

Guidelines FY2022/23

Music Company



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The **Music Company** 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 sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities.

Music Company Budget: \$600,000

Program Overview

Who is eligible: B.C.-based companies serving more than one artist or client

Eligible activities: Business development projects taking place

Grant Amounts: \$2,000 - \$60,000 per applicant company, for up to 50% of expenses

Supports projects between **January 1, 2023**, and **June 30, 2024**

Applications open: November 2, 2022

Deadline: December 14, 2022, at 11:59 PM PST

Info Sessions + Contact:

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

If you have questions or need assistance, please contact:

Mizzy Mejia | Coordinator, Music

Direct Line: 236-455-0946

Email: mmejia@creativebc.com

Appointments: calendly.com/mizzycrbc

What are the priorities of the Music Company program?

- Grow capacity and sustainability within B.C.'s music companies;
- Revitalize economic activity and jobs for B.C.'s music companies and industry professionals;
- Support projects that explore innovative business models and practices; and
- Support a broad range of music companies, prioritizing underrepresented groups who experience systemic barriers to participation.

Eligible Applicants

Applicants must meet all of the following criteria:

- Eligible applicants must be:
 - Companies with primary business activities in the music industry, such as record labels, music publishers, artist managers, record producers, recording studios, etc.; or
 - Companies from a related sector, proposing a multimedia, cross-sector, or technology project that has direct implications for B.C.'s music industry.
- The applicant company must be:
 - A B.C. corporation, B.C. registered business, or sole proprietorship with a valid GST number, that files B.C. tax returns;
 - A Canadian corporation with operations in B.C. that files B.C. tax returns; or
 - A B.C. or Canadian not-for-profit organization with headquarters in B.C.

New companies and individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant.

Not eligible to apply:

- Companies that primarily exist to benefit one artist or client. Artist-entrepreneurs are not eligible for this program and must apply for funding through the [Career Development](#) program.
- Companies that primarily exist to present live music are ineligible for this program and must apply for funding through the [Live Music](#) program.

Other eligibility information:

- If a company has previously received funding from Creative BC, all prior Music Company final reports must be submitted prior to December 31, 2022, to be eligible for funding through this intake; and

- The owners, principals, directors, officers, and shareholders of the applicant company must be in good standing (i.e., not in default) with Creative BC.

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 Disability, 2SLGBTQIA+ communities, and other groups who experience systemic barriers to participation.

A limited number of applications may be approved for non-music companies proposing music-related projects that benefit B.C.'s music industry. Letters of support are required to show music industry support for the project. Please consult with Creative BC to discuss your project before applying to confirm your eligibility.

Eligible Activities

This program funds business development activities that directly support the sustainability and growth of companies active in B.C.'s music industry. Applicants must demonstrate how a one-time investment in this project or activity will increase their capacity and business viability. This program is intended to support new or expanded activity, not ongoing operational expenses. Projects can build on existing business strategy with clear business outcomes.

The types of projects eligible for funding include, but are not limited to:

- New jobs and staff growth;
- Improvements to business processes, policies, and procedures;
- Expanded company marketing initiatives;
- Development of knowledge and skills;
- Capital infrastructure improvements;
- Researching, developing, and testing new technology, products, or revenues streams;
- Sustainability initiatives and environmentally friendly business practices; and
- Establishment of new business operations or satellite offices in B.C.

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

Eligible expenses include:

- Salaries and benefits for new or expanded company staff positions, including paid internships and apprenticeships, with a plan for how the positions will be sustained after the funding has been used;

- Training, courses, and consultants to grow knowledge, build processes, and develop skills for employees in a specific area;
- Training, planning, and policy development related to communicable disease plans, emergency preparedness, risk assessment, respectful workplace, accessibility, equity and inclusion, etc.;
- Marketing and advertising campaigns;
- Green initiatives such as eco-friendly power sources, energy-efficient renovations and products, reduction of physical waste or emissions, and other expenses related to creating a more sustainable business;
- Equipment purchases and upgrades for software, hardware, gear, technology, accessibility, etc.;
- Construction, building materials, and any other costs related to renovations or infrastructure improvements;
- GST for applicants who do not have GST accounts; and
- Existing resources directly related to the project to support a portion of the project.

If applying for infrastructure upgrades, please provide information outlining the rental terms/ownership of the property, and letters of support from owners or building management demonstrating an ongoing commitment to maintaining the space for music.

Ineligible expenses include:

- Costs and initiatives associated with a particular artist;
- Costs related to the presentation of live music;
- Receptions, mixers, networking events, luncheons, award shows, fundraisers, galas, and parties;
- Capital purchases not specific to the project;
- Operating costs not specific to the project, including rent, utilities, regular maintenance, corporate overhead, or salaries;
- 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; and
- Major expenses not included in the approved budget and incurred prior to Creative BC approval.

Funding for conference fees and business travel, (which includes travel to festivals, conferences, and general business meetings) is not eligible through this program, but can be accessed through [Music BC's Business Travel Grant](#). Travel directly related to the project is eligible, and travel to and from courses or training will be considered.

Funding

Grant Amounts: **\$2,000 - \$60,000** for **up to 50%** of budgeted cash expenditures.

Company cap: Applicants will be approved for a maximum of \$60,000 per company for this intake.

Applicants may submit one or more applications.

This program funds activities and related expenses incurred between **January 1, 2023**, and **June 30, 2024**. 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 project budget. There is no public funding cap for applications from companies owned by Indigenous peoples.

Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to **June 30, 2024**.

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.

Application Evaluation

Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of music companies, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program, using the categories below. The [Music Company Scoring Sheet](#) is available on the Creative BC website, with point allocations and descriptions for each category.

- **Idea, Strategy & Approach**
- **Company Capacity**
- **Economic Impact**
- **Investment in B.C. Talent**
- **Justice, Equity, Decolonization, Diversity, and Inclusion**
- **Innovation**

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.

Project Completion

Recipients are required to complete a final report detailing the impact of the funding by **June 30, 2024**, and provide invoices and proof of payment for expense on 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;
- Cost report (template provided);
- Copies of select invoices and proof of payment, upon request; and
- Approved [Creative BC and Province of BC logo placement\(s\)](#).

How to Apply:

The [online application](#) is available on the Creative BC website.

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 December 5th to schedule an appointment.

Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed. The Music Company program opens **November 2, 2022 | Deadline December 14, 2022, at 11:59 PM PST.**

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 BC's music industry. Visit the [Creative BC website](#) to learn more.

Application Checklist

The online application is available on the Creative BC website. Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcome.

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

Required for all applicants:

- Online application form** (available at www.creativebc.com)
- Budget** ([template provided](#)), including all other sources of financing and whether they are confirmed
- Schedule of Activities** (available on the second tab of the [Budget template](#))
- Certificate of Incorporation, Business Statement of Registration, Society Certificate, OR GST number.** Applicants are not required to have a registered business at the time of application but must register, in a timely manner, upon successfully receiving a grant.

Required for applicants 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 of support** from partners and supporters that speak directly to the impact of the project. These can be provided as informal letters, emails, audio clips, videos, or in other formats.
- Other supporting documents** such as vendor quotes for large purchases/expenses, promotional materials, event calendars, confirmation of other funding
- Job Descriptions or postings** for new hires
- Proposals** for research projects, or from external consultants
- Letter from building owner or management** outlining the rental terms/ownership of the property, and the ongoing commitment to maintaining the space for music (for those applying for infrastructure upgrades)
- Plans and Policies:** Communicable disease plans, respectful workplace policy, safety riders, equity or accessibility policies, etc.
- Internally-prepared **financial statements** for those requesting under \$20,000