this funding program will be invited to submit a full application to the Music Industry Initiatives program and provided the link to the online application form. Applicants may be given feedback related to gaps, questions, and concerns to address in their application.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. In this case, please allow an additional two weeks to prepare your application.

Processing time for a full application is **4-6 weeks**. All applicants will be notified about the results of their application in writing via email. Feedback will be available by request. Unsuccessful applicants may reapply with a revised proposal.

Justice, Equity, Decolonization, Diversity + Inclusion

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, decolonization, diversity and inclusion in program delivery. [Learn more.](#)

Respectful Workplace

As investors in B.C.'s music industry, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity, and inclusivity that is free from any form of harassment. All companies that work with, or seek funding from, Creative BC are expected to respect these principles, comply with relevant laws, and implement policies and procedures for a harassment-free workplace. [Learn more.](#)

Health & Safety Requirements

All applicants must adhere to all [orders of the Provincial Health Officer](#) regarding gatherings and events, and should prepare and implement a communicable disease plan at their workplace and/or event. [Learn more about transitioning your COVID-19 Safety Plan into a working communicable disease prevention strategy.](#)

For More Information

Amplify BC funding programs support artists, music companies, live music presenters, and industry development to stimulate recovery, activity and growth of BC's music industry. Visit the [Creative BC website](#) to learn more.

Application Checklist

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC in Windows compatible formats:

- Online application form** (available at www.creativebc.com)
- Project Plan** (template provided)
- Budget** (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project.
- Schedule of Activities** (found on the second tab of the Budget template)
- Expressions of support** that show industry engagement in this project and speak to the need and impact of this project are highly recommended. These can be provided as informal letters, emails, audio clips, videos, or in other formats.

Required if applying as a company or organization:

- A Certificate of Incorporation, Business Statement of Registration, Society Certificate, OR GST number.
- For funding requests over \$20,000:** 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). Exceptions may be made at the discretion of Creative BC.

Required for some applicants:

- For research projects:** include a proposal from research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis).
- For new online platforms:** include a mock-up, wireframe, demo, or other means to clearly show the functionality of the proposed platform, along with vendor quotes to show you have the technical expertise on board.

Recommended materials:

- For workshops, showcases and conferences:** proposed event schedules, confirmed or prospective artists or speaker line-ups, speaker bios, workshop topics with descriptions and learning outcomes, etc.
- Other supporting documents if applicable:** such as vendor quotes, job descriptions, etc.
- Plans and Policies:** Communicable disease plan, respectful workplace, equity, or accessibility policies.