

# Amplify BC

**Music Industry Initiatives  
Information Session 2024/25**



[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.



# Ground Rules

- Any request for clarity or information helps everyone learn. All questions are welcomed.
- We'll leave space for specific questions about the Music Industry Initiatives program at the end of the session. You also can connect 1:1 with staff as needed afterward.
- 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

Creative BC is an independent society created and supported by the Province 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.

British Columbia's creative sector consists of five industries, and one segment that contributes to all



Book Publishing



Interactive + Digital Media



Magazine Publishing



Motion Picture



Music + Sound Recording



Multi-Creative Industry Services

# Your Creative BC Music Team



**Joseph Bardsley**  
Coordinator  
Artist Programs



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**Gina Loes**  
Senior Program Analyst  
Artist Programs



**Sandy Powlik**  
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# What is Amplify BC?

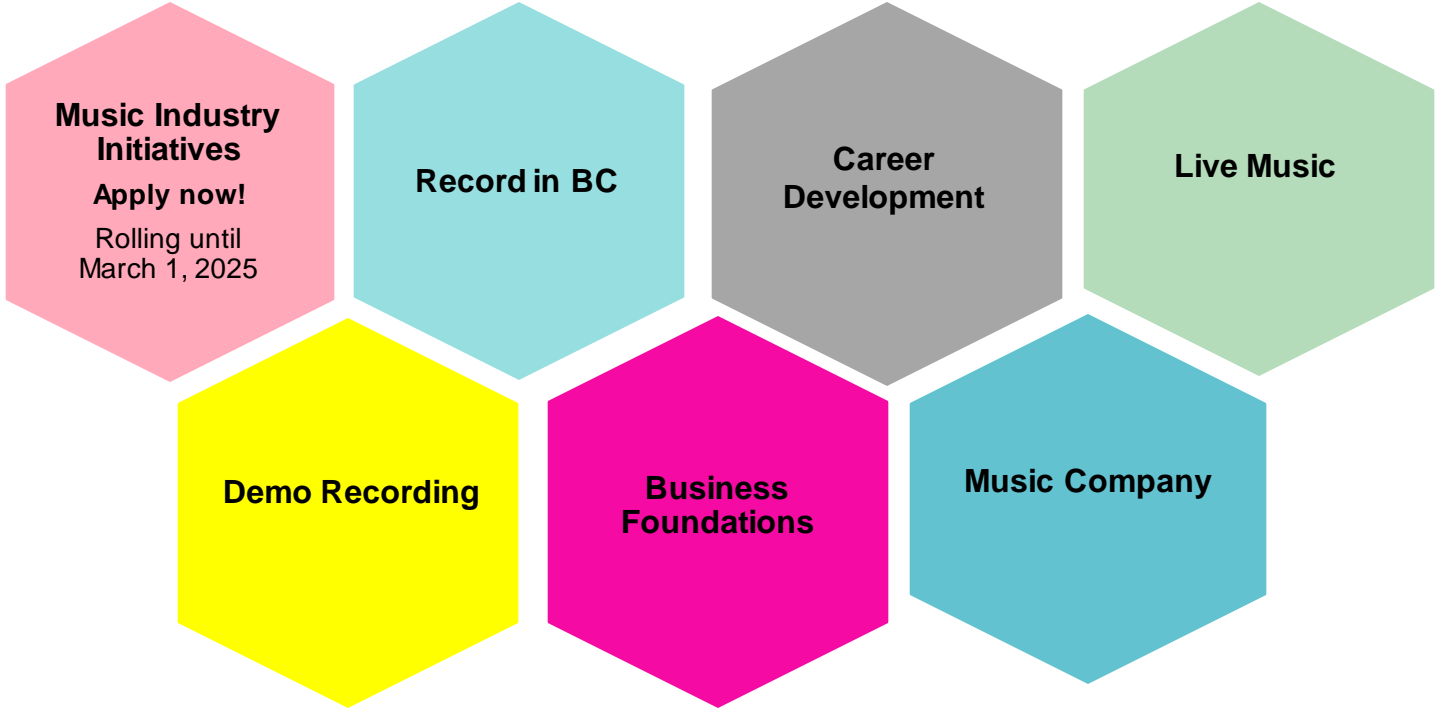
Funding for B.C.'s music industry began in 2016, and is administered by Creative BC.

In April 2023, an additional \$22.5M was committed by the Province of BC, extending Amplify BC programs provincewide until 2027.



5X Block Party in Surrey, BC  
Live Music recipient

# Amplify BC Programs



Funding deadlines for 2024/25 will be announced later in the spring. Sign up for our newsletter for updates!

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

# Music Industry Initiatives Program Overview:

**INTENT:** Supports initiatives that grow and develop B.C.'s music ecosystem.

Successful projects will build the capacity of B.C. music industry through training, knowledge transfer, and the creation of new business opportunities.

**WHO CAN APPLY?** Canadian companies, not-for-profit organizations, individuals, and collectives active in the music industry in Canada.

**SUPPORTS:** Conferences, panels, workshops, training, research projects, etc.

**GRANT AMOUNTS:** \$2,000 - \$60,000, funding up to 75% of project expenses. The remaining 25% may be in-kind contributions, investment, earned revenue, and/or other public funding.

**DEADLINE: Apply now!** This program accepts applications until **March 1, 2025**, or until all funds are allocated.



# Program Priorities:

- ❑ Develop B.C. artists, industry professionals and the next generation of talent
- ❑ Foster new business opportunities and develop new markets locally and abroad
- ❑ Inform industry innovation and the evolution of business practices
- ❑ Support local, national, and cross-sector collaboration and conversation
- ❑ Develop knowledge and research to inform B.C.'s music industry
- ❑ Support a broad range of projects, including those led by systemically excluded groups who experience systemic barriers to participation

# Project Examples:

- Conferences, panels, workshops, forums
- Training, professional development, and incubating new talent
- Community infrastructure, services or digital platforms
- Collaborative business initiatives, showcases, export activities
- Research projects
- Projects that increase the capacity of systemically-excluded groups in B.C.'s music industry

Take a look at [lists](#) and [profiles](#) of past recipients on the Creative BC website.



Jade Music Festival  
Music Industry Initiatives recipient

# Eligible and Ineligible Expenses

## **Eligible expenses:**

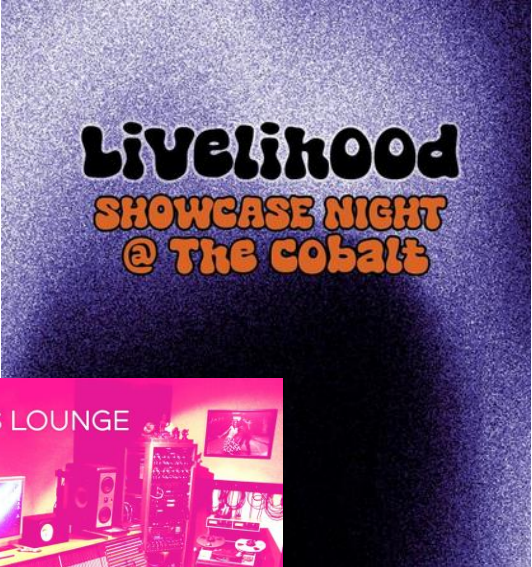
- All costs required to deliver the project, including salaries and wages, are eligible.

## **Ineligible expenses:**

- Events such as ceremonies, award shows, fundraisers, luncheons, receptions, mixers, galas, and parties.
- Capital purchases or operating costs not specific to the project, including utilities, corporate overhead or salaries, are ineligible.
- Live music presentation without clear business development outcomes.
- Entrepreneurial activities that primarily benefit one company and their artist roster, clients and/or customers.
- Business travel to attend industry events and conferences. Funding for business travel is available through Music BC.



# Examples of Past Recipients:



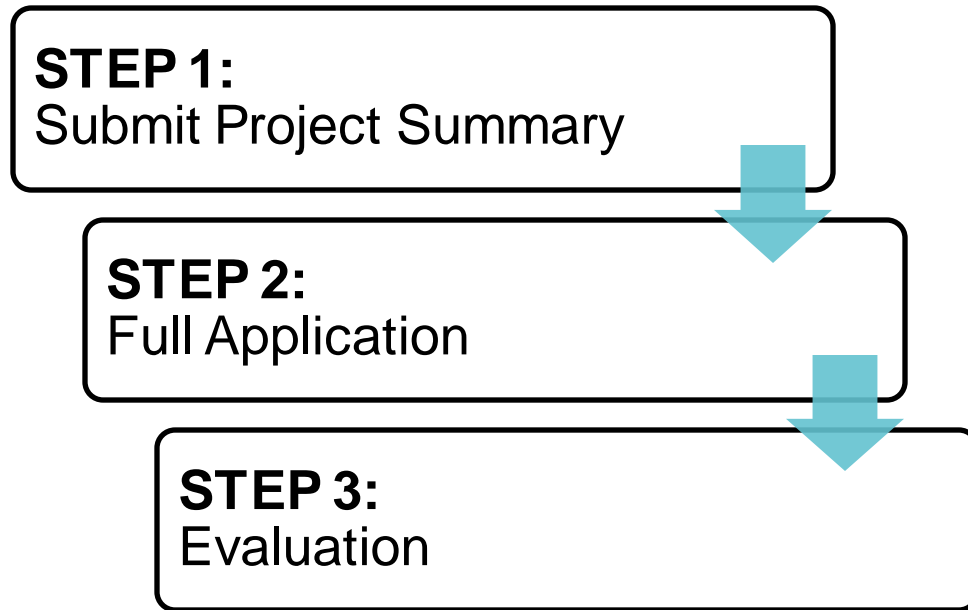
# Project Timelines

Projects must occur between  
**January 1, 2024, and  
December 1, 2025.**

It is highly recommended that applicants submit applications a minimum of 6 weeks before their events.

Applications will not be accepted for projects or events that have already occurred.

# How to Apply



[Rolling intake – apply now!](#)

## Prepare your Project Summary:

- 1 What do you want to do?  
Describe your project.
- 2 Who is this project for? Who  
do you intend to serve?
- 3 How will this project serve a  
need or a gap in BC's music  
industry?

**Hear back in three weeks!**

# Required Application Materials

- Online Application Form (available at [www.creativebc.com](http://www.creativebc.com))
- Project Plan (template and questions provided)
- Project Budget (and actuals from last year, if applicable; template provided)
- Schedule of Activities (template provided)
- Expressions of Support (letters, emails, audio clips, videos, etc.)
- Certificate of Incorporation or Business Registration (if applicable)
- Financial Statements for requests over \$20,000
- Other supporting materials as applicable: schedules, bios, job descriptions, plans and policies, confirmation of other funding, etc.

Processing time for a complete application is 4-6 weeks.



# Scoring Priorities for Music Industry Initiatives

ACTIVITY: NEW, EXPANDED OR ONGOING	TOTAL SCORE
<b>Industry Development:</b> Does this project build the capacity, or address a need or gap in B.C.'s music industry? Does this project impact a broad section of B.C.'s music industry? Does this project demonstrate collaboration or meaningful partnerships? Do letters of support show industry investment in this project?	/50
<b>Investment in B.C. Talent:</b> Does this project support the knowledge, growth and development of B.C. artists and music industry professionals? Does this project grow the next generation of talent?	/40
<b>Economic Impact:</b> Does this project support new business opportunities for B.C.'s music industry locally and abroad? Does this project build capacity for industry growth and job creation?	/40
<b>Innovation:</b> Does this project inform industry evolution or innovation of B.C.'s music industry?	/30
<b>Justice, Equity, Decolonization, Diversity + Inclusion:</b> Does this project promote equity or expand the representation of B.C.'s music industry? Does this project support an underserved region or group? Does this project have people from systemically excluded groups in leadership roles, staff composition or artist roster? Does this project have a mandate or authentic partnerships to serve those communities?	/50
<b>Capacity:</b> Does the applicant have the ability, knowledge, track record and/or experience to undertake the project? Has the applicant presented a clear plan and budget for achieving the project? Is this funding amount appropriate for the activity proposed?	/40
<b>TOTAL ASSESSMENT</b>	/250

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



You've been approved! Don't forget:

- Tell us when your event happens, so we can attend and promote your event
- The Amplify BC logo lockup needs to be on your promotional materials (check the Creative BC website, and your funding agreement, for more information)
- Tell us if your project changes along the way
- Double check with us if you add new items to your budget
- Submit your final report, and keep copies of all invoices and proofs of payment
- Cash payments and expenses related to alcohol are ineligible

# Helpful Tips

- ❑ Write the grant deadlines in your calendar so you don't miss them.
- ❑ Start early, and read the guidelines several times. Ask questions of staff if you are confused.
- ❑ Check out past recipients to get a sense of what this program funds.
- ❑ Have someone else read your application before you submit.
- ❑ Refer to the goals of the program, and tailor yours to align.
- ❑ Answer questions directly: simple is better, and bullet points are fine!

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 & resources
- Showcasing

### **Creative BC funding supports:**

- The ARC accelerator program
- Export trade initiatives
- How-To series
- Jumpstart Consulting/Foundation
- Let's Hear it! Live
- Music BC stages
- Touring, Business Travel, and Jumpstart 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)



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
- Arts Retreat
- Performing + showcasing opportunities

Grant deadlines will be in summer/fall 2024.

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

**Looking for leads on local producers, videographers, or recording studios?**

**Check out the Knowledge Hub:**

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

**Past funding recipients and projects:**

[knowledgehub.creativebc.com/funding-recipients](https://knowledgehub.creativebc.com/funding-recipients)

For more information

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Questions?



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