

# Demo Recording Program Business Foundations Program

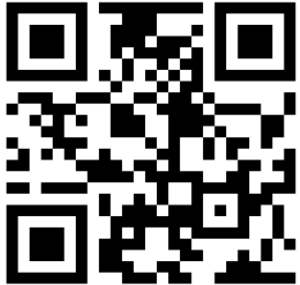
**Grant Opportunities for Systemically Excluded Groups: Info Session**



[creativebc.com](https://creativebc.com)

[@creativebcs](https://twitter.com/creativebcs)

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**, created by the 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.



# Permission to Record:

For informational purposes, this session may be recorded. A recording of this session may be made publicly available on the Creative BC website.

- If you choose to leave your camera on, your image or name may display.
- If you do not wish to be recorded, please turn off your camera, and change your display name now.

# Ground Rules:



Any request for clarity or information helps everyone in this process. All questions are welcomed.



We'll discuss the Demo Recording program first, followed by Business Foundations.



Staff will monitor the chat as we discuss. These slides will be available on our website, and can also be shared upon request.



Each of us are coming to this session with different experiences and perspectives. They're all valid.



Still have questions after this session? Send us an email!

# About Creative BC



Book  
Publishing



Interactive +  
Digital Media



Magazine  
Publishing



Motion  
Picture



Music +  
Sound Recording

Creative BC is an independent society created and supported by the Province of BC to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing. The Society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy.

# Your Creative BC Music Team



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# What is Amplify BC?

Funding for B.C.'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 provincewide until 2027.



*5X Block Party in Surrey, BC  
Amplify BC recipient*

# Who are systemically excluded groups?

These two programs support 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.

## **These two programs support the following groups:**

- Indigenous Peoples
- Black (or Afro-Canadian)
- People of Colour
- Members of the Deaf and Disability communities
- 2SLGBTQIA+ people



# 2023/24 Amplify BC Programs



+ ongoing partnerships with Music BC and the First Peoples' Cultural Council

# How does self-identification work?



All band members and business owners are required to submit a separate confidential self-ID form.



Submission of this form is mandatory. You may choose “prefer not to respond” to any questions. To be eligible through these programs, you need to self-identify with at least one eligible group.



Upon submitting your application, each person will receive an individual email with instructions for completing the Creative BC self-identification form. Forms must be submitted within **two weeks** of the application deadline.



It is the applicant's responsibility to make sure all forms are completed.



The self-identification form can be found here: [formstack.io/C72E1](https://formstack.io/C72E1).

# Demo Recording Program

**INTENT:** Supports new and emerging B.C. artists from systemically excluded groups to create demo recordings and engage in mentorship and skills development with a B.C.-based producer.

**WHO CAN APPLY?** Joint application between producer and artist.

**GRANT AMOUNTS:** \$2,000, supporting up to two demo tracks.

**HOW TO APPLY:** Submit an online application.

**DEADLINE:** February 15, 2024.



*Six Arils  
Demo Recording recipient*

# Program Highlights

Funding is available for projects occurring anywhere in B.C.

Applicants can apply as an individual, or as a business.

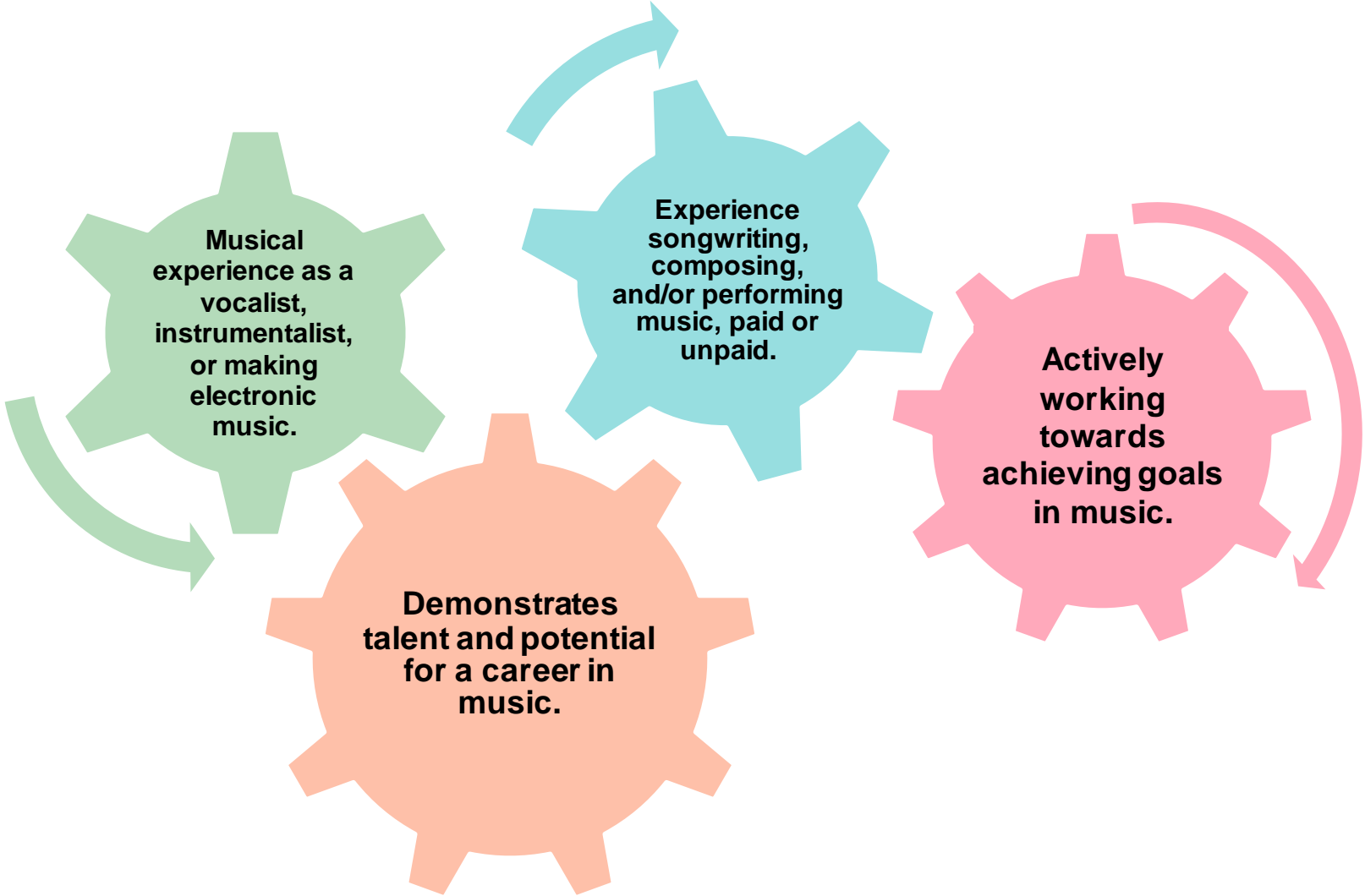
No matching funds are required, funding up to 100% of expenses.

Supports projects occurring between **December 13, 2023 – December 1, 2024.**

# How does the Demo Recording joint application work?

- Grant is paid to the producer directly.
- Creates an opportunity for producers to search out and develop new talent.
- Both the artist and the producer need to discuss why the project is a good fit.
- Must have demonstrable mentorship component.
- Key benefit: working with an established producer in a professional studio.
- Self-produced projects are not eligible in this program.

# Who are New and Emerging Artists?



## How is this program different from Career Development?



This program is for artists from systemically excluded groups.



All grants are \$2,000, funding 100% of project expenses.



Applicants without a history of releases or annual revenues can still be competitive.



There is no requirement to publicly release your music.

# Previous Recipients

The intention of the Demo Recording program is to remove barriers to funding, and encourage those new to funding to apply.

Artists may receive one Demo Recording grant over the lifetime of the program.

Producers can submit multiple applications, but can only receive a maximum of 3 successful projects per deadline. An individual application must be submitted for each artist.

Artists who have received funding through Career Development are not eligible in Demo Recording.

You can apply as either the artist or the producer for a project.



# Demo Recording Application Checklist:

## To Apply:

- Online application form
- Creative BC self-identification form for all band members
- Signed production agreement
- Artist Pitch
- Producer Pitch
- Lyrics, written music, music sample, score, or scratch track for song(s) to be recorded
- Business registration documentation for producer (only if applying as a business)
- Supporting Documents

# Scoring Sheet:

## AMPLIFY BC DEMO RECORDING PROGRAM SCORING SHEET 2023/24

| Applicant: _____   | <b>TOTAL SCORE</b> |
|--|--------------------|
| <b>Artist Pitch:</b> Does this project support the growth and development of this artist? Has the artist identified what they want to gain (skills, knowledge, industry connections, abilities, etc.) from this experience? Is this a reasonable next step for the artist? Has the artist demonstrated a commitment to achieving goals in music? | <b>/30</b>         |
| <b>Producer Pitch:</b> Is this producer a good fit for the artist? Has the producer demonstrated a commitment to supporting artists from systemically excluded groups? Does the producer have a vision for the creative direction and production of the song(s) recorded?  | <b>/30</b>         |
| <b>Mentorship:</b> Has the producer demonstrated capacity for mentorship and skill development to help the artist succeed? Has the producer expressed a commitment to developing this artist? Is this the first opportunity this artist has had to gain mentorship through a program like this?  | <b>/25</b>         |
| <b>Creative Content:</b> Has the artist demonstrated creativity and skill for producing compelling creative content? This can include musical recordings, visual content, online presence, and social media engagement related to their musical endeavors.   | <b>/15</b>         |
| <b>TOTAL ASSESSMENT</b>  | <b>/100</b>        |

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

# Demo Recording Project Examples:



*Grace Chiang  
and Argel Monte de Ramos*



*Crystal Lee*



*Beau Wheeler*



*Alpha Centauri*



*Ryan Khera*

All recipients pictured are from the 2022/23 Demo Recording program cycle.

Questions about  
**Demo Recording?**

# Business Foundations Program

**INTENT:** 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.

**WHO CAN APPLY:** Entrepreneurs and small businesses active in BC's music industry. Artists are not eligible for this program.

**GRANT AMOUNTS:** \$2,000 - \$10,000, covering up to 100% of expenses.

**HOW TO APPLY:** Submit an online application.

**DEADLINE:** February 15, 2024.



*Black Space Media, a program run by Afro Van Connect at 2Track Entertainment Industry Catalyst recipient*

# What is an eligible expense?

This program funds **any expenses** related to your business operations.

## Examples of Eligible Expenses

- **Personnel Costs:**
  - Salaries, benefits, and fees for business owners, staff, and contractors.
- **Operational Expenses:**
  - Rent, utilities, bookkeeping, and subscriptions.
- **Core Business Activities:**
  - Live event production costs, content creation, and master rights.
- **Miscellaneous Business Costs:**
  - Marketing and advertising, training and mentorship fees, consultant fees, development of policies and procedures, business plans, equipment purchases, technology, health and safety costs, renovations, and accessibility improvements.
- **Grant Writing:**
  - Grant writing fees up to \$300 allowed for applicants with self-declared disabilities or English language barriers.

Supports activities occurring between **January 1, 2024**, and **March 1, 2025**.

# Who Can Apply?

- Businesses active in B.C.'s music industry, such as record labels, artist managers, live music presenters, recording studios, etc.
- Applicants can apply as an individual, as a business, or a not-for-profit.
- Must be at least 51% owned and operated by individuals from systemically excluded groups.
- Headquartered or residing in B.C. and pay B.C. taxes (if required).

The intention of this program is to remove barriers to funding, and encourage those new to funding to apply.

Businesses that are not eligible:

- Earning \$100,000 or more in annual gross music revenues.
- Have previously received \$30,000 or more through the Live Music and Music Company programs.

# Which program should I apply to?

You are welcome to apply to both programs.

| Business Foundations:  | Music Company:   |
|--|--|
| <ul style="list-style-type: none"><li>• For businesses owned by people from systemically excluded groups.</li><li>• Simplified application process.</li><li>• Funds 100% of eligible expenses, up to \$10,000.</li><li>• Supports ongoing business operations.</li><li>• Eligibility restrictions: revenue cap of \$100,000 for applicants, applicants cannot have received more than \$30,000 in past funding from Creative BC.</li></ul> <p><b>Deadline:</b> February 15, 2024</p> | <ul style="list-style-type: none"><li>• Open to all music businesses in B.C.</li><li>• More comprehensive and competitive application process.</li><li>• Funds up to 50% of eligible expenses, up to \$75,000.</li><li>• Supports specific business development activities that enhance the capacity of your company.</li><li>• There is no revenue or funding cap for the Music Company program.</li></ul> <p><b>Deadline:</b> March 20, 2024</p> |



# Business Foundations Application Checklist

## To Apply:

- 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** from business owners
- A SIN number** (for individuals) or **business number** (for companies)
- Expressions of support** from industry partners and community peers
- Business Statement of Registration, Certificate of Incorporation, Society Certificate, OR GST number** (if applying as a company or non-for-profit organization)
- Profit + Loss Statement Template** (to provide a snapshot of your company's finances)
- Optional supporting documents:** business plans, vendor quotes, and promotional materials

**AMPLIFY BC  
BUSINESS FOUNDATIONS PROGRAM  
SCORING SHEET 2023/24**

|  |                    |
|--|--------------------|
| <b>Applicant:</b> _____  | <b>TOTAL SCORE</b> |
| <b>Business Strategy &amp; Potential:</b> Does the applicant show a clear understanding of their business model and market potential? Is the business showing value and the potential for growth and impact?   | / 35               |
| <b>Community Impact:</b> Is the applicant creating an impact for its artists, clients, and the local industry? Does the application demonstrate community support and business partnerships? Does the applicant have a history of working with artists and clients from systemically excluded groups, or support underserved communities or regions? | /25                |
| <b>Business Capacity:</b> Do owners have the abilities, skills, and knowledge to complete their goals? Does the applicant know where their knowledge gaps lie, and are they seeking support, mentorship, or training to address this? Does the applicant have business relationships in place to support their business?                             | /20                |
| <b>Plan &amp; Budget:</b> Has the applicant provided clear and measurable goals, with a plan to achieve them? Will the proposed budget expenses support these goals? How realistic and achievable is the budget? Does the budget show a clear and researched plan for delivery?  | /20                |
| <b>TOTAL ASSESSMENT</b>  | <b>/ 100</b>       |

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

# Business Foundations Budget



**AMPLIFY BC**

**Business Foundations Program  
2324 Budget Template**

**Business/Organization/Individual Name:** *Business/Organization/Individual name here*

## Revenue

This section refers only to the funds you will use to pay for your expenses. You do not need to list all revenue streams related to your business.

| Type of Revenue            | Funder or Description               | Confirmed (Yes/No) | Budgeted Revenue |
|----------------------------|-------------------------------------|--------------------|------------------|
| <i>Creative BC</i>         | <i>Business Foundations Program</i> | <i>No</i>          | \$ -             |
| <i>ex. Other Funders</i>   | <i>Name of Grant Program</i>        |                    | \$ -             |
| <i>ex. Ticket Sales</i>    | <i>Details</i>                      |                    | \$ -             |
| <i>ex. Cash Investment</i> | <i>Details</i>                      |                    | \$ -             |
| <i>ex. Other</i>           | <i>Details</i>                      |                    | \$ -             |
|                            |                                     |                    | \$ -             |
| <b>TOTAL Revenue</b>       |                                     |                    | <b>\$ -</b>      |

## Expenses

| Type of Expense  | Vendor & Description | In-Eligible or In-Kind Expenses | Budgeted Eligible Expenses |
|--|----------------------|---------------------------------|----------------------------|
| <i>ex. Salaries, benefits, fees for owners &amp; staff</i>     |                      | \$ -                            | \$ -                       |
| <i>ex. Operational expenses (rent, utilities, etc.)</i>        |                      | \$ -                            | \$ -                       |
| <i>ex. Core business activities</i>                            |                      | \$ -                            | \$ -                       |
| <i>ex. Marketing and advertising</i>                           |                      | \$ -                            | \$ -                       |
| <i>ex. Training, mentorship fees, consultants</i>              |                      | \$ -                            | \$ -                       |
| <i>ex. Development of policies, procedures, business plans</i> |                      | \$ -                            | \$ -                       |
| <i>ex. Equipment, technology, renovations, etc.</i>            |                      | \$ -                            | \$ -                       |
| <i>ex. Other</i>   |                      | \$ -                            | \$ -                       |
|  |                      | \$ -                            | \$ -                       |
|  |                      | \$ -                            | \$ -                       |
|  |                      | \$ -                            | \$ -                       |
|  |                      | \$ -                            | \$ -                       |
| <b>TOTAL Eligible Expenses</b>                                 |                      | <b>\$ -</b>                     | <b>\$ -</b>                |
| <b>TOTAL</b>   |                      |                                 | <b>\$ -</b>                |
| <b>TOTAL FUNDING REQUESTED</b>                                 |                      |                                 | <b>\$ -</b>                |



Questions about  
**Business Foundations?**

# Helpful Hints:

- Write the grant deadlines in your calendar so you don't miss them.
- Start early, and read the program guidelines several times.
- Check out past recipients to learn more about the program (for Demo Recording).
- Have someone else read your application objectively.
- Refer to the goals of the program, and tailor your own to align.
- Answer the questions directly – simple is better, and point form is fine.

# Mind Mapping Tools:

## **Business Model Canvas**

Check out the scoring priorities for this program here. Refer to this document as you prepare your application.

[www.creativebc.com/wp-content/uploads/2023/12/CreativeBC\\_BusinessModelCanvas.docx](http://www.creativebc.com/wp-content/uploads/2023/12/CreativeBC_BusinessModelCanvas.docx)

## **SMART Goals**

Use this tool to set your business goals and provide clarity and structure to your objectives.

[www.creativebc.com/wp-content/uploads/2023/12/CreativeBC\\_SmartGoals.docx](http://www.creativebc.com/wp-content/uploads/2023/12/CreativeBC_SmartGoals.docx)

## **SWOT Analysis**

Use this tool to identify your business's strengths, weaknesses, opportunities, and threats by assessing internal and external factors affecting your plan.

[www.creativebc.com/wp-content/uploads/2023/12/CreativeBC\\_SWOT\\_Analysis.docx](http://www.creativebc.com/wp-content/uploads/2023/12/CreativeBC_SWOT_Analysis.docx)

# Music BC



Music BC is dedicated to developing the spirit, growth, and sustainability of the BC music community by supporting artists of all genres and music professionals throughout the industry.

Serves BC's music industry through:

- Advocacy
- Education
- Funding
- Networking opportunities
- Providing essential information and resources
- Showcasing

Creative BC funding supports:

- ARC accelerator program
- Export trade initiatives
- How-To series
- Jumpstart Consulting/Foundations
- Let's Hear It! Live
- Music BC stages
- Touring & Business Travel Grants

Website: [musicbc.org](https://musicbc.org)

Newsletter: [musicbc.org/industry-news](https://musicbc.org/industry-news)

Become a member:

[musicbc.org/memberships/become-a-member](https://musicbc.org/memberships/become-a-member)





**FIRST PEOPLES'**  
CULTURAL COUNCIL

# First Peoples' Cultural Council

The First Peoples' Cultural Council is a First Nations-run Crown Corporation with a mandate to support the revitalization of Indigenous languages, arts, culture, and heritage in British Columbia.

Creative BC funding supports:

- Mentorship grants for industry professionals and recording engineers
- Grants for individual artists to support creation, recording, marketing, and touring
- Indigenous Music Retreat
- Indigifest

Grant deadlines are in September each year.

**Visit [fpcc.ca](http://fpcc.ca) to sign up for the FPCC newsletter.**

Questions?

## Additional Resources:

**Looking for leads on local creative professionals or potential business partners?**

Check out the Knowledge Hub:

<https://www.creativebc.com/community/initiatives/knowledge-hub/>

**Past funding recipients and supported projects:**

<https://creativebc.com/category/funding-recipient/>

For more information:

**Demo Recording**

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