

# CAREER DEVELOPMENT PROGRAM

## General Application Feedback 2023/24

**Success rate:** This program is highly competitive each year. Even unsuccessful applications were often well-prepared and aligned with program goals and objectives. Applications are evaluated and scored comparatively within the limits of the program budget. The success rate in this program will vary each intake depending on regional application rates, the availability of funding for the program, and the competitiveness of each application as compared to others in the assessment pool.

**First time applicants:** Not all artists will receive a funding offer on their first application. Applicants who seek feedback on unsuccessful applications and then reapply with identified issues addressed often see an improvement in their overall score. Update your application with recent press, awards, tours, other successful grants or sales metrics to show you've been working and moving forward with your career plans.

**Previous recipients:** Reviewers are interested in knowing about the results of previously funded projects. If you have yet to release content supported by a previous Career Development grant, your application may be less competitive than projects that are able to report on Creative BC's previous investment using sales, streams, views, audience growth and revenue generation.

**New artists:** This program is designed to invest in artists who are building a demonstrable career in music. Artists who have never released, have only released one single, or emerging artists who are starting a new project with a new name but no content, are ineligible. Music links provided must be public, not private: there needs to be evidence of how your audiences, fans, and the general public are able to seek you out and engage with you online.

**Audience:** The metrics emerging artists need to meet are flexible to serve a variety of genres, regions in B.C., and different approaches to a career in music. Competitive applicants need to demonstrate they are actively working towards a career in music, earning money, performing, building their brand, and cultivating an audience for their music in a competitive way that makes good business sense.

**Ineligible expenses:** Applicants that include multiple ineligible expenses in their budget may demonstrate a lack of preparation or research, and be less competitive overall. Examples of ineligible expenses include album release shows, expenses related to touring or live performance, and anything listed as "TBD", "miscellaneous", "contingency", or not sufficiently addressed in the project plan.

**Scope:** Targeted budgets and project deliverables are often most effective, especially for emerging artists who often have smaller teams supporting their initiatives. Your budget should accurately reflect the application narrative and project plan.

**Other funding:** Funding requests that significantly exceed the artist's typical annual revenues, or that rely heavily on other unconfirmed funding may be less convincing to reviewers.

**Business strategy:** To meet the goals of the program, artists must demonstrate there is a sustainable and credible business case for their music. This needs to be more than identifying where opportunities exist for your project to increase revenues (licensing, radio, pitching to labels, playlists), but what your concrete strategy is to achieve these opportunities.

**Revenue projections:** In the project plan, specify how much revenue you are expecting to earn from your proposed activity. Project plans for artists that do not discuss money or projected revenues at all may be less competitive, and receive lower scores.

**Justice, Equity, Decolonization, Diversity and Inclusion:** Creative BC uses the Career Development Scoring Sheet to award additional points to projects from an underserved or underrepresented region, community, activity, genre, cultural or gender representation, etc. Once applications are scored, Creative BC may make adjustments to fill gaps based on representation, region, and type of applicant in order to further its own equity and representation goals. Creative BC will also prioritize applicants who have yet to receive significant funding through its programs.

Visit [our website](#) to learn more about Creative BC's commitment to ensuring program access for all, and incorporating justice, equity, decolonization, diversity and inclusion in program delivery.

**Video Treatments:** We receive a wide variety of video treatments in this program. Video treatments with strong and relevant visual references, production timelines, and a clear creative vision for the proposed video are more competitive. Video treatments should also demonstrate the creative team you've engaged to bring your project to life, illustrate your ability to plan for and complete a project on time and on budget, and showcase connections and relationships you've made with appropriate vendors, service providers, and creative partners.

**B.C. Jobs:** Projects that emphasize B.C. jobs, particularly B.C. music jobs, the hiring of B.C. musicians, or those that support B.C. music companies, are more competitive. Projects that include minimal B.C. spending will be less competitive and receive lower scores in this scoring category. If your project budget includes intended spending out-of-province in significant capacities, it is helpful and strategic to discuss the rationale behind this in your project plan, and elsewhere in your application as applicable. Projects with out-of-province expenses over 50% of the budget are ineligible.

**Supporting documents:** Providing supporting documents such as letters of support, vendor quotes, recent press, tour history, or production schedules is strongly encouraged. They demonstrate that you have researched the vendors and costs involved, that the people you want to work with also want to work with you, and that you are ready to move forward with your project. They also demonstrate industry support and provide useful context about your career. Applications that do not include this kind of supporting documentation are often not assessed as competitively at the adjudication stage.

**Scoring:** Applications are reviewed by staff and a panel of industry professionals in keeping with the Career Development scoring sheet available on the Creative B.C. website. Panelists are chosen for their industry experience related to the development, marketing, and promotion of artists at various levels, and their familiarity with artists and music of different genres.

Creative BC also aims to fund a diversity of musical genres and activities within B.C.'s music industry. 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.

Panels are also assembled with attention to Indigenous representation, regional representation, gender diversity, cultural diversity, and the participation of artists and music professionals from a variety of backgrounds.

Review panels feature a mix of independent panelist review and in-person discussion that helps to ensure thoughtful application review and assessment. Panel participants read, evaluate, and provide feedback on each application independently, followed by an in-person meeting.

All applications are assessed using the published program guidelines. Panelists are paid for their time and expertise and represent an essential element of Creative BC's review process.

#### **FOR MORE INFORMATION:**

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

For more information about this program, as well as upcoming opportunities, please contact:

**Joseph Bardsley | Coordinator, Music Programs**

Direct Line: 236-455-6232

Schedule an Appointment: <https://calendly.com/jbardsley>

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