

Guidelines FY2024/25

Live Music: Presentation



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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, funding live music performances for audiences and artists and enhancing music tourism throughout B.C. Funding will also support the capacity of the live music sector through business development activities.

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

Program Overview

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

Eligible activities: Live music events 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
- 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 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
- 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
- Municipalities, spaces, or events owned or operated by any level of government.

Eligible Activities

This stream provides eligible applicants with funding for live music events, including:

- Music festivals
- Concert series
- Year-round programming
- One-off live music events

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

Eligible expenses include direct costs for programming, producing, and promoting live music performances in B.C., such as:

- **Programming costs** such as artist fees, artist travel, meals, accommodations
- **Production costs** such as rental or construction of staging, venue, sound, lighting
- **Labour costs** such as hiring event staff, contract workers, skilled technicians
- **Event-related costs** such as rental or purchase of fencing, toilets, permits, insurance
- **Sustainable event costs** such as eco-friendly power sources, reusable plates and cups, composting toilets, cashless POS systems, water refilling stations
- **Marketing costs** such as online advertising, ad placements, banners, signs
- **Health and safety costs** such as health and safety plans and protocols, equipment, training

Ineligible expenses include:

- Operating costs not specific to the event, including utilities, regular maintenance, corporate overhead, or salaries
- Alcohol
- Tours, album release shows, or concerts benefitting one particular artist
- Research, commissioning, or other expenses associated with the development of new works
- Award shows, fundraisers, galas, mixers, private events, and events where artists are asked to play for free, or where artists must sell a certain number of tickets to be paid

- 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

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

Company cap: Applicants can be approved for a maximum of \$50,000 per company, across the two funding streams. Requests over \$20,000 must meet financial statement requirements.

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 [Presentation Scoring Sheet](#) is available on the Creative BC website.

- Idea, Strategy & Approach
- Company Capacity
- Performance Opportunities for Artists
- Economic Impact

- Justice, Equity, Decolonization, Diversity, and Inclusion

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. The Live Music program opens **August 21, 2024 | Deadline: October 2, 2024, at 11:59 PM, PT.**

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.

Applicants with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed.

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)
- 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.

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], marketing plans promotional materials, event calendars.
- Internally-prepared **financial statements** for applicants requesting \$20,000 or less.