

Music Industry Initiatives 2026/27

Tip Sheet + FAQ *Last updated Wednesday, February 25, 2026.

The Music Industry Initiatives program supports initiatives that grow and develop British Columbia's music ecosystem. Successful projects will build the capacity of B.C.'s music industry through training, collaboration, and creating new industry and business opportunities. Canadian companies, not-for-profit organizations, individuals, and collectives can apply.

This program is supported through Amplify BC. Please read the program guidelines prior to reading this sheet. This Tip Sheet will be updated throughout the program intake as additional questions are received by Creative BC staff.

Program Updates for 2026/27

- ❑ The window for eligibility in this program has shifted. For the 2026/27 intake, expenses must be incurred between **January 1, 2026**, and **October 31, 2027**. Applications will not be accepted for projects or events that have already occurred.
- ❑ **In all cases**, this program will now cover a maximum of 75% of a project's eligible expenses. The remaining 25% must be other grants, in-kind support, private investment, and/or earned revenue.
- ❑ There have been several updates to both eligible and ineligible expenses in the program. Costs associated with childcare are now eligible. Costs associated with export and trade missions are no longer eligible. Consult the [program guidelines](#) for updated lists of eligible and ineligible expenses.
- ❑ The processing time for complete applications has been increased from six to ten weeks. It is highly recommended that applications are submitted at least ten weeks prior to an event.
- ❑ Applicant companies and organizations requesting \$20,000 or less are required to provide internally or bookkeeper prepared company/organization financial statements with their application.
- ❑ For applicant companies and organizations requesting more than \$20,000, externally prepared financial statements must now specifically be prepared by a licensed public accountant (CPA).
- ❑ The program requires applicants to disclose and describe use of AI on application materials and the use of AI for content creation on Creative BC supported projects. Guidance on acceptable use of AI is based on the Province of B.C.'s [draft artificial intelligence responsible use principles](#).

As You Work Through the Application

- You can start and save your application at any time. You will receive a link to your email from noreply@formstack.com when you save it. When you return to your application, the original link you received will continue to update your saved material.
- Once you submit your application, you will receive a confirmation email. If you don't receive this, please email Joseph Bardsley at jbardsley@creativebc.com.
- Reference the 2026/27 Music Industry Initiatives [Scoring Sheet and Program Guidelines](#) as you respond to questions in both the project summary and full application forms. The full application form is available in advance for review purposes upon request.
- When preparing your application, use the templates provided on the Creative BC website and submit files in Microsoft-compatible formats. If you are using a .pages file, convert your file to a .pdf before uploading it to the form.

Frequently Asked Questions

General Eligibility

1. **I have received funding from the Music Industry Initiatives program before. May I re-apply?**
Yes. Applicants may re-apply to the Music Industry Initiatives program year over year for the same or a similar project. However, to be eligible to re-apply, all prior Music Industry Initiatives final reports associated with the applicant need to have been submitted.
2. **Are applications and applicants from outside of B.C. eligible?**
Yes. In the Music Industry Initiatives program, the applicant can be anyone located in Canada, and active within B.C.'s music industry, with an idea for an industry development project. Applicants must be headquartered in Canada, and/or located in and eligible to work in Canada.
3. **Are non-music companies or businesses able to apply?**
Yes. This program supports projects and collaborations led by the music industry. Research companies, consultants, or academic institutions are eligible to apply, but must demonstrate significant involvement from industry partnerships in delivering the project, and support from industry stakeholders for the project.
4. **Are start-ups eligible to apply?**
Yes. New companies, and companies under a year old, are eligible to apply. However, please note that business startup expenses: financial statements, incorporation/registration, and related items, are not eligible expenses in this program.
5. **If applying as an individual, are applicants required to be Canadian citizens or Permanent Residents?**
Temporary residents are eligible to apply if they meet the B.C. residency requirements, and have a valid social insurance number (SIN).

Program Specifics

6. **Can you tell me more about what “broad industry benefit” means in this program?**
In the Music Industry Initiatives program, the focus is on projects with the potential to positively impact a broad segment of B.C.'s music industry. Industry benefit can look like a new approach (or solution) to an established challenge or issue that affects multiple people. It can look like a new platform or service that changes how something is done in the music industry. Or, it can look like a body of research, or an event or skills development opportunity, that brings stakeholders together and offers a learning or growth opportunity for the music industry. Projects need to demonstrate that they have the potential to impact many stakeholders in the industry, and not simply you, your business, or your clients.
7. **What kinds of letters of support are most useful to include with my application?**
The strongest letters of support are ones that attest to the B.C. music industry need, challenge, or opportunity that your project seeks to address, and speak to your suitability and ability to deliver on

your proposed activities. Letters from music industry stakeholders (other organizations, peers, and colleagues) are welcome. Letters from individuals who do not stand to benefit financially from your project are often particularly competitive.

8. The program guidelines mention that, for new platforms, wireframes and mockups are important supporting documents. What does this mean?

New digital platforms - ticketing software or contact databases, for example - are often complex, and can carry substantial expense. Blueprints, schematics, and other documentation that demonstrates the required equipment and technology and intended functionality of a platform can help reviewers understand its goals, and the team and resources behind it. These documents are typically prepared by proposed contractors or vendors and should be specific to the project.

9. May I propose a project with goals that are primarily artistic?

No. The goal of the Music Industry Initiatives program is to invest in projects that build the capacity of B.C.'s music industry through activities like workshops, panels, training, research initiatives, and other collaborative business projects. Projects need to have a business or industry development focus that demonstrates the potential to create pathways for people into the music industry, disseminate knowledge, and develop best practices that can be replicated by others. Projects focused on artistic creation, or where artistic growth is a primary outcome, are not eligible. Funding for artistic creation and dissemination is available from the [BC Arts Council](#) and the [Canada Council for the Arts](#), along with many other municipal, provincial, and federal sources.

10. Is my project expected to generate a profit?

No. In the Music Industry Initiatives program, both for-profit and non-profit organizations, as well as individuals, are welcome to apply. While a balanced project budget (where revenues cover anticipated expenses) is an important part of your application, you do not need to demonstrate the potential for profit to be competitive in this program.

11. Do you have any suggestions for how I can identify project partners or collaborators?

In the Music Industry Initiatives program, projects can be delivered by one organization, group, individual, or collective, but there needs to be clear evidence of how the project's benefits, outcomes, and impacts are sectoral, and not just associated with the applicant. You can identify many industry contacts through Creative BC's [Knowledge Hub](#). Other sources for potential collaborators include local industry or professional associations, word of mouth referrals, and online research by your project's location and area of focus.

12. The program guidelines mention that Creative BC needs to review copies of supported research projects prior to publication. Why is this? How long does it take?

Research projects supported in this program are subject to review by staff at both Creative BC and the Ministry of Tourism, Arts, Culture, and Sport (TACS) prior to publication. This is so that staff can review the research supported by the program, ask questions, propose edits, or seek clarity regarding specific conclusions or recommendations that result from the project to ensure that research fulfills its mandate of industry development. It is best to allow 3-4 weeks for this review period to conclude prior to your intended release date.

Feedback from both Creative BC and the Ministry is an integral element of any supported research project during its development. Once a project has been completed, and its final reporting approved and closed, no further changes would be requested to a supported project's deliverables (including any kind of research that was developed).

13. If I apply for the same project as in a prior intake, are past applications and final reports consulted as part of the review process?

All applications to the Music Industry Initiatives program are assessed competitively each year. Each application is assessed against the program guidelines for that year. The broader-scale results and outcomes of a prior iteration of a project may be considered. Applications seeking renewed support for a previously funded project should articulate its past impacts and results.

14. I submitted my full application, and it was not successful. May I apply again?

Yes. Unsuccessful applicants may re-apply in the same year for the same project, assuming that it is still eligible from a timing perspective. Prior to doing so, applicants may wish to consult with program staff to learn about ways in which their project could be presented more competitively.

15. Is feedback available for unsuccessful applicants?

Yes. Feedback can be provided via phone, a Microsoft Teams video meeting, or in writing via email. Contact staff to arrange this.

16. Am I able to access funding from this program more than once in a cycle?

Yes. However, except for research projects, applicants may only hold one Music Industry Initiatives grant at a time. Applicants must complete final reporting associated with a project prior to starting a new application.

17. Are my odds of receiving funding in this program increased if I apply early?

The Music Industry Initiatives program allocates funds in a competitive fashion, on a rolling (first come, first served) basis until all funds have been allocated for the year. All applications are assessed against program materials. Applying early and allowing yourself time to seek feedback and guidance from staff is helpful, but it is equally important to take the time to fully develop your project and application materials.

Project Budgets

18. How many vendor quotes should I source and include in my application?

Vendor quotes are not required but are recommended for large budget items, and they are useful in supporting your request for key budget items. It also shows that you have done the research on your vendors and are further along in the planning process for your project. For this program, 2-5 vendor quotes are usually sufficient, depending on the scale of project.

19. What about earned revenue?

Projects are welcome to include earned revenue in their budgets. Examples can include ticket sales or admission fees (for conferences, symposia, or related events), user fees (for platforms), and similar items. Your application should discuss how you determined these fees.

20. What is considered private investment?

Private investment represents any funds not derived from government sources. This could be your own personal or organizational investment, or private funders or sponsors. Earned revenue is also considered private investment, and includes any revenue streams associated with the business, such as client fees and service fees.

21. What is considered public funding?

Public funding is considered funds from municipal, provincial, or federal government programs. Examples of public funding include Creative BC, Music BC, BC Arts Council, the Canada Council for the Arts, FACTOR, and Canadian Heritage, etc. Arts councils and other regional bodies may receive funding from government sources or private sources: please contact the funder to determine where the funding came from.

22. What if my budget changes over the course of the project?

Your application budget is a proposed budget, and some changes are anticipated. In the final report you will address any changes to your application budget. If you are unsure if an expense not included in your original application will be eligible, review the guidelines. If still unsure, speak with Creative BC staff prior to incurring the expense.

23. Do the vendors that I am working with need to be registered businesses?

No. The only company that needs to be registered is the grant applicant company. You can hire a vendor that is not officially registered as a business.

24. What is an in-kind contribution? How does this work within my project budget?

In-kind contributions to your project budget represent donated items (goods, labour, and services) for which there is a fair market value associated with the item. Examples can include donated facilities, equipment, or volunteer time. In-kind expenses are eligible in the Music Industry Initiatives program and can contribute toward your project budget. When reflecting in-kind items in your budget, it is important that they appear as both revenues and expenses, and that they balance and zero one another out. For example, if your project includes two hours of donated event space as an in-kind expense, and the fair market value of the space is \$500/hour, indicate this as \$1,000 in in-kind revenue, offset by \$1,000 in in-kind expenses.

25. Can I use other public funds (grants) to balance my project budget?

Yes. In the Music Industry Initiatives program, the remaining 25 percent of your project budget (beyond the maximum of what the program itself can cover), can be additional public funding.

Miscellaneous

26. Should I submit all receipts and invoices from my project with my final report?

No. Creative BC will ‘spot check’ your final budget and cost report, and will request supporting invoices and receipts as proof of payment upon completion of the project. Please keep track of all receipts, invoices, and proof of payment (cheques, e-transfers, credit card statements, wire transfers, paystubs, etc.) so they can be available if needed. Cash payments are not eligible.

27. What is the general success rate in this program?

As with all Amplify BC programs, the evaluation process is competitive. In any given year, this program receives approximately 120 project summaries. Approximately 35 of these are invited to submit full applications. The success rate for full applications is typically 40-60 percent. In 2025/26, the Music Industry Initiatives program supported 23 industry development projects.

28. When I complete the required Self-ID forms associated with my application, do I need to include any kind of supporting documentation?

No, supporting documentation is not required. Applicants can provide more details about their declaration in the form itself if they choose to do so. This information is kept confidential within Creative BC, and is only ever reported publicly in the aggregate.

29. I'm working on my application form with other people remotely. Do you have any tips for doing so effectively?

When you save your work for the first time, the contact email address you've specified will receive an automated email with a hyperlink that can be used to return to your application form at any time. You can also share this link for remote access with collaborators. Subsequent updates and edits you make and save in the form will be captured in the same link. You will only receive one saved form link per application.

30. How do I know if you received my application?

Once you successfully submit your application, you will receive a confirmation email to the address you provided from noreply@formstack.com. This email will include a PDF copy of your submitted application. If you do not receive this email, please contact Joseph Bardsley at jbardsley@creativebc.com.

Contact

For more information about the Music Industry Initiatives program, as well as upcoming opportunities:

Joseph Bardsley (*he/him*)

Analyst, Music Programs

jbardsley@creativebc.com

236-455-6232

Program inquiries: [Schedule an appointment](#)

Sign up for online **info sessions** on the [Creative BC website](#).