

Amplify BC Live Music 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. →



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**



Your Creative BC Team



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Artist Programs



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INTENT: To support B.C.-based live music presenters, funding live music performances for audiences and artists and enhancing music tourism throughout B.C. Funding will also support the capacity of the live music sector through business development activities.

WHO CAN APPLY? B.C.-based music festivals, venues, concert presenters and promoters

SUPPORTS: Live music events and business development

BUDGET: \$1.35M, for Presentation and Business Development

GRANT AMOUNTS: \$2,000 - \$75,000, funding up to **50%** of project expenses.

DEADLINE: Opened **August 17, 2023**. One intake, with a deadline on **September 27, 2023**, at 11:59 PM, PT.

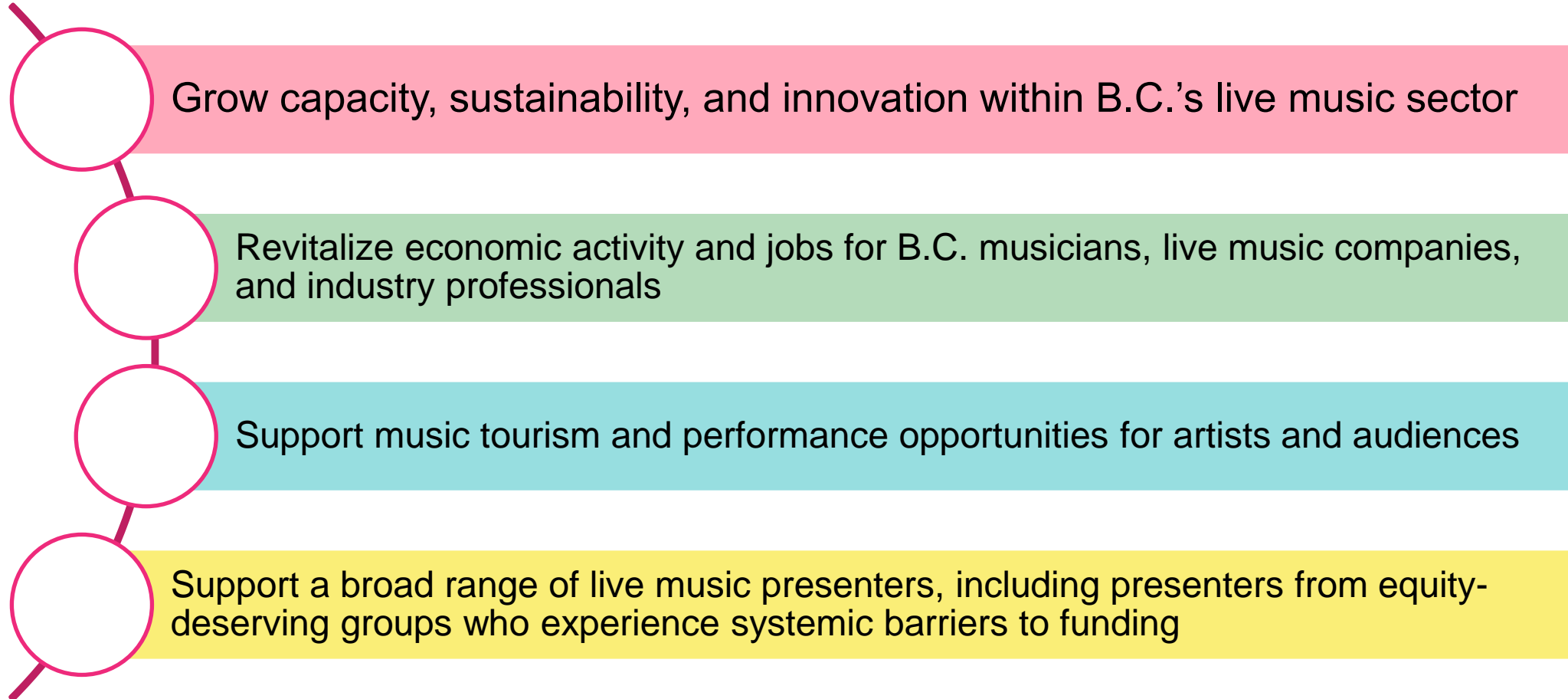


There are two separate application streams: one for **Presentation**, and one for **Business Development**.

Each stream has its own application form, program guidelines, budget, and scoring sheet.

Applicants may apply to both Presentation and Business Development, but companies can access a maximum of \$75,000 between these two streams.

Priorities of the Live Music Program



Who can apply?

B.C.-based festivals, venues, event producers or presenters, who are:

- ✓ B.C.-owned and controlled corporation, registered business, or sole proprietorship with a valid GST number, that files B.C. tax returns. Applicants may also be not-for-profit organizations with headquarters in B.C.
- ✓ New companies and individuals can apply but will be required to register their business upon successfully receiving a grant.
- ✓ Primarily exists to present live music in B.C. or fills a gap in their regional community.
- ✓ Demonstrates a sustained commitment to presenting live music.
- ✓ Produces live music events in B.C., and assumes risk in the programming, producing, and promoting.



Live Music: Presentation



Vancouver Mural Festival, 2021

Eligible Activities & Expenses: Presentation

Eligible Activities:

- ✓ Music Festivals
- ✓ Concert Series
- ✓ Year-round programming
- ✓ One-off live events

Eligible Expenses:

- **Programming costs** such as artist fees, artist travel, meals, accommodations;
- **Production costs** such as venue costs, staging, sound, lighting;
- **Labour costs** such as hiring event staff, contract workers, skilled technicians;
- **Event-related costs** such as fencing, toilets, permits, insurance;
- **Sustainable event costs** such as eco-friendly power sources, reusable plates and cups, composting toilets, cashless POS systems, water refilling stations;
- **Marketing costs** such as advertising, banners, signs;
- **Health and safety costs** such as health and safety plans and protocols, equipment, training



Ineligible Expenses:

- Operating costs not specific to the event.
- Alcohol
- Tours, or concerts/events that benefit one artist
- Research/commissioning, or new work development
- Private events, awards shows/mixers, and events where artists are not paid market rate
- Subscriptions, or recurring expenses prior to the project
- Grant writing, legal fees, management, business registration fees, financial statements
- In-kind expenses, expenses paid in cash, or donated services
- Work paid up front, but not completed, by **December 31, 2024**
- Major expenses not included in approved budgets, and incurred prior to Creative BC approval

Budget: Presentation



Project Expenses

Use whole numbers, and round up or down to the nearest dollar.

Programming costs: artists fees, artist travel, meals, accommodations, etc.*

\$

Production costs: staging, sound, lighting, venue rentals, etc.*

\$

Labour costs: event staff, contract workers, skilled technicians, etc.*

\$

Event-related costs: fencing, toilets, permits, insurance, etc.*

\$

Marketing costs: online advertising, ad placements, banners, signs, etc.*

\$

Health costs: hand washing stations, PPE, sanitizer, increased cleaning, etc.*

\$

Sustainable event costs: eco-friendly power sources, reusable plates and cups, composting toilets, cashless POS systems, water refilling stations, etc.*

\$

Project Revenues

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.**

What are the total proposed revenues that will pay for this project?*

\$

Estimate your project revenues as they break down into the following categories. Use whole numbers, and round up or down to the nearest dollar. If a category does not apply, type '0'.

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?*

\$

Earned Revenues

Earned revenues include funds from ticket sales, merchandise, food & beverage sales, sponsorships, etc.

What are the projected earned revenues for this project?*

\$

Private Investment

Private investment includes funds from the applicant company's investment, bank loans, donations, etc.

What are the projected private investment revenues for this project?*

\$



AMPLIFY BC LIVE MUSIC: PRESENTATION SCORING SHEET 2023/2024

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their live music event(s) and what they are intended to achieve? Has the applicant demonstrated an understanding of their audience and how they will market the event? Does the applicant use challenges and successes of past events to inform their strategies moving forward?	/ 40
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? How realistic and achievable is the budget, and what is the financial health of the applicant? Is there a contingency or back-up plan for the project should challenges arise?	/ 25
Performance Opportunities for Artists: Does this project create performance opportunities for artists? Does this project help BC artists grow audiences? Are artist fees fair and reasonable?	/ 20
Economic Impact: Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project stimulate music tourism, and create local economic impact?	/ 20
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from equity-deserving groups? Does this applicant have project have a history of presenting artists from equity-deserving groups, or authentic partnership to serve those communities?	/ 15
TOTAL ASSESSMENT	/ 120

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

Live Music: Business Development



5x Festival, 2020

Eligible Activities: Business Development

- ✓ Capital infrastructure improvements;
- ✓ Market research and audience development;
- ✓ Improvements to business processes, policies, and procedures;
- ✓ Development of new products, services, or revenue streams;
- ✓ Staff growth and development;
- ✓ Skill Development;
- ✓ Investments towards sustainability and environmentally-friendly events and venues.

Expenses: Business Development

Eligible Expenses Examples:

- Marketing campaigns, economic impact studies
- Planning and policy development
- Eco-friendly power sources (such as electric generators or grid power access)
- **Equipment** purchases and upgrades for sound systems, lighting, staging, technology, accessibility, etc.
- Construction, building materials, and any other costs related to renovations or **infrastructure** improvements
- **Health and safety** plans and protocols, safety equipment, etc.

Expenses: Business Development

Ineligible Expenses:

- Capital purchases not specific to the project
- Operating costs not specific to the project
- Costs related to the presentation of **live events**, including artist fees (Apply to Live Presentation)
- 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;
- Work that has been paid up front but has not been completed by **December 31, 2024**;
- Major expenses not included in the approved budget and incurred prior to Creative BC approval

Budget: Business Development

AMPLIFY BC 2023/24

Live Music: Business Development
Budget Template

Instructions:

1. Use this template to outline the budget for your Live Music: Business Development project.
2. Eligible expenses must be incurred between Jan 1, 2024 - Dec 31, 2024.
3. Where possible, hyperlink companies or vendors to their websites.
4. Please insert additional rows or cells if needed; or delete unused rows or sections.
5. Projects cannot have more than 75% public funding. There is no public funding cap for applications from Indigenous-owned companies.
6. Please ensure you have completed both the revenue and expenses section and have listed enough revenue to pay for the project.
7. If you have a GST number and file GST returns, GST is an ineligible expense and needs to be excluded from the budget.
8. Creative BC may request supporting invoices and receipts as proof of payment upon completion of the project. Cash expenses are not eligible.
9. Upload this form in .xls format to your application form. Do not convert to .pdf or make your own template.

Company Name: *Company name here*

REVENUE

Public Funding

Please list all revenue sources for this project.

Revenue Source	Description	BC Investor? (Y/N)	Confirmed? (Y/N)	Budgeted Revenue
Creative BC Ex: BC Arts Council	Live Music Program Project Assistance	Y Y	N Y	
TOTAL Public Funding			\$ -	\$ -

Private Investment

Revenue Source	Description	BC Investor? (Y/N)	Confirmed? (Y/N)	Budgeted Revenue
Ex: Company Investment Ex: Sponsorships		Y	Y	
TOTAL Private Investment			\$ -	\$ -

Earned Revenue

Revenue Source	Description	BC Investor? (Y/N)	Confirmed? (Y/N)	Budgeted Revenue
Ex: Ticket Sales Ex: Merchandise		Y	N	
TOTAL Earned Revenue			\$ -	\$ -

Net REVENUE

Net REVENUE	\$ -	\$ -
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EXPENSES

Staffing

Type of Expense	Vendor & Description	BC Vendor Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
Ex: New FT Marketing position Ex: Expanded Admin Assistant position Ex: Benefits for New Staff	Ex: 1 new FT position, 36hrs/week for 1 year Ex: 1 expanded position, Extra 10 hrs/week \$20/hr for 1 year Ex: Pacific Blue Cross - Health & Dental	Y		
TOTAL Staffing Expenses			\$ -	\$ -

Capital Purchases/Equipment

Scoring Priorities: Business Development



AMPLIFY BC LIVE MUSIC: BUSINESS DEVELOPMENT SCORING SHEET 2023/24

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, and sustainability of the applicant?	/40
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? Is there a contingency or back-up plan for the project should challenges arise?	/ 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? Does this project create opportunities for artists?	/ 15
Economic Impact: Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project stimulate music tourism, and create local economic impact?	/ 15
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from equity-deserving groups? Does this applicant have project have a history of presenting artists from equity-deserving groups, or authentic partnership to serve those communities?	/ 10
Budget: How realistic and achievable is the budget, and what is the financial health of the applicant? Does the budget include specific vendors, and have vendor quotes to support the costs?	/ 10
TOTAL ASSESSMENT	/ 110

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

Self-identification



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**

After the application is submitted, 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.



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

Applications will be scored according to the priorities of the program, using the categories available in the scoring sheets posted on the Creative BC website.

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.



This program funds activities and related expenses incurred between **January 1, 2024**, and **December 31, 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.

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

Application Checklist



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 (for **Business Development**)

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 for the previous fiscal year (companies under a year old may submit internally-prepared statements).

RECOMMENDED MATERIALS:

- ☐ Expressions/letters of support
- ☐ Plans and Policies
- ☐ Other supporting documents: artist lineups, vendor quotes for large purchases, job descriptions for new hires, etc.

Helpful Application Tips



Consider each application question carefully. Answer clearly and directly.

Align the goals of your event or activity carefully with the program guidelines.

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

Demonstrate the need for and context of your event or activity in your application.

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

Key Live Music Program Dates



Program opened: August 17, 2023

Application deadline: September 27, 2023

Results communicated to all applicants: Approximately 14 weeks after deadline.

Supporting projects occurring between: January 1, 2024 - December 31, 2024

Final reporting deadline: December 31, 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>

Grant Coaching

Free **one-hour grant coaching sessions** are available to new and previously unsuccessful applicants from equity-deserving 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.

A light blue rectangular graphic with a white dotted grid pattern in the top right corner. The text "Amplify BC" is centered above the large, bold title "Grant Coaching". At the bottom right, the Creative BC and British Columbia logos are displayed, followed by the URL "creativebc.com/amplify-bc".

Amplify BC

Grant Coaching

 **CREATIVE BC** |  **BRITISH COLUMBIA**

creativebc.com/amplify-bc

For more information



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Also – sign up for our newsletter!



Questions?



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