

# Music Industry Initiatives Information Session 2025/26

Amplify BC

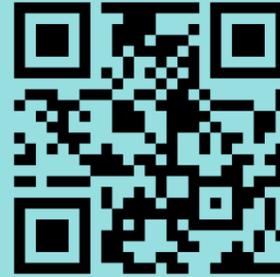


[creativebc.com](https://creativebc.com) | [@creativebcs](https://twitter.com/creativebcs)

## Territorial Recognition

Our offices are situated on the unceded traditional territories of Coast Salish people, including the x<sup>w</sup>məθk<sup>w</sup>əy'əm (Musqueam), S<sub>k</sub>wx<sub>w</sub>ú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 200,000 Indigenous people living in British Columbia, including First Nations, Inuit, and Métis. The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C.



FIRST PEOPLES CULTURAL COUNCIL  
Learn more through the  
First Peoples' Map of BC



INDIGENOUS SCREEN OFFICE PROTOCOLS  
Resources and 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.**
- **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



**Gina Loes**  
*She/Her*  
Manager  
Music Programs



**Joseph Bardsley**  
*He/Him*  
Analyst  
Artist Programs



**Shannon Hunt**  
*She/Her*  
Coordinator  
Company Programs



**Navreet Dhaliwal**  
*She/Her*  
Coordinator  
Company Programs



**Lu Slone**  
*They/Them*  
Coordinator  
Artist Programs

# What is Amplify BC?

[creativebc.com/amplify-bc](https://creativebc.com/amplify-bc)

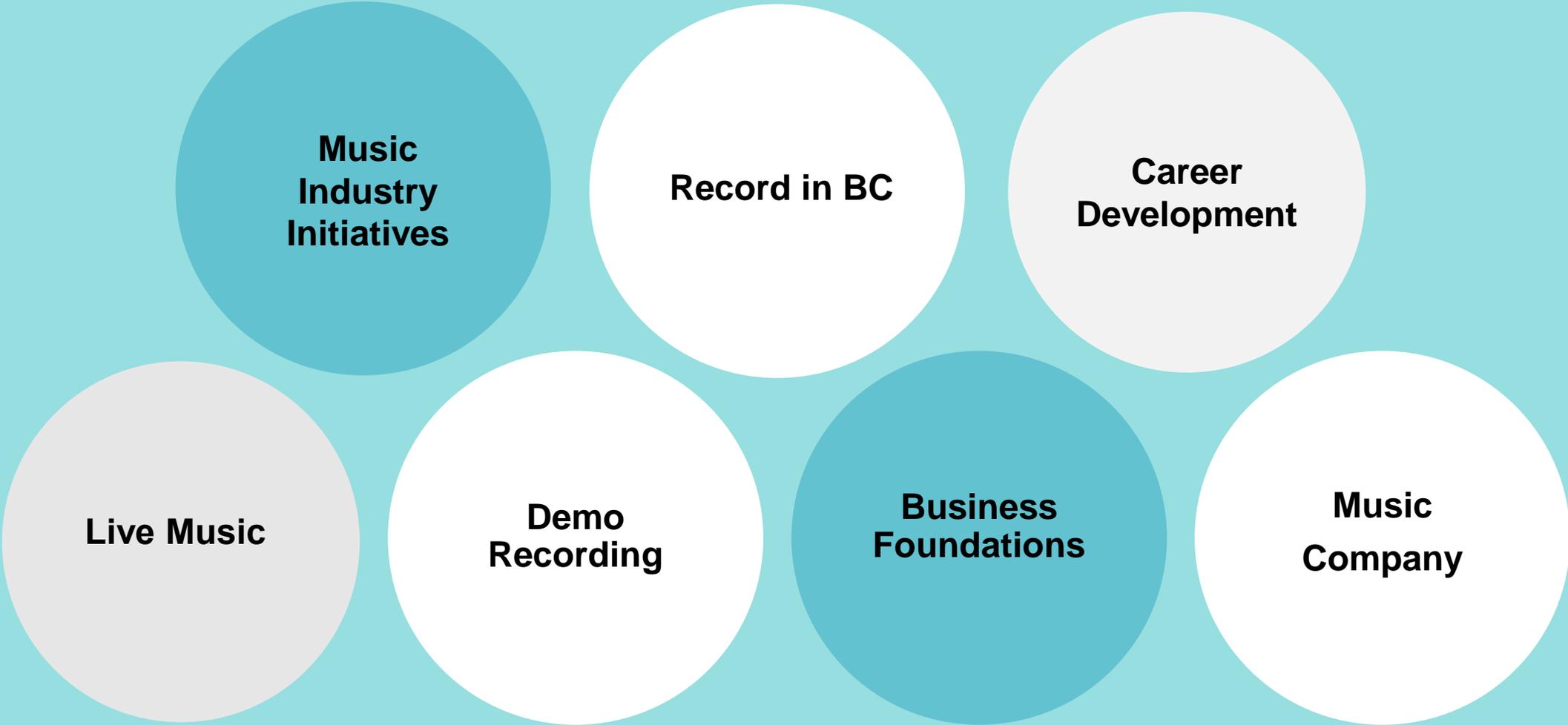
Funding for British Columbia's music industry began in 2016 through the BC Music Fund, administered by Creative BC, and is now called Amplify BC.

In April 2023, the Province of BC announced a historical investment of \$22.5M into music funding, extending Amplify BC programs province-wide through 2027.



5X Block Party in Surrey, BC  
Live Music recipient

# 2024/25 Amplify BC Programs



+ 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, typically funding up to 75% of project expenses. The remaining 25% may be in-kind contributions, investment, earned revenue, and/or other public funding. Projects that serve systemically excluded groups can request funding for 100% of project expenses.

**DEADLINE: Apply now!** This program accepts applications on a rolling basis until **March 1, 2026**, or until all funds are allocated.

# Program Priorities

- ❑ Develop B.C. artists, industry professionals, and the next generation of talent
- ❑ Foster new business opportunities 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

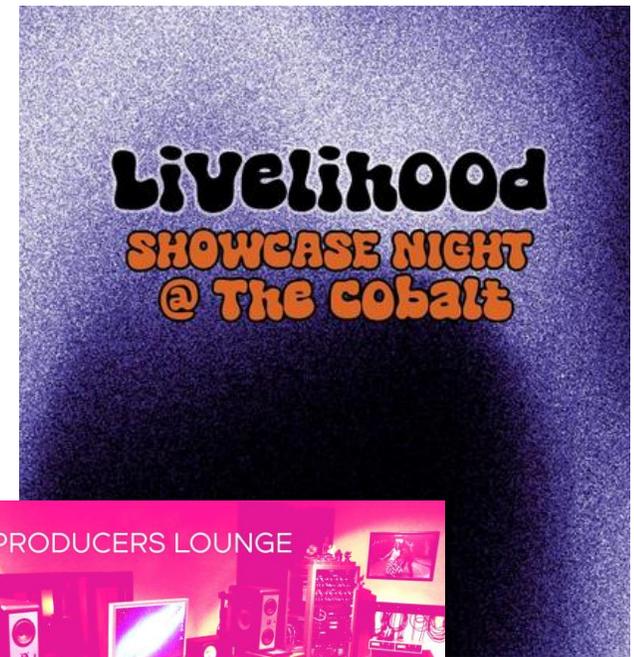
## Eligible expenses:

- 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.
- Live music presentation, songwriting, or sound recording activities without clear industry development outcomes.
- Entrepreneurial activities that primarily benefit one company and their artist roster, clients and/or customers.
- Individual business travel to attend industry events and conferences. Funding for business travel is available through Music BC.
- Projects focused on artistic growth, including coaching, masterclasses, or music lessons.
- Music-adjacent activities including musical theatre, performance art, or dance.
- Activities taking place as part of an accredited school curriculum.
- Activities or events that have already occurred prior to applying.

# Examples of Past Recipients



## Project Timelines

Projects must occur between  
**January 1, 2025, and  
December 1, 2026.**

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 prior  
to submission.

## How to Apply

**STEP 1:**  
Submit Project Summary

**STEP 2:**  
Full Application, if invited

**STEP 3:**  
Evaluation

## 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 B.C.'s music industry?



**Hear back in about three weeks!**

[Rolling intake – apply now!](#)

# Required Application Materials

- Online Application Form (available at [www.creativebc.com](http://www.creativebc.com))
- Self-ID form for key personnel/company owners associated with project
- 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)
- Externally-prepared 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 approximately 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>	<b>/250</b>

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 for spot-checks
- 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 Creative BC 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!



## About Music BC

A not-for-profit association serving the for-profit and non-profit music industry, including artists from all genres, industry professionals, service providers, studios, promoters, venues, festivals, producers, agents, and managers.

## Services

- Advocacy
- Education
- Funding
- Networking opportunities
- Providing essential information, and resources
- Showcasing

## Creative BC Funding Supports

- ARC Accelerator Program
- Export Trade Initiatives
- Jumpstart Program:
  - Career Consultations (Free Industry 1:1s)
  - Foundations (Video Library)
  - Talks (Fireside Chats + Panels)
- Local Showcasing Series
- Travel Grants:
  - Business Travel
  - Industry Showcasing
  - Touring

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)



**FIRST PEOPLES'**  
CULTURAL COUNCIL

### **About FPCC**

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.

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

### **Creative BC Funding Supports**

- Mentorship grants for industry professionals and recording engineers
- Grants for individual artists to support creation, recording, marketing, and touring
- Indigenous Music Retreat
- Indigifest

# Resources

Find local  
collaborators, creative  
professionals, industry  
partners, and more.

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

See past recipients  
and projects

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

# For more information

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**Questions?**



BRITISH  
COLUMBIA

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