

Guidelines FY2022/23

# Career Development

# Career Development

Guidelines FY2022/23

The **Career Development** 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 the economic growth and career development of B.C.-based emerging and established artists in the areas of sound recording, marketing, and music videos.

**Career Development Program Budget: \$1.1 - \$1.2 million**

---

## Program Overview:

**Who is eligible?** B.C.-based emerging and established artists

**Eligible activities:** Sound recording, music videos, and marketing initiatives

**Grant Amounts:** \$1,000 - \$30,000

**Applications open:** September 7, 2022

**How to apply?** Submit an [online application form](#) by **October 19, 2022**, at 11:59 PM, PDT

Supporting projects occurring between **April 1, 2022**, and **December 1, 2023**

---

## Info Sessions + Contact:

Sign up for [online info sessions](#) and grant coaching on the Creative BC website.

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

Joseph Bardsley | Coordinator, Music Programs

Direct Line: 236-455-6232

Email: [jbardsley@creativebc.com](mailto:jbardsley@creativebc.com)

Appointments: [calendly.com/jbardsley](https://calendly.com/jbardsley)

## What are the priorities of the Career Development program?

- 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, prioritizing underrepresented groups who experience systemic barriers to participation.

## Eligible Activities:

Applicants can apply for activities that support the career development of emerging and established B.C. artists. Project budgets must maintain a minimum of 50% B.C.-based expenses.

Applicants can apply for a single activity, or a combination of any of the following 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.
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 does not support the manufacturing of merchandise for sale.

For more ideas on eligible projects, lists of [previous recipients](#) and [artist profiles](#) can be found on the Creative BC website.

## Eligible Applicants:

Emerging and established artists may include musicians, composers, bands, and musical ensembles. The artist is the individual or group that has creative control of the music being created or recorded, and who performs and/or releases music under their brand.

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

Applicants must meet all the following criteria to be considered eligible:

- **Artists must have resided in B.C. for at least 200 of the 365 days immediately preceding the date of application.** In the case of a band or group, the majority or 50% of the permanent performing members must meet the above B.C. residency requirements. Groups that are 50/50 will be assessed on their commitment to building a career in B.C.
- **Artists must demonstrate experience** recording, releasing music and/or performing, earning money from music, and promoting their music online.
- **Artists may apply as an individual or as a music company.** If applying as an individual, the artist must have a valid social insurance number.
- Music companies such as record labels may apply on behalf of artists on their roster. If applying as a company:
  - The primary business activities of the company must include music.
  - The business must be a legal entity in the form of a sole proprietorship, registered partnership, incorporated company, or not-for-profit society. The business must have a valid statement of business registration, certificate of incorporation, business number, or GST number. To learn more about registering your business, visit [BC Business Registry](#).
  - The company must provide a **signed** contract between the artist and the company to outline their business relationship.

Other eligibility information:

- Eligible applicants must have filed income tax returns in B.C. in the taxation year prior to the date of application, if legally required to do so.
- If an artist has previously received funding from Creative BC, all prior Career Development final reports must be submitted prior to applying for new funding.
- The owners, principals, directors, officers, and shareholders of the applicant company must be in good standing (i.e., not in default) with Creative BC.

Recording studios, record producers, production companies, video production companies, or managers are not eligible to apply directly. Individuals affiliated with a project may assist with the

preparation of an application and be listed as a secondary contact or grant writer but cannot apply or sign on behalf of the artist or the label.

## Funding:

For 2022-2023, the program covers **75%** of expenses up to the grant amount. Artists may submit one application per deadline, and must self-identify as an emerging or established artist based on the career milestones outlined below. Total public funding from combined sources cannot exceed 75% of the budget; however, grant funding from combined sources can equal up to 100% of the eligible budget for Indigenous artists.

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

This category supports emerging artists with a commitment to music creation, and clear, achievable goals to grow their business. Emerging artists exhibit all the following career milestones:

- **Previous revenue generation** as an artist from music related activities such as paid gigs, royalties, and/or merchandise sales. It is strongly recommended that artists are generating a minimum of **\$2,000** per year to be competitive in this program.
- **A history of recording and releasing music** with a minimum of **two** songs available on a public website or platform. Musicians in performance-based genres, such as classical music, opera, or traditional or ceremonial music may provide their performance history in lieu of release history if recorded music is not a focus in their genre.
- **A history of performance**, presentation, or distribution of works within their geographical area;
- **Maintain an active web presence** and create content affiliated to the project on a public platform, such as a website, social media, blog, live performance videos, or music videos; and
- **Able to provide and interpret basic audience and sales metrics** as indicated by their digital platforms or performance history.

Emerging artists who wish to apply for a new project or solo project must meet all the emerging criteria and the release or performance requirement for their new project, independently from their experience in other groups.

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

This category will support established artists that demonstrate financial viability and create economic impact in B.C. in the form of job creation and business relationships within the music industry.

Established artists must meet all the emerging milestones, and exhibit many or all the following additional criteria:

- **Substantial earnings from music** activities including touring, licensing, publishing, streaming, and album sales. It is strongly recommended that artists are generating a minimum of **\$30,000** per year from music related activities to be eligible as an established artist.
- **Are supported by one or more industry professionals** such as a label, management company, publicist, publisher, etc.;
- **Have produced an extensive body of recorded work** that has been commercially released with a strong, recognizable style and sound;
- **Track record of media exposure** in the form of awards, radio play, or other press;
- **Tour history** with national and/or international tour dates, with affiliated press; and
- **Demonstrates a substantial audience** on social media, streaming services, or at live performances.

Established artists who wish to apply for a new project or solo project must contact Creative BC prior to applying to discuss eligibility. Applicants must demonstrate how the new project builds on their existing audience and previous success in their application.

## Budget:

Applicants must provide a detailed proposed budget for their project and their application must declare all expenses and sources of revenue, including confirmed and unconfirmed grants. All expenses must be market rate. Applicants should only apply for activities they can complete and pay for prior to **December 1, 2023**.

Artists must maintain a minimum of 50% B.C.-based spends for their project to remain eligible. Hiring B.C. vendors is strongly encouraged, and investment in B.C.'s recording industry is considered in the scoring criteria. Projects that create jobs in B.C.'s music industry are prioritized.

Examples of eligible expenses include:

- Expenses related to sound recording, marketing and video production, such as studio rentals, gear rentals, producer fees, video expenses, publicists, marketing assets, etc.;
- Catering OR per diems for artists recording outside of their city or hometown requiring travel. Maximum per diem is \$80 per day per person, and maximum eligible B.C. hotel rate is \$400 per room per night;
- Flights, gas, or other travel costs for production teams to come to B.C. to record or film;
- Childcare expenses for studio days, video production days, or other activities directly related to the project;
- GST for applicants who do not have GST accounts;

- Short term pre-production rehearsal studio or fees for hired players;
- Grant writing fees for artists with self-declared disabilities or English language barriers, up to \$300 for successful applications.
- Artists may pay themselves up to \$1,500 as emerging artists and up to \$3,000 as an established artists per application for work completed in-house. This may include self-recording, graphic design, ad campaigns, administration, and other work related to the project. Artists must track and report on their hours for the type of work being claimed as part of the grant.
- Artists may claim gear purchases, software, or other equipment necessary to complete the project **up to 10%** of the maximum grant in their artist category.

Ineligible activities include, but are not limited to:

- Touring and/or other business travel costs. Touring is supported through [Music BC](#);
- Any travel outside of B.C.;
- Commissions, composer fees, or music creation prior to recording;
- Showcase fees, live performance, online streaming events, ongoing rehearsal space rentals, venue rentals, parties, receptions, or alcohol;
- Expenses paid in cash;
- GST, for those who have a GST number, and submit GST returns;
- Grant writing fees;
- Elements of serious or gratuitous violence, sexual violence or exploitation, obscene, indecent or pornographic content within the meaning of the Criminal Code, or elements which are libelous or in any other way unlawful;
- Music lessons, musical instruments, performance coach, or tuition fees;
- Subscriptions, membership fees, or reoccurring expenses prior to this project;
- Work that has been paid up front but has not been completed by December 1, 2023; and,
- Major expenses not included in the approved budget and incurred prior to Creative BC approval.

## Application Evaluation:

Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of genres, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program, using the categories below. The [Career Development Scoring Sheet](#) is available on the Creative BC website.

- Relevance
- Impact and Outcomes

- Financial Viability and Budget
- Justice, Equity, Decolonization, Diversity, and Inclusion
- Innovation, Digital Presence and Creative Assets
- Jobs

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.

The review period for complete applications is approximately 12 weeks after the deadline. Artists who are unsuccessful may reapply for future intakes. Unsuccessful applicants will be notified by email. Applications will only be discussed with the applicant and contact included in the application.

## Project Completion:

Recipients are required to complete a final report detailing the impact of the funding and provide invoices and proof of payment for all expenses by **December 1, 2023**. The applicant 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\(s\)](#).

Commercial releases may take place up to 12 months after the completion of the final report. You must obtain written approval from Creative BC staff regarding your use of the Creative BC + Province of British Columbia logo lockup and brand on your funded project collateral **before** releasing it publicly. Approval generally takes 3 – 5 business days. Creative BC staff are unable to expedite this process.

## How to Apply:

The [online application](#) is available on the Creative BC website. Artists can submit one application only. Labels may be named on multiple applications, but an individual application must be submitted for each artist.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. A limited number of appointments will be available for applicants to prepare an application by phone or video call with staff. Contact Creative BC staff by October 10th to schedule an appointment.

Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed. Career Development opens **September 7, 2022 | Deadline October 19, 2022, at 11:59 PM, PDT.**

## 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.

## For More Information:

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

# Application Checklist:

Applicants must complete and submit the following items in Windows compatible formats:

Required for all applicants:

- ☐ **Online application form** (available at [www.creativebc.com](http://www.creativebc.com))
- ☐ **Project plan** (.docx or .pdf) (template available at [www.creativebc.com](http://www.creativebc.com)) (4-page limit); or a three-minute audio or video clip that addresses all project plan questions
- ☐ **Budget** (.xlsx) (template available at [www.creativebc.com](http://www.creativebc.com))

Required for some applicants:

- ☐ **Business documentation** in the form of a Business Statement of Registration, Certificate of Incorporation, or GST account, if applying as a music company
- ☐ **Signed contract** between the company and artist outlining their business relationship if the artist is not the applicant
- ☐ **Video treatment** (required for video requests)

Recommended materials:

- ☐ **Expressions of support** showing industry engagement (strongly recommended)
- ☐ **Vendor quotes or estimates** (strongly recommended)
- ☐ **Tour history or upcoming performance dates**
- ☐ **Recent press**