

Guidelines FY2024/25

Live Music: Business Development

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The **Live Music** 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 B.C.-based live music presenters, growing the capacity of the live music sector through business development activities. Funding will also support live music performances for audiences and artists, enhancing music tourism throughout B.C.

Live Music Budget: \$1.8 million, delivered across two streams (Business Development and Presentation)

Program Overview

Who is eligible: B.C.-based music festivals, venues, concert presenters, and promoters

Eligible activities: Capacity-building projects taking place in 2025

Grant Amounts: \$2,000 - \$50,000 per applicant company (across both funding streams), funding up to 50% of eligible expenses.

Applications open: August 21, 2024

Deadline: Submit an [online application](#) by **October 2, 2024**, at 11:59 PM, PT

Supports projects between **January 1, 2025 and December 31, 2025**

Info Sessions + Contact:

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

If you have questions or need assistance, please contact:

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Appointments: <https://calendly.com/navcrbc>

What are the priorities of the Live Music program?

- Grow capacity, sustainability, and innovation within B.C.'s live music sector
- Increase economic activity and jobs for B.C. musicians, live music companies, and industry professionals
- Support music tourism and performance opportunities for artists and audiences; and
- Support a broad range of live music presenters, including presenters from systemically excluded groups who experience systemic barriers to participation.

Funding Streams

This program has two funding streams, with separate guidelines and application forms.

- A) Live music presenters can apply for live music events through the **Presentation** stream.
- B) Live music presenters can apply for capacity-building activities through the **Business Development** stream.

Live music presenters will apply for funding for a project, which is a set of eligible activities and related expenses that the applicant is requesting funding for.

Eligible Applicants

Applicants must be B.C.-based festivals, venues, event producers, or presenters that meet the following criteria:

- Is a B.C.-owned and controlled corporation, registered business, or sole proprietorship with a valid GST number, that files B.C. tax returns. Applicants may also be not-for-profit organizations or charitable organizations 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. New businesses are eligible to apply for funding
- Core business activities include presenting live music in B.C. , or fills a gap in their regional community (outside of Metro Vancouver or Victoria's Capital Regional District)
- Demonstrates an ongoing and sustained commitment to presenting live music and engagement within the local music community; and
- Assumes risk in programming, producing, and promoting of these live music performances in B.C.

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 Disability, 2SLGBTQIA+ communities, women, non-binary and gender diverse people, and other groups who experience systemic barriers to participation.

For previous recipients:

- **Final Reports:** If an applicant has previously received funding from Creative BC, all prior Live Music final reports must be submitted prior to **December 31, 2024**, to be eligible for funding

through this intake. Grant recipients from 2023/24 who have completed their projects are encouraged to submit final reports as soon as possible, as final reports for returning applicants will be reviewed before 2024/25 grants are issued.

- **Good Standing:** The principals, directors, officers, shareholders and owners of all applicant companies must be in good standing with Creative BC, which means the applicant is not in default with respect to prior grants, and there are no outstanding amounts owed to Creative BC.

Not eligible to apply:

- Artists promoting or presenting their own tours or concerts; and
- Municipalities, spaces, or events owned or operated by any level of government.

Eligible Activities

This stream provides eligible applicants with support for business development activities that directly support the viability, capacity, and sustainability of live music events, producers, and presenters. This funding stream is intended to support new or expanded activity, not ongoing operational expenses.

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

- Capital infrastructure improvements
- Audience development and market research
- Improvements to business processes, policies, and procedures
- Development of new products, services, or revenue streams
- Staff growth and development
- Development of knowledge and skills
- Investment into creating sustainable and environmentally-friendly events and venues.

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

Eligible expenses include:

- Expenses for new or expanded company staff positions
- Training, courses, and consultants to grow knowledge and build skills for employees in a specific area
- Marketing campaigns not specific to an event, audience research, economic impact studies
- Training, planning, and policy development related to implementing communicable disease plans, crowd management, emergency preparedness, assault prevention, risk assessment, harm reduction, equity and inclusion, etc.
- Eco-friendly power sources (such as electric generators or grid power access), reusable plates, cups, and cutlery, composting toilets, cashless POS systems, water refilling stations, and other expenses related to creating a more sustainable event or venue

- Equipment purchases and upgrades for sound systems, lighting, soundproofing, staging, technology, accessibility improvements, etc.
- Construction, building materials, and any other costs related to renovations or infrastructure improvements
- Health and safety plans and protocols, safety equipment, etc.
- Reallocation of existing resources to support a portion of the project (no more than 30% of eligible expenses)

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 maintain the space as a live music venue.

Ineligible expenses include:

- Capital purchases not specific to the project
- Operating costs not specific to the project, including utilities, regular maintenance, corporate overhead, or salaries
- Costs related to the presentation of live events, including artist fees and event marketing (these can be applied for through the [Live Music: Presentation](#) stream)
- 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
- Work that has been paid up front but has not been completed by December 31, 2025
- Major expenses not included in the approved budget and incurred prior to Creative BC approval
- Activities that violate or infringe on any intellectual property rights
- Activities that contain elements of or promote any excessive violence, hate propaganda, sexual violence, sexual exploitation, cultural appropriation or elements which are obscene, indecent or child pornography within the meaning of the *Criminal Code of Canada* or are defamatory or are in any other way unlawful under Canadian laws.

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 - \$50,000** for **up to 50%** of budgeted cash expenditures.

Company cap: Applicants will be approved for a maximum of \$50,000 per company, across the two funding streams.

This program funds activities and related expenses incurred between **January 1, 2025**, and **December 31, 2025**. Applicants are expected to contribute to the financing of the project and seek other revenue sources where appropriate. 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 companies owned by Indigenous peoples.

Applicants must provide a proposed budget for their project, and declare all expenses and sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to **December 31, 2025**.

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 live music companies, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program, using the categories below. The [Business Development Scoring Sheet](#) is available on the Creative BC website.

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

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 complete applications is approximately **14 weeks** after the program deadline date. 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 by **December 31, 2025**, and provide invoices and proof of payment for expenses upon 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 all 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 may submit one or more applications for each funding stream.

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 two weeks prior to the deadline to schedule an appointment.

Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed. The Live Music program opens **August 21, 2024 | Deadline: October 2, 2024, at 11:59 PM, PT.**

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 use clean energy sources, minimize waste and pollution, travel responsibly, and choose vendors and collaborators with a track record of operating sustainably.

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)
- Budget** ([template provided](#)), including all other sources of financing and whether they are confirmed
- 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.
- Completed Creative BC Self-Identification Form** for each key personnel including the General Manager / Executive Director, and the Head Booker / Artistic Director. Applicants have up to **two** weeks after the application submission deadline to submit this form (sent via email to each listed individual, available at www.creativebc.com)
- Artist list from the previous years or this year's prospective programming (festival line up, concert series, one-off event, etc.).** This should include the names of the artists, the dates of their performances, and any relevant details about their involvement in past or future (template available at creativebc.com) or any other format you'd like (social media graphics, poster, word doc etc.)

Required for applicants requesting more than **\$20,000**:

- 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). Applicants may submit financial statements up to two weeks after the application deadline by email. If the statements are not submitted within the eligible timeframe, the requested amount will be reduced to \$20,000

Sole proprietors are not exempt from this requirement; financial statements should be prepared similarly to a compilation engagement (with balance sheet and profit/loss statement).

Regardless of business structure, statements must be prepared by an external and certified accountant.

Required for applicants applying for funding for **new positions**:

- For new hires**, provide job descriptions or postings. These should outline the pay, responsibilities, and qualifications.

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.
- Plans and Policies:** Communicable disease plans, sustainability plans, respectful workplace policy, safety riders, equity or accessibility policies, etc.

- Other supporting documents** such as vendor quotes for large purchases/expenses, promotional materials, event calendars, confirmation of other funding.
- Internally prepared **financial statements** for those requesting \$20,000 or less.
- For infrastructure upgrades:** Letter from building owner or management outlining the rental terms/ownership of the property, and the ongoing commitment to maintain the space as a live music venue.
- For research:** research proposals or scope of work from external consultants.