

# Career Development Information Session 2025/26

Amplify BC

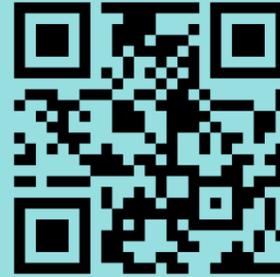


[creativebc.com](https://creativebc.com) | [@creativebcs](https://twitter.com/creativebcs)

## 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 Career Development 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**

# 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.



Ginalina

# Partnerships



**FIRST PEOPLES'**  
CULTURAL COUNCIL



Annual Support

**\$750K**

Annual Support

**\$1.4M**

# 2025/26 Amplify BC Programs

**Music  
Industry  
Initiatives**

**Record in BC**

**Career  
Development**

**Live Music**

**Demo  
Recording**

**Business  
Foundations**

**Music  
Company**

2025/26

## Amplify BC Program Dates

**Subscribe to our Newsletter**  
For Funding Alerts

Program	Open Date	Close Date
<b>Music Industry Initiatives</b>	Now open!	Rolling to March 1, 2026
<b>Record in BC</b>	Now open!	Rolling to October 31, 2025
<b>Career Development</b>	Now open!	September 10, 2025
<b>Live Music</b>	August 20, 2025	October 1, 2025
<b>Demo Recording</b>	January 28, 2026	March 18, 2026
<b>Business Foundations</b>	January 28, 2026	March 18, 2026

# Program Overview

- **Intent:** Supports the economic growth and career development of emerging and established B.C. artists in the areas of sound recording, marketing and music videos.
- **Who Can Apply?** B.C.-based emerging and established artists (two distinct categories) pursuing active careers in music.
- **Supports:** Sound recording, music videos, and marketing projects.
- **Program Budget:** \$1.2M
- **Grant Amounts:** Grants will provide 75% of project expenses, with a 75% public funding limit. Indigenous applicants can use multiple public grants to cover 100% of eligible expenses. A minimum of 50% of each project budget must be B.C.-based expenses.
  - **Emerging artists:** \$1,000 - \$10,000
  - **Established artists:** \$1,000 - \$30,000
- **Deadline:** September 10, 2025



Dakota Bear and Drezus Photo Credit: Devan Head



NADUH



Teon Gibbs

## Program Priorities

**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; and

**Support** a broad range of artists, including artists from systemically excluded groups who experience barriers to participation

## Eligible Activities

### Music Videos

Official videos, performance videos (live or pre-recorded), and promotional content. Must be filmed in B.C. or work with out-of-province professionals remotely.

### Sound Recording

Singles, EPs, albums—originals, covers, remixes. Must be for commercial release. Recording in B.C. or remote collaboration with out-of-province pros.

### Marketing Activities

Photography, websites, social media, publicity, tour/radio promotion. Can hire vendors anywhere, but B.C. vendors are preferred.



BBNO\$ Photo Credit: Ed Gumuchian

# Applicant Types

## 1. Emerging and established B.C.-based artists

## 2. Music companies that represent a B.C.-based artist:

- Music companies can be Canadian or international, if they are representing a B.C. artist;
- Music companies such as record labels may apply on behalf of artists on their roster.
- Music companies must have a signed contract with the artist outlining their business arrangement and relationship, and;
- Music companies must issue all payments related to the project, and maintain financial control over the project; otherwise, the applicant should be the artist.



Stella Soul



Dear Rouge

# Emerging Artists

Grants of \$1,000 - \$10,000

## Income

Annual earnings of at least \$2,000 from your music business

## Metrics

Able to provide and interpret basic audience and sales metrics as indicated by digital platforms or performance history

## Presence

Maintain an active Web presence, and create content affiliated to the project on a public platform

## Performance

A history of performance, presentation, or distribution of works within your geographical area

## Portion of Income

A history of recording and releasing music with a minimum of two songs available on a public website or platform

# Established Artists

Grants of \$1,000 - \$30,000

## Body of Work

Have produced an extensive body of recorded work commercially released with a strong, recognizable style and sound

## Tour History

Tour history with national and/or international tour dates with affiliated press

## Media Exposure

Track record of media exposure in the form of awards, radio play, or other press

## Audience

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

## Representation

Are supported by one or more industry professionals such as a label, management company, publisher, etc.

## Earnings

Substantial (>\$30,000 annually) earnings from music activities including touring, licensing, publishing, streaming, and album sales.

# Who qualifies as a B.C.-based artist?

1

Artists living in B.C. for at least 200 of the previous 365 days prior to the grant deadline (September 10, 2025).

2

Artists who have filed B.C. taxes in the taxation year prior (2024), if legally required to do so.

3

Artists where 50% or more of the permanent members meet the B.C. residency requirement.

# Updates for 2025/26

## Application Questions

**New!**

### **Funding**

You'll see new questions about other funding sources (both confirmed and pending) for your project. Make sure your answers match your attached budget exactly.

### **Job Creation**

There are also new questions about jobs your project will create. Just answer as accurately as you can.

# The application process

# Project Plan

## Questions

1. What do you want to do?
2. What are the goals for your project?
3. How do these goals fit within your career trajectory?
4. How will this project increase your revenues and lead to new business opportunities?
5. How will you use the tools created through this project to reach and build your audiences?
6. How does this artist create B.C. jobs and strengthen B.C.'s music sector?
7. Is there anything else you would like to share? (*Optional*)

## Acceptable Submission Formats

### Written

4 pages max

### Audio

3 minutes max

### Video

3 minutes max

# Application Checklist

## Required for all applicants:

- Online Application Form (available at [www.creativebc.com](http://www.creativebc.com))
- Project Plan (template and questions provided)
- Project Budget (template provided)
- Self-ID form for band members associated with project

## Required for some applicants:

- Video treatment (for traditional music videos: optional for other video projects)
- Business Registration, Certificate of Incorporation, or GST account (if applicable)
- Signed contract between the company and artist if the applicant is not the artist

## Recommended materials:

- Expressions of Support (letters, emails, audio clips, videos, etc.)
- Vendor quotes or cost estimates for major budget items
- Other supporting documents: tour history, upcoming performance dates, recent press, etc.

Results will be available to all applicants in December 2025 - January 2026

# Budget Overview

**BUDGET OVERVIEW**

Review the eligible and ineligible expenses for the Career Development program guidelines.

1. Review the eligible and ineligible expenses for the Career Development program guidelines.

2. If you do not have a bank, you may request and fill this template for Google Sheets or iCloud, and then request funds to be sent to upload to your application. Do not submit this template in a non-Bank format.

3. Use the template to list each specific expense for your project. Be as detailed as possible, and use exact numbers.

4. Add in many zeros or decimals, as necessary, and delete any unused ones.

5. Include links for the companies and resources you want to use when available.

6. For all budgeted items, make sure you have also uploaded a video statement to the application form.

7. Please ensure you have completed the revenue and expenses sections, and that you have listed enough revenue to pay for the project. Remember that your budget must maintain at least 80% B.C. based expenses to be eligible.

8. If you have other funding and/or other BC required to have from 70% of your total budget, you will need to adjust the total funding requested manually. Creative BC can cover up to 70% of your total project budget.

9. Use the cell alignment icons to align your expenses.

10. Upload this form in pdf or xls format to your application form. Do not convert to pdf, or make your own template.

Applicant:  Artist Category:

**Part A: Revenue**

**Public Funding** (include all grants, confirmed or anticipated)

Type of Revenue	Description	Source	Status	Public Funding
Creative BC Funding Request	Career Development Program	B.C. based	Unclassified	
Other public grants?				
TOTAL Public Revenue \$				

**Private Investment** (Company, artist, or other investments)

Type of Revenue	Description	Source	Status	Eligible Revenue
Artist Band Name or Company Name	Revenue from sales		Confirmed	
Other private grants?				
TOTAL Private Revenue \$				
<b>TOTAL REVENUE \$</b>				

**Part B: Expenses**

**Recording Expenses** (includes: mixing, mastering, label, studio, session musician, album art, etc.)

Type of Expense	Vendor Description and Rates	Vendor Website	Start Date	End Date	Number of paid workers (hrs)	Is the vendor based in B.C.	Related Expense Category	Eligible Expenses
Recording Studio	Example: Recording Studio Name T studio offers a \$200/day	www.example.ca	Dec 13 2023	Dec 1 2023	1	B.C. based	Third Party Expense	
TOTAL Eligible Recording Expenses \$								

**Video Expenses** (includes: production, camera work, location rentals, string permits, props, editing, artists, etc.)

Type of Expense	Vendor Description and Rates	Vendor Website	Start Date	End Date	Number of paid workers (hrs)	Is the vendor based in B.C.	Related Expense Category	Eligible Expenses
Video Production								
TOTAL Eligible Video Expenses \$								

**Marketing Expenses** (includes: photography, advertising, web design, social campaigns, materials, promotional collaboration, live writing, graphic design, etc.)

Type of Expense	Vendor Description and Rates	Vendor Website	Start Date	End Date	Number of paid workers (hrs)	Is the vendor based in B.C.	Related Expense Category	Eligible Expenses
Marketing								
TOTAL Eligible Marketing Expenses \$								

**Total Expenses \$**

**(Revenue - Expenses)** This should equal zero. If not, go back and complete part A.

**Maximum Funding Requested** \$10,000 for emerging artists and \$20,000 for established artists

**TOTAL FUNDING REQUESTED \$**

# Scoring Priorities

Applicant: _____ BC Artist: _____	TOTAL SCORE
<b>Relevance:</b> Does this project support the growth and development of this artist? How relevant is this project to the artist's career trajectory? Are the activities outlined timely? Is the artist successful at demonstrating incremental progress in their career?	/ 25
<b>Impact and Outcomes:</b> Does the application demonstrate achievable and trackable outcomes? How successful is the application at demonstrating future audience growth and revenue generation? Does the artist have a track record of success, and are they likely to build on this activity in the future? Do the applicant and hired professionals have the expertise and knowledge to ensure the project is a success?	/ 25
<b>Financial Viability and Budget:</b> How realistic and achievable is the budget? Does the budget include specific vendors, and have vendor quotes to support the costs?	/ 15
<b>Justice, Equity, Decolonization, Diversity, and Inclusion:</b> Does this project expand the representation of B.C.'s music industry? Does this project support artists from an underserved region, community, or genre? Diversity can be demonstrated through regional activity, genre, activity, cultural, or gender representation, and other means.	/ 15
<b>Innovation, Digital Presence, and Creative Assets:</b> Is this project creative and forward-thinking in its approach to developing the artist's career? Does this project expand the artist's digital presence, and create intellectual property owned in B.C.?	/ 10
<b>Jobs:</b> Does the project demonstrate a commitment to creating B.C. jobs and investing in the B.C. economy? Does this project support the B.C. music industry? If hiring outside of B.C., has the applicant supported this decision in their Project Plan?	/ 10
<b>TOTAL ASSESSMENT</b>	/ 100

Note: This scoring sheet may be revised at any time to ensure the results match the priorities of the Career Development program.

# You received a grant!

Please ensure:

- The Creative BC and Province of BC logo lockups are recognized in relation to your released project per your funding agreement. Logos and guidelines [creativebc.com/about/logos-brand](https://creativebc.com/about/logos-brand)
- 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
- Don't forget to review the guidelines and check for eligible and ineligible expenses as your project unfolds.

## Project Funding and Completion

Successful applicants will receive a 75% advance payment on their total grant amount once a funding contract is signed and returned to Creative BC.

To complete your project, and receive the balance of funding, applicants must submit the following:

- Online Final Report (questions provided)
- Detailed Cost Report (template provided)
- Copies of all invoices and proof of payment; and
- Approved Creative BC and Province of BC logo placement(s).

## 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 a clear sense of where you are in your music career, and how this grant will help you achieve specific goals
- Have someone else read your application before you submit.
- Refer to the goals of the program, and tailor yours to align.
- Don't be afraid to discuss money, metrics, and other measurable indicators of impact and success
- Answer questions directly: simple is better, and bullet points are fine!

## Key Dates



**Program opened:** July 30, 2025



**Application deadline:** September 10, 2025



**Results communicated to all applicants:** December 2025 - January 2026



**Supporting projects occurring between:** April 1, 2025, and December 1, 2026



**Final reporting deadline:** December 1, 2026



**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



## 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)

# Resources

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

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

See past recipients  
and projects

<https://knowledgehub.creativebc.com/s/funding-recipients>

## For more information

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# Questions?



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