Guidelines 2025/26

Music Company

CREATIVE BC | BRITISH COLUMBIA

Music Company

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The **Music Company** 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 sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities.

Music Company Budget: $600,000

Program Overview

Who is eligible: B.C.-based companies serving more than one artist or client

Eligible activities: Business development projects

Grant Amounts: $2,000 - $50,000 per applicant company, for up to 50% of eligible expenses

Supports projects between **January 1, 2025,** and **June 30, 2026**

Applications open: March 19, 2025

Deadline: ~~**April 30, 2025,** at 11:59 PM, PT~~ **Deadline has been extended to May 14, 2025**, at 11:59 PM, PT

Info Sessions + Contact

Sign up for online info sessions on the Creative BC website.

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

Shannon Hunt | Coordinator, Music Programs
Phone: 236-471-0138
Email: shunt@creativebc.com
Schedule an Appointment

What are the 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
- Support a broad range of music companies, prioritizing systemically excluded groups who experience barriers to participation

Eligible Applicants

Applicants must be:

- Companies with primary business activities in the music industry, such as record labels, music publishers, artist managers, booking agencies, 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.

Applicants must be structured as either:

- A B.C.-based corporation, registered business, or sole proprietorship with a valid GST number, that files B.C. tax returns;
- A Canadian company 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.

Other eligibility information:

- **New companies:** This program will fund start-ups, in addition to existing companies. New companies and individuals acting as sole proprietors can apply, but will be required to register their business upon successfully receiving a grant.
- **Non-music companies:** A limited number of applications may be approved for non-music companies proposing music-related projects that benefit B.C.'s music industry. Letters of support are required to show music industry support for the project. Please consult with Creative BC to discuss your project before applying to confirm your eligibility.

Creative BC encourages applications from the following systemically excluded groups: Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, people living with one or more disability, the 2SLGBTQIA+ communities, and other groups who experience systemic barriers to participation.

For previous recipients:

- **Final Reports:** If an applicant has previously received funding from Music Company, all final reports must have been submitted prior to the application deadline.
- **Good Standing:** The owners, principals, directors, officers, and shareholders 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:

- Companies that primarily exist to benefit one artist or client. Artists are not eligible for this program and can apply for funding through the Career Development program.
- Companies that primarily exist to present live music are ineligible for this program and can apply for funding through the Live Music program.

Eligible Activities

This program funds business development activities that support the sustainability and growth of companies active in B.C.'s music industry. This program is intended to support new or expanded activity, not ongoing operational expenses. Projects can build on existing business strategies with clear business outcomes. Applicants must demonstrate how a one-time investment in this project or activity will increase their capacity and business viability.

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

- 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 revenue streams
- Sustainability initiatives and environmentally friendly business practices
- Establishment of new business operations or satellite offices in B.C

Eligible expenses include:

- Salaries and benefits for new or expanded company staff positions, including paid internships and apprenticeships, with a plan for how the positions will be sustained after the grant
- Training, courses, and consultants to grow knowledge, build processes, and develop skills for employees in a specific area
- Training, planning, and policy development related to communicable disease plans, emergency preparedness, risk assessment, respectful workplace, accessibility, equity and inclusion, etc.
- Marketing and advertising campaigns
- Green initiatives such as eco-friendly power sources, energy-efficient renovations and products, reduction of physical waste or emissions, and other expenses related to creating a more sustainable business
- Equipment purchases and upgrades for software, hardware, gear, technology, accessibility, etc.
- Construction, building materials, and any other costs related to renovations or infrastructure improvements
- Existing resources directly related to the project to support a portion of the project.

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 maintaining the space for music.

Examples of previously successful projects and lists of previous recipients are available at creativebc.com.

Ineligible expenses include:

- Costs and initiatives associated with a particular artist
- Costs related to the presentation of live music
- 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 the 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
- Major expenses not included in the approved budget and incurred prior to Creative BC approval

Funding solely for conference fees and business travel is not eligible through this program (which includes travel to festivals, conferences, and general business meetings) but can be accessed through Music BC. 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 with externally-prepared financial statements. The maximum grant is $20,000 for companies with internal or no financial statements. Applicants may submit one or more applications.

This program funds activities and related expenses incurred between **January 1, 2025,** and **June 30, 2026.** Applicants are expected to contribute to the financing of the project, and seek other revenue sources where appropriate.

Public funding from any source cannot equal more than 75% of the project budget. There is no public funding cap for applications from companies owned by Indigenous Peoples.

Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for activities they can complete and pay for prior to **June 30, 2026**.

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 music companies, industry backgrounds, regions, and demographics. Applications will be scored according to the priorities of the program, using the categories below. The Music Company Scoring Sheet is available on the Creative BC website, with point allocations and descriptions for each category.

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

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, and applicants who do not receive significant operating support from public sources. For previous recipients, Creative BC will also consider the applicant's history delivering previously funded projects.

The review period for complete applications is approximately **12 weeks** after the program deadline date. All applicants will be notified by email.

Project Completion

Recipients are required to complete a final report detailing the impact of the funding by **June 30, 2026**, and provide invoices and proof of payment for expenses on 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 select 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 with questions are encouraged to contact Creative BC staff prior to applying. Early submissions are welcomed. The Music Company program opens **March 19, 2025 | Deadline: ~~April 30, 2025,~~** ~~at 11:59 PM, PT~~ **Deadline has been extended to May 14, 2025,** at 11:59 PM, PT

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 by two weeks before the application deadline, to schedule an appointment.

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:

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
- ☐ **Schedule of Activities** (available on the second tab of the Budget template)
- ☐ **Artist Roster / Client List** (template provided)
- ☐ **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 business owner and all key personnel related to the project. Upon submitting the application, the self-identification form will be emailed to each person listed. This form must be completed by ~~**May 14**~~ **May 28, 2025**, at **11:59 PM, PT**, which is two weeks after the application deadline date.

Required for applicants requesting **over $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. Regardless of applicant's business structure, statements must be prepared by a licensed public accountant (CPA). Statements may be internally or bookkeeper-prepared if the company/organization is under a year old.

  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.

Required for applicants applying for funding for **new or expanded staff positions**:

- ☐ **Job descriptions or postings** which 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.
- ☐ **Other supporting documents** such as vendor quotes for large purchases/expenses, promotional materials, event calendars, confirmation of other funding
- ☐ **For research and consultants:** Proposals for research projects, or from external consultants
- ☐ **For infrastructure upgrades:** Letter from building owner or management outlining the rental terms/ownership of the property, and the ongoing commitment to maintaining the space for music
- ☐ **Plans and Policies:** Communicable disease plans, sustainability plans, respectful workplace policy, safety riders, equity or accessibility policies, etc.
- ☐ Internally or bookkeeper-prepared **financial statements** for those requesting $20,000 or less