

Live Music Information Session 2025/26

Amplify BC



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^wməθk^wəy'əm (Musqueam), S_kwx_wú7mesh (Squamish), and səlilwətał (Tseil-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 Live Music program including changes and updates for 2025/26 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

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.



Raincity / Photo by Timothy Nguyen

2025/26

Amplify BC Program Dates

Subscribe to our Newsletter
For Funding Alerts

Program	Open Date	Close Date
Music Company	Closed	May 14, 2025
Music Industry Initiatives	Now open!	Rolling to March 1, 2026
Record in BC	Now open!	Rolling to October 31, 2025
Career Development	Now open!	September 10, 2025
Live Music	August 20, 2025	October 1, 2025
Demo Recording	January 28, 2026	March 18, 2026
Business Foundations	January 28, 2026	March 18, 2026

Program Overview

- **Intent:** To support 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.
- **Who Can Apply?** B.C.-based music festivals, venues, concert presenters and promoters
- **Supports:** Live music events and business development
- **Program Budget:** \$1.8M, for Presentation and Business Deve
- **Grant Amounts:** \$2,000 - \$50,000, funding up to **50%** of project
- **Deadline:** Opened **August 20, 2025**. One intake, with a deadline on, **October 1, 2025**, at 11:59 PM, PT.

Program Streams

There are two separate application streams: one for **Presentation**, and one for **Business Development**.

Each stream has its own application form, program guidelines, budget, and scoring sheet.

Applicants may apply to both Presentation and Business Development, but companies can access a maximum of \$50,000 between these two streams.

Program Priorities



Grow capacity, sustainability, and innovation within B.C.'s live music sector



Revitalize 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 equity-seeking groups who experience systemic barriers to funding

Who can apply?

B.C.-based festivals, venues, event producers or presenters, who are:

- ✓ 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 with headquarters in B.C.
- ✓ New companies and individuals can apply but will be required to register their business upon successfully receiving a grant.
- ✓ Core business activities include presenting live music in B.C., or fills a gap in their regional community (outside of Greater Vancouver or Victoria's Capital Regional District)
- ✓ Demonstrates a sustained commitment to presenting live music.
- ✓ Produces live music events in B.C., and assumes risk in the programming, producing, and promoting.

Live Music: Presentation



Vancouver Mural Festival, 2021

Eligible Activities and Expenses: Presentation

Eligible Activities:

- ✓ Music Festivals
- ✓ Concert Series
- ✓ Year-round programming
- ✓ One-off live events

Eligible Expenses:

- **Programming costs** such as artist fees, artist travel, meals, accommodations, workshops
- **Production costs** such as venue costs, staging, sound, lighting
- **Labour costs** such as hiring event staff, contract workers, skilled technicians
- **Event-related costs** such as 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 advertising, banners, signs
- **Health and safety costs** such as health and safety plans and protocols, equipment, training

Expenses: Presentation

Ineligible Expenses:

- Operating costs not specific to the event.
- Alcohol
- Tours, or concerts/events that benefit one artist
- Research/commissioning, or new work development
- Private events, awards shows/mixers, and events where artists are not paid market rate
- Subscriptions, or recurring expenses prior to the project
- Grant writing, legal fees, management, business registration fees, financial statements
- In-kind expenses, expenses paid in cash, or donated services
- Work paid up front, but not completed, by **December 31, 2026**
- Major expenses not included in approved budgets, and incurred prior to Creative BC approval

Budget: Presentation

Project Expenses

Use whole numbers, and round up or down to the nearest dollar.

Programming costs: artists fees, artist travel, meals, accommodations, etc.*

\$

Production costs: staging, sound, lighting, venue rentals, etc.*

\$

Labour costs: event staff, contract workers, skilled technicians, etc.*

\$

Event-related costs: fencing, toilets, permits, insurance, etc.*

\$

Marketing costs: online advertising, ad placements, banners, signs, etc.*

\$

Health costs: hand washing stations, PPE, sanitizer, increased cleaning, etc.*

\$

Sustainable event costs: eco-friendly power sources, reusable plates and cups, composting toilets, cashless POS systems, water refilling stations, etc.*

\$

Scoring Priorities: Presentation

AMPLIFY BC

LIVE MUSIC: PRESENTATION

SCORING SHEET 2025/26

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their live music event(s) and what they are intended to achieve? Has the applicant demonstrated an understanding of their audience and how they will market the event? Does the applicant use challenges and successes of past events to inform their strategies moving forward?	/ 40
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? How realistic and achievable is the budget, and what is the financial health of the applicant? Is there a contingency or back-up plan for the project should challenges arise?	/ 25
New and Expanded Activities: Does the project include new and expanded activities that drive the scale, quality, or impact of the event? New and expanded activity can include growth in the number of artists, days, or events, audience development, strategic marketing, community engagement, improvements to accessibility, new revenue streams and partnerships.	/ 20
Performance Opportunities for Artists: Does this project create performance opportunities for artists? Does this project help BC artists grow audiences? Are artist fees fair and reasonable?	/ 20
Economic Impact: Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project stimulate music tourism, and create local economic impact?	/ 20
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from equity-deserving groups? Does this applicant have project have a history of presenting artists from equity-deserving groups, or authentic partnership to serve those communities?	/ 15
TOTAL ASSESSMENT	/ 140

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

Live Music: Business Development



5x Festival, 2020

Eligible Activities: Business Development

- ✓ 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/expansion
- ✓ Development of knowledge and skills
- ✓ Investments towards sustainability and environmentally-friendly events and venues

Expenses: Business Development

Eligible Expenses Examples:

- 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
- Planning and policy development
- Eco-friendly initiatives and other expenses related to creating a more sustainable event or venue
- Equipment purchases and upgrades for sound systems, lighting, staging, technology, accessibility, etc.
- Construction, building materials, and any other costs related to renovations or infrastructure improvements
- Health and safety plans and protocols, safety equipment, etc.

Expenses: Business Development

Ineligible Expenses:

- Capital purchases not specific to the project
- Operating costs not specific to the project
- Costs related to the presentation of **live events**, including artist fees (Apply to Live Presentation)
- 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, 2026**
- Major expenses not included in the approved budget and incurred prior to Creative BC approval

Budget: Business Development (Revenues)

REVENUE				
Public Funding				
<i>Please list all revenue sources for this project.</i>				
<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
<i>Creative BC</i>	<i>Live Music Program</i>	Y	N	
<i>Ex. BC Arts Council</i>	<i>Project Assistance</i>	Y	Y	
TOTAL Public Funding			\$ -	\$ -
Private Investment				
<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
<i>Ex. Company Investment</i>		Y	Y	
<i>Ex. Sponsorships</i>				
TOTAL Private Investment			\$ -	\$ -
Earned Revenue				
<i>Revenue Source</i>	<i>Description</i>	<i>BC Investor? (Y/N)</i>	<i>Confirmed? (Y/N)</i>	<i>Budgeted Revenue</i>
<i>Ex. Ticket Sales</i>		Y	N	
<i>Ex. Merchandise</i>				
TOTAL Earned Revenue			\$ -	\$ -
Net REVENUE			\$ -	\$ -
EXPENSES				

Budget: Business Development (Expenses)

Training, Planning & Policy Development					
Type of Expense	Vendor & Description	Reallocated Resource Y/N	BC Vendor Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
Ex. Creation of Communicable Disease Plan Ex. Harm Reduction Training					
TOTAL Training, Planning & Policy Development				\$ -	\$ -
Knowledge, Skill Building					
Type of Expense	Vendor & Description	Reallocated Resource Y/N	BC Vendor Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
Ex. Online Marketing Course Ex. Accounting Workshop	Ex. BCIT - 4 month course				
TOTAL Knowledge and Skill Building Expenses				\$ -	\$ -
Marketing					
Type of Expense	Vendor & Description	Reallocated Resource Y/N	BC Vendor Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
Ex. Online Advertising Ex. Ad Placement	Ex. Targeted Facebook ads. Run for 3 wks @ 150/wk Ex. Georgia Straight, Vancouver Sun				
TOTAL Marketing Expenses				\$ -	\$ -
Other					
<i>Please list any other eligible expenses incurred as part of this project.</i>					
Type of Expense	Vendor & Description	Reallocated Resource Y/N	BC Vendor Y/N	Ineligible or In-Kind Expenses	Budgeted Eligible Expenses
TOTAL Other Expenses				\$ -	\$ -
TOTAL ELIGIBLE EXPENSES				\$ -	\$ -
TOTAL REVENUE/DEFICIT				\$ -	\$ -
TOTAL FUNDING REQUESTED				\$ -	\$ -

Scoring Priorities: Business Development

AMPLIFY BC
LIVE MUSIC: BUSINESS DEVELOPMENT
SCORING SHEET 2025/26

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their project and what it is intended to achieve? Will this project contribute to the viability, capacity, and sustainability of the applicant?	/40
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? Is there a contingency or back-up plan for the project should challenges arise?	/ 20
Investment in B.C. Talent: Does this project develop the careers of B.C. industry professionals, or provide them with mentorship or training opportunities? Does this project create opportunities for artists?	/ 15
Economic Impact: Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project stimulate music tourism, and create local economic impact?	/ 15
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from systemically excluded groups? Does this applicant have project have a history of presenting artists from systemically excluded groups, or authentic partnership to serve those communities?	/ 10
Budget: How realistic and achievable is the budget, and what is the financial health of the applicant? Does the budget include specific vendors, and have vendor quotes to support the costs?	/ 10
TOTAL ASSESSMENT	/ 110

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

Self-Identification

Creative BC is requesting self-identification information from applicants for the following key personnel:

1. The person making key business decisions: **General Manager / Executive Director**
2. The person making key programming decisions: **Head Booker / Artistic Director**

After the application is submitted, an email will be sent directly to all key personnel and owners listed, asking them to fill out an online confidential personal self-identification form.

Once they complete this self-identification form, the information will be added to your application.

We encourage you to give each person listed a heads up that this email will be coming, and to check their spam filter.

How to Complete the Self-ID Form



All key personnel and business owners are required to submit a separate confidential self-ID form.



Submission of this form is mandatory. You may choose “prefer not to respond” to any questions.



Upon submitting your application, each person will receive an individual email with instructions for completing the Creative BC self-identification form. Forms must be submitted within **two weeks** of the application deadline.



It is the applicant's responsibility to make sure all forms are completed.



The self-identification form can be found here: formstack.io/C72E1.

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 available in the scoring sheets posted on the Creative BC website.

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.

The review period for complete applications is approximately **14 weeks** after the program deadline date. All applicants will be notified by email.

Project Funding and Completion

This program funds activities and related expenses incurred between **January 1, 2026**, and **December 31, 2026**. Applicants are expected to contribute to the financing of the project, and seek other revenues sources where appropriate.

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.

Payments will be issued electronically, by direct deposit or e-transfer.

Application Checklist

Required for all applicants:

- Online application form** – available at creativebc.com
- Certificate of Incorporation, Business Statement of Registration, Society Certificate, OR GST number (if registered)**
- 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.)
- For new or expanded staff, **provide job descriptions or postings**. These should outline the pay, responsibilities, and qualification (**for Business Development**)
- Budget/Schedule of Activities** (for **Business Development**)

Application Checklist

REQUIRED FOR THOSE 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.

RECOMMENDED MATERIALS:

- Expressions/letters of support
- Plans and Policies
- Other supporting documents: vendor quotes for large purchases, marketing plans promotional materials, event calendars
- Internally-prepared financial statements for applicants requesting \$20,000 or less.

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.
- Demonstrate the need for and context of the event or activity in your application.
- Have someone else read your application before you submit.
- Refer to the goals of the program, and tailor yours to align.

Key Dates



Program opened: August 20, 2025



Application deadline: October 1, 2025



Results communicated to all applicants: Approximately 14 weeks after deadline.



Supporting projects occurring between: January 1, 2026 - December 31, 2026



Final reporting deadline: December 31, 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 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

Newsletter: musicbc.org/industry-news

Become a member: musicbc.org/memberships/become-a-member

Resources

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

knowledgehub.creativebc.com

See past recipients and projects

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

For more information

For Live Music: Presentation

Navreet Dhaliwal | Coordinator, Music Programs

Email: ndhaliwal@creativebc.com

Phone: 236-455-0945

[Schedule an appointment](#)

For Live Music: Business Development

Shannon Hunt | Coordinator, Music Programs

Email: shunt@creativebc.com

Phone: 236-471-0138

[Schedule an appointment](#)

Questions?



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COLUMBIA

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