

Guidelines FY2024/25

# Career Development

For B.C. Artists



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The **Career Development** program is one of the Amplify BC programs funded by the Province of B.C. to support the growth, competitiveness, and sustainability of B.C.'s music industry.

This program supports the economic growth and career development of emerging and established B.C. artists in the areas of sound recording, marketing, and music videos.

**Career Development Budget: \$1.2 million**

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## Program Overview

**Who is eligible?** B.C.-based emerging and established artists

**Eligible activities:** Sound recording, music videos, and marketing initiatives

**Grant Amounts: \$1,000 - \$30,000**, funding up to **75%** of eligible expenses. A minimum of 50% of each project budget must be B.C.-based expenses.

**Applications open: July 31, 2024**

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

Supporting projects occurring between **April 1, 2024**, and **December 1, 2025**

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## Info Sessions + Contact

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

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

Joseph Bardsley | Analyst, Music Programs

Phone: 236-455-6232

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

Schedule an Appointment: [calendly.com/jbardsley](https://calendly.com/jbardsley)

## What are the priorities of the Career Development program?

- Increase and sustain earning potential and economic activity for B.C. artists, studios, recording professionals, producers, and music companies
- Develop audiences for B.C. artists locally, nationally, and internationally
- Invest in the creation and marketing of intellectual property and expand digital presence for B.C. artists
- Support a broad range of artists, including artists from systemically excluded groups who experience barriers to participation

## Eligible Activities

Applicants can apply for activities that support the career development of emerging and established B.C. artists. Eligible activities must take place within B.C. or engage out-of-province professionals remotely. Activities involving travel outside of B.C. are ineligible. Project budgets must maintain a minimum of 50% B.C.-based expenses.

Applicants can apply for a single activity, or a combination of any of the following activities:

1. **Sound recording** activities, including singles, EPs, and LPs in the form of original music, covers, remixes, and interpretations of existing music. Recordings can be in any genre or language, including instrumental works. This program does not support commissions, or the creation of new works prior to recording. Recordings supported through this program must be intended for commercial release.
2. **Music video** production, including official music videos, pre-recorded and live streamed performance videos, and other promotional video content that supports a B.C. artist. Live streamed videos must continue to be available after the live stream as a permanent promotional asset.
3. **Marketing** activities, including photography, digital media, websites, bio writing, publicity, social media marketing, tour promotion, or radio promotion. Vendors may be Canadian or international, although hiring B.C. vendors is strongly encouraged. This program may support the manufacturing of a limited amount of merchandise for promotional purposes, but not for sale.

Lists of [previous recipients](#) and [artist profiles](#) can be found on the Creative BC website.

## Eligible Applicants

Emerging and established artists may include musicians, composers, bands, and musical ensembles. The artist is the individual or group that has creative control of the music being created or recorded, and who performs and/or releases music under their brand.

Creative BC encourages applications from systemically excluded groups, including Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, People living with one or

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

Applicants must meet all of the following criteria to be considered eligible:

- **Artists must have resided in B.C. for at least 200 of the 365 days before the deadline of September 11, 2024.** In the case of a band or group, 50% or more of the permanent members must meet these B.C. residency requirements. Recipients must demonstrate their B.C. residency upon accepting a grant.
- **Artists must demonstrate experience** recording, releasing music and/or performing, earning money from music, and promoting their music online.
- **Artists may apply as an individual or as a music company.** If applying as an individual, the artist must have a valid social insurance number.
- Music companies such as record labels may apply on behalf of artists on their roster. If applying as a company:
  - The primary business activities of the company must include music.
  - The business must be a legal entity in the form of a sole proprietorship, registered partnership, incorporated company, or not-for-profit society. The business must have a valid statement of business registration, certificate of incorporation, business number, or GST number. To learn more about registering your business, visit the BC Business Registry.
  - The company must provide a signed contract between the artist and the company that outlines their business relationship.

Other eligibility information:

- If an artist has previously received funding from Creative BC, all prior Career Development final reports must be submitted prior to the application deadline.
- Eligible applicants must have filed income tax returns in B.C. in the taxation year prior to the date of application, if legally required to do so.
- The owners, principals, directors, officers, and shareholders of the applicant company must be in good standing (i.e., not in default) with Creative BC.
- If the artist is a minor (under 19 years of age), the artist's legal guardian must be included on the application.

Recording studios, record producers, production companies, video production companies, or managers are not eligible to apply directly. Individuals affiliated with a project may assist with the preparation of an application, and be listed as a secondary contact or grant writer, but cannot apply or sign on behalf of the artist or the label.

## Funding

This program covers **75%** of expenses up to the grant amount. Artists may submit one application per deadline, and must self-identify as an emerging or established artist based on the career milestones outlined below.

Total public funding from combined sources cannot exceed 75% of the budget; however, public funding from combined sources can equal up to 100% of the eligible budget for Indigenous artists. Successful applicants will receive a 75% advance payment upon signing their funding agreement, and the remaining funds after completion and review of the final report.

### **Emerging Artists: \$1,000 - \$10,000**

This category supports emerging artists with a commitment to music creation, and clear, achievable goals to grow their business. Emerging artists exhibit all the following career milestones:

- **Previous revenue generation** as an artist from music related activities such as paid gigs, royalties, and/or merchandise sales. It is strongly recommended that artists are earning a minimum of **\$2,000** per year.
- **A history of recording and releasing music** with a minimum of **two** songs available on a public website or platform. Musicians in performance-based genres, such as classical music, opera, or traditional or ceremonial music may provide their performance history in lieu of release history if recorded music is not a focus in their genre.
- **A history of performance**, presentation, or distribution of works within their geographical area.
- **Maintain an active web presence** and create content relevant to the project on a public platform, such as a website, social media, blog, live performance videos, or music videos.
- **Able to provide and interpret basic audience and sales metrics** as indicated by their digital platforms or performance history.

Emerging artists who wish to apply for a new project or solo project must meet all the emerging criteria and the release or performance requirement for their new project, independently from their experience in other groups.

### **Established Artists: \$1,000 - \$30,000**

This category will support established artists that demonstrate financial viability and create economic impact in B.C. in the form of job creation and business relationships within the music industry.

Established artists must meet all the emerging milestones, and exhibit many or all the following additional criteria:

- **Substantial earnings from music** activities including touring, licensing, publishing, streaming, and album sales. It is strongly recommended that artists are generating a minimum of **\$30,000** per year to be competitive as an established artist.
- **Are supported by one or more industry professionals** such as a label, management company, publicist, publisher, etc.
- **Have produced an extensive body of recorded work** that has been commercially released with a strong, recognizable style and sound
- **Track record of media exposure** in the form of awards, radio play, or other press
- **Tour history** with national and/or international tour dates, with affiliated press

- **Demonstrates a substantial audience** on social media, streaming services, or at live performances.

Artists who wish to apply in this category for a new project or solo project must contact Creative BC prior to applying to discuss eligibility. Applicants must demonstrate how the new project builds on their existing audience and previous success in their application.

## Budget

Applicants must provide a detailed proposed budget for their project, and their application must declare all expenses and sources of revenue, including confirmed and unconfirmed grants. All expenses must be market rate. This program funds activities and related expenses incurred between **April 1, 2024**, and **December 1, 2025**.

Artists must maintain a minimum of 50% B.C.-based expenses for their project to remain eligible. Hiring B.C. vendors is strongly encouraged, and investment in B.C.'s recording industry is considered in the scoring criteria. Projects that create jobs in B.C.'s music industry are prioritized.

Examples of eligible expenses include:

- Expenses related to sound recording, marketing and video production, such as studio rentals, gear rentals, producer fees, video expenses, publicists, marketing assets, etc.
- Catering OR per diems for artists recording outside of their city or hometown requiring travel. Maximum per diem is \$80 per day per person, and maximum eligible B.C. accommodation rate is \$400 per room per night.
- Flights, gas, or other costs for production teams to travel to B.C. to record or film
- Childcare expenses for studio days, video production days, or other activities directly related to the project
- Short term pre-production rehearsal studio or fees for hired players
- Grant writing fees for artists with self-declared disabilities or English language barriers, up to \$300 for successful applications
- Artists may pay themselves up to \$1,500 as emerging artists and up to \$3,000 as an established artists per application for work completed in-house. This may include self-recording, graphic design, ad campaigns, administration, and other work related to the project. Artists must track and report on their hours for the type of work being claimed as part of the grant.
- Artists may claim gear purchases, software, or other equipment necessary to complete the project **up to 10%** of the maximum grant in their artist category.

Ineligible activities include, but are not limited to:

- Touring and/or other business travel costs. Touring is supported through [Music BC](#).
- Any travel occurring outside of B.C.
- Fees associated with competition or contest entries

- Commissions, composer fees, or music creation occurring prior to recording
- Showcase fees, live performance, online streaming events, ongoing rehearsal space rentals, venue rentals, parties, receptions, or alcohol
- Music lessons, musical instruments, or tuition fees
- Subscriptions, membership fees, or reoccurring expenses prior to this project
- Expenses paid in cash
- Grant writing fees
- Work that has been paid up front but has not been completed by December 1, 2025
- Major expenses not included in the approved budget and incurred prior to Creative BC approval
- Any work that contains elements of serious or gratuitous violence, sexual violence or exploitation, obscene, indecent or pornographic content within the meaning of the Criminal Code, or elements which are libelous or in any other way unlawful.

## Application Evaluation

Applications will be evaluated by Creative BC staff and a panel of industry professionals representing a variety of genres, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program, using the categories below. The [Career Development Scoring Sheet](#) is available on the Creative BC website.

- Relevance
- Impact and Outcomes
- Financial Viability and Budget
- Justice, Equity, Decolonization, Diversity, and Inclusion
- Innovation, Digital Presence, and Creative Assets
- Jobs

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, which may result in smaller grants for previous recipients.

The review period for is approximately 12 weeks after the deadline. All applicants will be notified by email. Feedback will be available by request.

## Project Completion

Recipients are required to complete a final report detailing the impact of the funding and provide invoices and proof of payment for all expenses by **December 1, 2025**.

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 all invoices and proof of payment; and
- Approved [Creative BC and Province of BC logo placement\(s\)](#).

The recipient is responsible for issuing all payments related to the project and providing invoices with valid proof of payment which includes a bank statement, credit card statement, processed cheque, wire transfer, or e-transfer confirmation.

Commercial releases may take place up to 12 months after the submission of the final report.

## How to Apply

The [online application](#) is available on the Creative BC website. Artists can submit one application only. Labels may be named on multiple applications, but an individual application must be submitted for each artist.

Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed. Career Development opens **July 31, 2024 | Deadline September 11, 2024, at 11:59 PM, PT.**

Upon submission of the online application, each band member will receive an automated [Self-ID form](#) to complete. The information requested provides Creative BC with information on representation across all programs. This form must be completed by September 25, 2024, which is two weeks after the application deadline date.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. In this case, please allow an additional two weeks to prepare your application.

## 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 persons and companies who work with, or seek funding from Creative BC, are expected to adhere to [Creative BC's Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. 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 also 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. Applicants are asked to travel responsibly, choose vendors with a track record of operating sustainably, and to consider the benefits and consequences of manufacturing physical products.

Resources for sustainable video production are available with Creative BC through the [Reel Green initiative](#), which includes a collection of best practices to help productions reduce their environmental impacts and improve their overall environmental footprint. A free [Climate and Sustainable Production Training](#) course is available for applicants involved in video production.

## For More Information

Amplify BC funding programs support artists, music companies, live music presenters, and industry development to stimulate the growth, competitiveness, and sustainability of B.C.'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))
- Project plan** (.docx or .pdf) (template available at [www.creativebc.com](http://www.creativebc.com)) (4-page limit); or a three-minute audio or video clip that addresses all project plan questions
- Budget** (.xlsx) (template available at [www.creativebc.com](http://www.creativebc.com))
- Completed Creative BC Self-Identification Form** for each band member associated with an application (sent via email to each listed individual; available at [www.creativebc.com](http://www.creativebc.com))

Required for some applicants:

- Business documentation** in the form of a Business Statement of Registration, Certificate of Incorporation, or GST account, if applying as a music company, or for applicants applying as a business.
- Signed contract** between the company and artist, outlining their business relationship, if the applicant is not the artist.
- Video treatment** (required for traditional music videos; optional for live performance videos or other visuals)

Recommended materials:

- Letters or expressions of support** that speak to the track record of the artist from someone not financially involved in the project, in the form of a written letter, email, or video clip (strongly recommended)
- Vendor quotes or cost estimates** for major budget items (strongly recommended)
- Tour history or upcoming performance dates**
- One recent piece of press**