

Amplify BC Music Company 2023/24

Information Session



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 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. →



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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Company Programs



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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***



Amplify BC Programs



Music Industry Initiatives

Apply now!

Deadline:
March 1, 2025

Record in BC

Opened:
July 12, 2023
Rolling until October 31,
2023

Career Development

Opened:
July 19, 2023
Deadline: September 6,
2023

Live Music

Opened:
August 17, 2023
Deadline:
September 27,
2023

Demo Recording

Opened: December 13,
2023
Deadline:
February 15, 2024

Business Foundations

Opened: December
13, 2023
Deadline:
February 15, 2024

Music Company

Apply now!
Deadline:
March 20, 2024



INTENT: supports the sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities

WHO CAN APPLY? B.C.-based companies serving more than one artist or client

ACTIVITIES: Business development projects

BUDGET: \$600,000

GRANT AMOUNTS: \$2,000 - \$60,000, providing up to 50% of project expenses

DEADLINE: Wednesday, March 20, 2024 at 11:59 PM, PT.



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 systemically excluded groups who experience barriers to participation.

Who can apply?



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.

Eligible Activities & Expenses

- New jobs and staff growth;
- Improvements to business processes, policies, and procedures;
- Expanded 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.



Ineligible Expenses

- Costs associated with a particular artist, or live music event
- 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





Company Name:		Company name here		
REVENUE				
Public Funding				
<i>Description: Please list all revenue sources for this project.</i>				
<i>Revenue Source</i>	<i>Description</i>	<i>Confirmed? (Y/N)</i>	<i>Ineligible or In-Kind Contributions</i>	<i>Budgeted Revenue</i>
Creative BC	Music Company Program	N		
Ex. FACTOR	Envelope Funding for Music Companies	Y		
[.]				
[.]				
TOTAL Public Funding			\$ -	\$ -
Private Investment				
<i>Revenue Source</i>	<i>Description</i>	<i>Confirmed? (Y/N)</i>	<i>Ineligible or In-Kind Contributions</i>	<i>Budgeted Revenue</i>
Ex. Company Investment into Project		Y		
[.]				
[.]				
TOTAL Private Investment			\$ -	\$ -
Earned Revenue				
<i>Revenue Source</i>	<i>Description</i>	<i>Confirmed? (Y/N)</i>	<i>Ineligible or In-Kind Contributions</i>	<i>Budgeted Revenue</i>
Ex. Streaming Revenue		N		
Ex. Merchandise		Y		
Ex. Sponsorship		N		
[.]				
TOTAL Earned Revenue			\$ -	\$ -
Net REVENUE			\$ -	\$ -
EXPENSES				
Staffing				
<i>Type of Expense</i>	<i>Vendor & Description</i>	<i>BC Vendor? Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
Ex. New FT Label Manager position	Ex. 1 new FT position. 35hrs/week for 1 year	Y		
Ex. Expanded Admin Assistant position	Ex. 1 expanded position. Extra 10 hrs/wk \$20/hr for 1 year	Y		
Ex. Re-hiring Laid-off Bookkeeper	Ex. 1 new PT position. 20hrs/week for 1 year	Y		
Ex. Benefits for New Staff	Ex. Pacific Blue Cross - Health & Dental	Y		
[.]				
TOTAL Staffing Expenses			\$ -	\$ -
Knowledge, Skill Building, Training, Policy Development				
<i>Type of Expense</i>	<i>Vendor & Description</i>	<i>BC Vendor? Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
Ex. Online Marketing Course	Ex. BCIT - 4 month course	Y		
Ex. Equity, Diversity, and Inclusion Consultant	Ex. 4-part training session for all staff members	Y		
Ex. Social Media Workshop	Name and rate	Y		
[.]				
TOTAL Knowledge and Skill Building Expenses			\$ -	\$ -
Marketing				
<i>Type of Expense</i>	<i>Vendor & Description</i>	<i>BC Vendor? Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
Ex. Online Advertising	Ex. Targeted Instagram ads. Run for 3 wks @ 150/wk	N		
Ex. Ad Placement	Ex. Georgia Straight, Vancouver Sun	Y		
[.]				
TOTAL Marketing Expenses			\$ -	\$ -
Software, Hardware, Tech				
<i>Type of Expense</i>	<i>Description</i>	<i>BC Vendor? Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
Ex. New Royalty Software	Name and rate	Y		
Ex. Computer for New Staff Member	Name and rate	N		
Ex. Software Subscription	Name and rate	N		
[.]				
TOTAL Software, Hardware & Tech Expenses			\$ -	\$ -
Capital Purchases				
<i>Type of Expense</i>	<i>Vendor & Description</i>	<i>BC Vendor? Y/N</i>	<i>Ineligible or In-Kind Expenses</i>	<i>Budgeted Eligible Expenses</i>
Ex. Studio Gear	Name and rate	Y		
Ex. Construction of New Studio	Name and rate	Y		

REQUIRED MATERIALS

- Online application form
- Certificate of incorporation, business statement of registration, society certificate, or GST number (if registered)
- Budget & Schedule of Activities
- Externally-prepared company/organization financial statements (for those requesting \$20,000 or more)

RECOMMENDED MATERIALS:

- Expressions of support from partners and supporters
- Vendor quotes, promotional materials, event calendars, confirmation of other funding
- For new hires: Job descriptions or postings
- Project proposals for research or from consultants
- For infrastructure upgrades: Letter outlining the rental terms/ownership of the property, and the ongoing commitment to maintaining the space for music
- Respectful workplace policies, safety riders, equity or accessibility policies, etc.
- Internally-prepared financial statements for those requesting under \$20,000





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 (Scoring Sheet available on website)

The review period for complete applications is approximately **14 weeks** after the program deadline date. All applicants will be notified of results by email.

AMPLIFY BC
MUSIC COMPANY
SCORING SHEET 2023/24

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their project and what it is intended to achieve? Will this project contribute to the viability, capacity, growth, and sustainability of the applicant?	/30
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? How realistic and achievable is the budget and has the applicant included vendor quotes? Is the funding request appropriate for the existing scope of business?	/ 20
Economic Impact: Does this project allow the applicant to grow and be successful in their competitive landscape? Does this project create jobs for B.C. industry professionals and vendors, and will they lead to ongoing employment opportunities? Does this project grow audiences and create revenues for B.C. artists?	/ 20
Investment in B.C. Talent: Does this project develop the careers of B.C. industry professionals, or provide them with mentorship or training opportunities? Will this project grow company capacity to serve more B.C. artists? Do the company's policies and procedures create a healthy work environment for artists and industry?	/ 10
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of B.C.'s music industry? Does this project support an underserved region or group? Are company owners or key personnel from systemically excluded groups? Does this applicant have a history of working with artists from systemically excluded groups, or have authentic partnerships to serve those communities?	/ 10
Innovation: Does this project help the applicant adapt, pivot, or conduct business in new ways? Does this project stimulate the creation, application, or evolution of new or existing ideals, tools, and technology? Does this project create opportunities for cross-sector collaboration?	/ 10
TOTAL ASSESSMENT	/ 100

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





This program funds up to 50% of project expenses. Applicants are expected to contribute to the financing of the project and seek other revenues sources where appropriate.

This program has a 75% public funding cap. There will be no public funding cap for applications from Indigenous-owned companies.

This program funds activities and related expenses incurred between **January 1, 2024**, and **June 30, 2025**.

Project Commitment and Completion

Successful applicants will receive a 75% advance payment on their total grant amount once a funding contract is signed and returned to Creative BC.

To complete your project, and receive the balance of funding, applicants must submit the following:

- Narrative Final Report (questions provided)
- Detailed Cost Report (template provided)
- Copies of all invoices and proof of payment; and
- Approved Creative BC and Province of BC logo placement(s).

Payments will be issued electronically, by direct deposit or e-transfer.



Helpful Application Tips:



Consider each Project Plan question carefully. Answer clearly and directly.

Align what you want to do carefully with the program guidelines.

Ask a trusted colleague to review your application before you submit.

Clearly demonstrate where your business is at at the time of your application.

Connect with Creative BC staff directly with any questions or concerns before you apply.



Free **one-hour grant coaching sessions** are available to new and previously unsuccessful applicants from systemically excluded groups and regions of B.C.

Discuss questions about your application with a coach, receive personalized input on your work, and learn more about the grant process.

Sign up for grant coaching via our website





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 projects:

[Browse the list of 2021/22 recipients](#)
(scroll down to Music Company)

[Browse the list of 2022/23 recipients](#)
(scroll down to Music Company)



NEED HELP?

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[Sign up for our newsletter!](#)



Thank you for coming!

Any questions?



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COLUMBIA

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