

# Business Foundations

# Business Foundations

Guidelines FY2023/24

The **Business Foundations** 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 invests in growing businesses owned by people from systemically excluded groups in B.C.'s music ecosystem, to expand and develop networks, capacity, and infrastructure.

The [Business Foundations](#) and [Demo Recording](#) programs are intended to increase access for applicants who experience barriers to funding.

**Business Foundations Budget:** \$200,000, supporting 25-30 businesses

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## Program Overview

**Who is eligible:** Small businesses owned by people from systemically excluded groups in B.C.

**Eligible activities:** Business operations

**Grant amounts:** \$2,000 - \$10,000 funding up to 100% of expenses

Supports projects occurring between **January 1, 2024**, and **March 1, 2025**

**Applications open: December 13, 2023**

**How to apply?** Submit an [online application form](#) by **February 15, 2024**, at **11:59 PM, PT**

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## Info Sessions + Contact

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

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

Navreet | Coordinator, Music Programs

Direct Line: 236-455-0945

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

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

What are the priorities of the Business Foundations program?

- Increase access to funding and reduce financial risk for those who experience barriers;
- Invest in the development of growing music businesses;
- Enhance the capacity of entrepreneurs to thrive in B.C.'s music industry; and
- Foster new and existing networks, capacity, and infrastructure for B.C.'s vibrant and diverse music communities.

## Eligible Applicants

This program supports entrepreneurs and small businesses owned by people from systemically excluded groups in B.C.'s music industry, who face barriers to participation and have been underrepresented and underserved by funding programs. This program supports the following groups:

- Indigenous Peoples: First Nations (Status/Non-status), Métis, or Inuit;
- Black (or Afro-Canadian, including Black Caribbean, Black African and others from the African Diaspora);
- People of Colour (this may include Arab, Chinese, Filipino, Japanese, Korean, Latin American, South Asian, Southeast Asian, West Asian, and people of mixed ancestry);
- Members of the Deaf and Disability communities, and those who live with chronic illness or are neurodivergent; and
- 2SLGBTQIA+ people: Two-Spirit, lesbian, gay, bisexual, transgender, queer, intersex, asexual, non-binary and gender diverse.

Businesses with more than one owner must be at least 51% owned and operated by people who identify as one or more of the above groups.

All business owners must individually complete a self-identification form to demonstrate eligibility for the program. Self-identification information collected in the application process is confidential, used for eligibility, and to contribute to aggregate statistics generated for the understanding, promotion, and growth of the music industry.

## Other Eligibility Information

This program supports entrepreneurs and small businesses active in BC's music industry, such as record labels, artist managers, live music presenters, recording studios, and other music-related companies. The intention of this program is to remove barriers to funding and encourage those new to funding to apply.

Individuals (sole-proprietors), companies (registered businesses), and not-for-profit organizations are eligible to apply and must be:

- Doing business in the music industry;
- Working with one or more artists or clients; and
- Headquartered or residing in B.C. and filing B.C. tax returns if required.

#### Not eligible to apply:

- Businesses that have received more than \$30,000 cumulatively through the Live Music and Music Company programs;
- Businesses that are earning more than \$100,000 in annual gross music revenues (not including grants and funds collected on behalf of artists); and
- Artists are not eligible and can apply for funding through the Demo Recording and Career Development programs.

#### For previous recipients:

- Final Reports: If an applicant has previously received funding from Creative BC, all overdue final reports must be submitted prior to the application deadline to be eligible through this program.
- Good Standing: The principals, directors, officers, shareholders and owners of all businesses applying must be in good standing with Creative BC. This means the applicant is not in default with respect to prior grants, and there are no outstanding amounts owed to Creative BC.

### Eligible Activities

This program funds business operations and development activities to help your business sustain and grow.

#### Examples of eligible expenses include:

- Salaries, benefits, and fees for business owners, staff, and contractors;
- Operational expenses, including rent, utilities, bookkeeping, subscriptions;
- Core business activities, including live event production costs, content creation, master rights;
- Marketing and advertising;
- Training, mentorship fees, consultant fees;
- Development of policies, procedures, business plans;
- Equipment purchases, technology, health and safety costs, renovations and accessibility improvements; and
- Grant writing fees up to \$300 for applicants with self-declared disabilities or English language barriers.

#### Ineligible expenses include:

- Expenses paid in cash, in-kind expenses or donated services;
- GST for applicants who have GST accounts; and
- Receptions, mixers, networking events, luncheons, award shows, fundraisers, galas, and parties.

### Funding

Grant Amounts: **\$2,000 - \$10,000** funding up to 100% of expenses.

This program funds activities and related expenses incurred between **January 1, 2024, and March 1, 2025**. Applicants can submit one application per deadline.

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 evaluated by a panel of industry professionals that represent the groups this program is intended to serve. Applications will be scored according to the priorities of the program, using the categories below. The [Business Foundations Scoring Sheet](#) is available on the Creative BC website.

- Business Strategy & Potential
- Community Impact
- Business Capacity
- Plan & Budget

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 may also prioritize applicants who are new to funding.

## Project Completion

Recipients are required to complete a final report detailing the impact of the funding by **March 1, 2025**, and provide invoices and proof of payment for expenses upon 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 (will be available at [www.creativebc.com](http://www.creativebc.com));
- ☐ Cost Report (template will be available at [www.creativebc.com](http://www.creativebc.com));
- ☐ Copies of all invoices and proof of payment, upon request; and
- ☐ Approved [Creative BC and Province of BC logo placement\(s\)](#).

## How to Apply

The Business Foundations program opens **December 13, 2023** | deadline **February 15, 2024, at 11:59 PM PT**.

The [online application](#) is available on the Creative BC website. Applicants with questions are encouraged to contact Creative BC staff prior to applying. If you have limited access to the internet or connectivity issues, please contact Creative BC staff to arrange for a printable/hard-copy application form that can be submitted by regular post.

All business owners must individually complete a self-identification form. Upon submitting the application, the self-identification form will be emailed to each owner listed. This form must be completed by **February 29, 2024, at 11:59 PM PT**, two weeks after the application deadline date.

Applicants requiring accommodation may contact Creative BC for support in preparing an application by phone or video call. Contact Creative BC staff a minimum of two weeks prior to the deadline to schedule an appointment.

Results will be available approximately 12 weeks after the deadline. All applicants will be notified by email. Early submissions are welcomed.

## 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.](#)

## Misrepresentation

If an applicant approved for funding has provided false information with respect to their identity as one of the groups eligible for this program, Creative BC may:

- Consider the recipient in default, and terminate their funding agreement;
- Require the repayment of all funds issued; and
- Deem the applicant ineligible for future funding.

## 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 persons, companies, and organizations who work with, or are granted funding from Creative BC are expected to respect these principles, comply with relevant laws, and implement policies and procedures for a harassment-free workplace. Creative BC is a signatory of the [Canadian Creative Industries Code of Conduct to Prevent and Respond to Harassment, Discrimination, Bullying and Violence](#) and expects all applicants and recipients to adhere to this Code of Conduct. [Learn more.](#)

## Environmental Sustainability

Creative BC encourages the music industry to adopt and implement environmentally sustainable practices and reduce environmental impacts.

## 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 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))
- ☐ **Budget and Client List** (.xlsx) (template available at [www.creativebc.com](http://www.creativebc.com))
- ☐ **Self-identification forms** completed and submitted individually by all business owners
- ☐ **Bios or resumes** for business owners
- ☐ **A SIN number** (for individuals) **or business number** (for companies)
- ☐ **Financial statements**, in the form of a profit/loss or income statement from the previously completed fiscal year (not required for businesses operating for less than a year)
- ☐ **Expressions of support** from partners and supporters that speak to the potential or track record of the applicant. These can be provided as informal letters, emails, audio clips, videos, or in other formats.

Required if applying as a company or not-for-profit organization:

- ☐ **Business Statement of Registration, Certificate of Incorporation, Society Certificate, OR GST number**

Recommended materials:

- ☐ **Other supporting documents** such as business plans, vendor quotes, confirmed or prospective artist lineups, promotional materials, event calendars