

Demo Recording Program

Business Foundations Program

**Info Session**



[creativebc.com](http://creativebc.com)

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

# Territorial Recognition

Our offices are situated on the unceded traditional territories of Coast Salish people, including the x̣ẉməθḳẉəỵəm (Musqueam), Sḳwx̣ẉú7mesh (Squamish), and sə̣lilẉətaʔ (Tseil-Waututh) Nations.



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

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.



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 in this process. All questions are welcomed.



We'll discuss the Demo Recording program first, followed by Business Foundations.



Staff will monitor the chat as we discuss. These slides will be available on our website, and can also be shared upon request.



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



Book  
Publishing



Interactive +  
Digital Media



Magazine  
Publishing



Motion  
Picture



Music +  
Sound Recording

Creative BC is an independent society created and supported by the Province of BC 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.

# Your Creative BC Music Team



**Gina Loes**  
*She/Her*  
Lead  
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?

Funding for B.C.'s music industry began in 2016 and is administered by Creative BC.

In April 2023, \$22.5M was committed by the Province of BC, extending Amplify BC programs provincewide until 2027.



*5X Block Party in Surrey, BC  
2023/24 Amplify BC recipient*

# What is the Vancouver Music Fund?

The Vancouver Music Fund was launched in 2019 as a strategic recommendation of the Vancouver Music Strategy, and the City of Vancouver's 10-year culture plan, Culture|Shift.

The Vancouver Music Fund and Amplify BC now deliver the Demo Recording and Business Foundations programs in partnership to build capacity and support Indigenous and underrepresented groups living and working in B.C.

[Read more about the Strategy.](#)



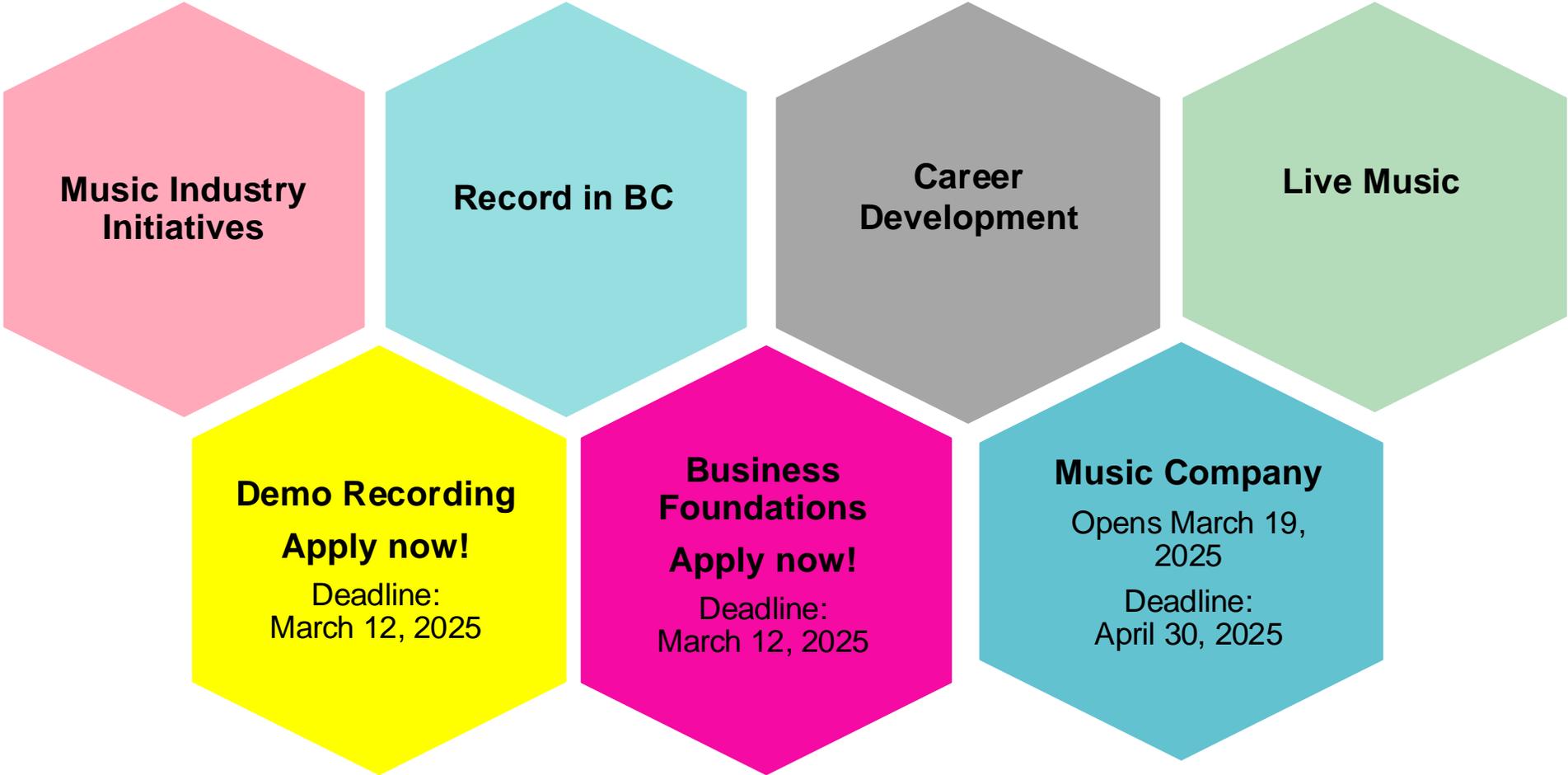
# Who are systemically excluded groups?

These two programs support people from systemically excluded groups in B.C.'s music industry, who face barriers to participation, and have been underrepresented and underserved by funding programs.

## **These two programs support the following groups:**

- Indigenous Peoples
- Black (or Afro-Canadian)
- People of Colour
- People living with one or more Disabilities
- People who are Deaf/deaf or hard of hearing
- 2SLGBTQIA+ people

# 2024/25 Amplify BC Programs



+ ongoing partnerships with Music BC and the First Peoples' Cultural Council

# How does self-identification work?



All band members (Demo Recording) and business owners (Business Foundations) must complete and submit a separate confidential self-ID form.



Submission of this form is mandatory. You may choose “prefer not to respond” to any questions. To be eligible through these programs, you need to self-identify with at least one eligible group. In Demo Recording, this means the artist.



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](https://formstack.io/C72E1).

# Demo Recording Program

**INTENT:** Supports new and emerging B.C. artists from systemically excluded groups to create demo recordings and engage in mentorship and skills development with a B.C.-based producer.

**WHO CAN APPLY?** Joint application between producer and artist.

**GRANT AMOUNTS:** \$2,000, supporting up to two demo tracks.

**HOW TO APPLY:** Submit an online application.

**DEADLINE:** March 12, 2025



*Lomax / Hwrry T  
2023/24 Demo Recording recipient*

# Program Highlights

Funding is available for projects occurring anywhere in B.C.

Applicants can apply as an individual, or as a business.

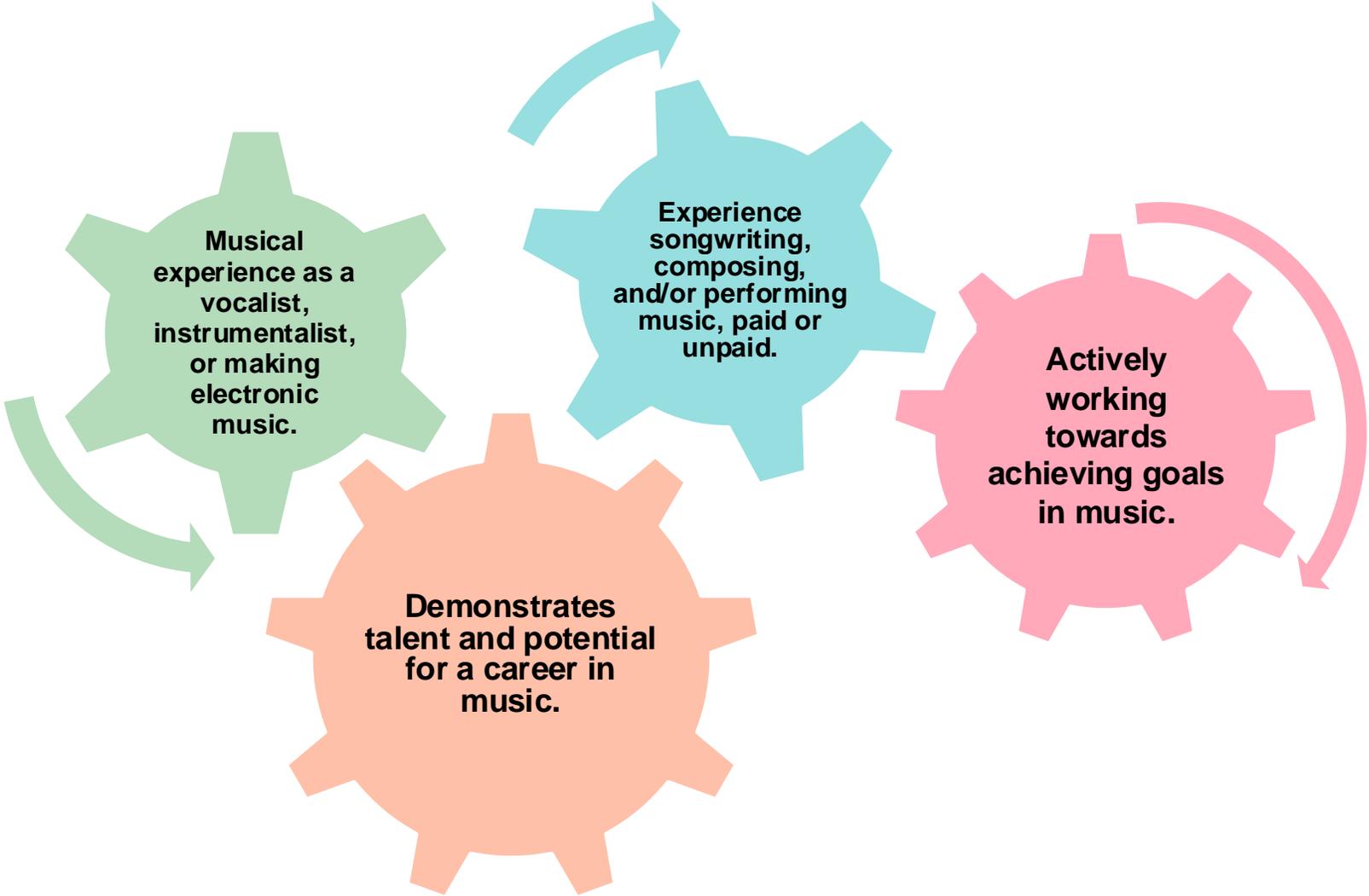
No matching funds are required, funding up to 100% of expenses.

Supports projects occurring between **January 1, 2025 – December 1, 2025.**

# How does the Demo Recording joint application work?

- Grant is paid to the producer directly. The producer must be the primary applicant.
- Creates an opportunity for producers to search out and develop new talent.
- Both the artist and the producer need to discuss why the project is a good fit.
- Must have demonstrable mentorship component.
- Key benefit: working with an established producer in a professional studio.
- Self-produced projects are **not eligible** in this program.

# Who are New and Emerging Artists?



# How is this program different from Career Development?



This program is for artists from systemically excluded groups.



All grants are \$2,000, funding 100% of project expenses.



Applicants without a history of releases or annual revenues can still be competitive.



There is no requirement to release your music: it's the process, not the product, that counts.

# Previous Recipients

The intention of the Demo Recording program is to remove barriers to funding, and encourage those new to funding to apply.

Artists may receive one Demo Recording grant over the lifetime of the program.

Producers can submit multiple applications, but can only receive a maximum of 3 successful projects per deadline. An individual application must be submitted for each artist.

Artists who have received funding through Career Development are not eligible in Demo Recording.

You can apply as either the artist or the producer for a project.

# Demo Recording Application Checklist:

## To Apply:

- Online application form
- Creative BC self-identification form for all band members and the producer
- Lyrics, written music, music sample, score, or scratch track for song(s) to be recorded
- Artist Pitch
- Producer Pitch
- Signed production agreement
- Producer CV – *new for 2024/25*
- Business registration documentation for producer (only if applying as a business)
- Supporting Documents (letters of support, other media, etc.)

# Scoring Sheet:

## AMPLIFY BC DEMO RECORDING PROGRAM SCORING SHEET 2024/25

Applicant: _____	TOTAL SCORE
<p><b>Artist Pitch:</b> Does this project support the growth and development of this artist? Has the artist identified what they want to gain (skills, knowledge, industry connections, abilities, etc.) from this experience? Is this a reasonable next step for the artist? Has the artist demonstrated a commitment to achieving goals in music?</p>	/30
<p><b>Producer Pitch:</b> Is this producer a good fit for the artist? Has the producer demonstrated a commitment to supporting artists from systemically excluded groups? Does the producer have a vision for the creative direction and production of the song(s) recorded?</p>	/30
<p><b>Mentorship:</b> Has the producer demonstrated capacity for mentorship and skill development to help the artist succeed? Has the producer expressed a commitment to developing this artist? Is this the first opportunity this artist has had to gain mentorship through a program like this?</p>	/25
<p><b>Creative Content:</b> Has the artist demonstrated creativity and skill for producing compelling creative content? This can include musical recordings, visual content, online presence, and social media engagement related to their musical endeavors.</p>	/15
<b>TOTAL ASSESSMENT</b>	<b>/100</b>

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

# Demo Recording Artists (2022 – 2024):



*J Hughes*



*Crystal Lee*



*Alpha Centauri*



*Beau Wheeler*



*Amanda Wood*

Questions about  
**Demo Recording?**

# Business Foundations Program

**INTENT:** This program invests in growing businesses owned by people from systemically excluded groups in B.C.'s music ecosystem, to expand and develop networks, capacity, and infrastructure.

**WHO CAN APPLY:** Entrepreneurs and small businesses active in BC's music industry. Artists are not eligible for this program.

**GRANT AMOUNTS:** \$2,000 - \$10,000, covering up to 100% of expenses.

**HOW TO APPLY:** Submit an online application.

**DEADLINE:** March 12, 2025



*Event run by Local Losers Underground, 2023/24 Business Foundations Recipient*

# What is an eligible expense?

This program funds **any expenses** related to your business operations.

## Examples of Eligible Expenses

- **Personnel Costs:**
  - Salaries, benefits, and fees for business owners, staff, and contractors.
- **Operational Expenses:**
  - Rent, utilities, bookkeeping, and subscriptions.
- **Core Business Activities:**
  - Live event production costs, content creation, and master rights.
- **Miscellaneous Business Costs:**
  - Marketing and advertising, training and mentorship fees, consultant fees, development of policies and procedures, business plans, equipment purchases, technology, health and safety costs, renovations, and accessibility improvements.
- **Grant Writing:**
  - Grant writing fees up to \$300 allowed for applicants with self-declared disabilities or English language barriers.

Supports activities occurring between **January 1, 2025**, and **March 1, 2026**.

# Who Can Apply?

- Businesses active in B.C.'s music industry, such as record labels, artist managers, live music presenters, recording studios, etc.
- Applicants can apply as an individual, as a business, or a not-for-profit.
- Majority ownership of the business (51% or more of the shares) must be held by an individual or a group of individuals who identify as one or more of the above groups.
- Headquartered or residing in B.C. and pay B.C. taxes (if required).

The intention of this program is to remove barriers to funding, and encourage those new to funding to apply.

Businesses that are not eligible:

- Earning \$100,000 or more in annual gross music revenues.
- Have previously received \$30,000 or more through the Live Music, Music Company, and Industry Initiatives programs.

# Which program should I apply to?

You are welcome to apply to both programs.

Business Foundations:	Music Company:
<ul style="list-style-type: none"><li>• For businesses owned by people from systemically excluded groups.</li><li>• Simplified application process.</li><li>• Funds 100% of eligible expenses, up to \$10,000.</li><li>• Supports ongoing business operations.</li><li>• Eligibility restrictions: revenue cap of \$100,000 for applicants, applicants cannot have received more than \$30,000 in past funding from the Live Music, Music Company, and Industry Initiatives programs</li></ul> <p><b>Deadline:</b> March 12, 2025</p>	<ul style="list-style-type: none"><li>• Open to all music businesses in B.C.</li><li>• More comprehensive and competitive application process.</li><li>• Funds up to 50% of eligible expenses, up to \$75,000.</li><li>• Supports specific business development activities that enhance the capacity of your company.</li><li>• There is no revenue or funding cap for the Music Company program.</li></ul> <p><b>Deadline:</b> April 30, 2025</p>

# Business Foundations Application Checklist

## To Apply:

- Online application form** (available at [www.creativebc.com](http://www.creativebc.com))
- Budget** (.xlsx) (template available at [www.creativebc.com](http://www.creativebc.com))
- Client List** (.xlsx) (template available at [www.creativebc.com](http://www.creativebc.com))
- Self-identification forms** completed and submitted individually by all business owners
- Bios or resumes** from business owners
- A SIN number** (for individuals) or **business number** (for companies)
- Expressions of support** from industry partners and community peers
- Business Statement of Registration, Certificate of Incorporation, Society Certificate, OR GST number** (if applying as a company or non-for-profit organization)
- Profit + Loss Statement Template** (to provide a snapshot of your company's finances)
- Optional supporting documents:** business plans, vendor quotes, and promotional materials

## AMPLIFY BC BUSINESS FOUNDATIONS PROGRAM SCORING SHEET 2024/25

Applicant: _____	TOTAL SCORE
<p><b>Business Strategy &amp; Potential:</b> Does the applicant show a clear understanding of their business model and market potential? Is the business showing value and the potential for growth and impact?</p>	/ 35
<p><b>Community Impact:</b> Is the applicant creating an impact for its artists, clients, and the local industry? Does the application demonstrate community support and business partnerships? Does the applicant have a history of working with artists and clients from systemically excluded groups, or support underserved communities or regions?</p>	/25
<p><b>Business Capacity:</b> Do owners have the abilities, skills, and knowledge to complete their goals? Does the applicant know where their knowledge gaps lie, and are they seeking support, mentorship, or training to address this? Does the applicant have business relationships in place to support their business?</p>	/20
<p><b>Plan &amp; Budget:</b> Has the applicant provided clear and measurable goals, with a plan to achieve them? Will the proposed budget expenses support these goals? How realistic and achievable is the budget? Does the budget show a clear and researched plan for delivery?</p>	/20
<b>TOTAL ASSESSMENT</b>	<b>/ 100</b>

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

# Business Foundations Budget



**AMPLIFY BC** **Business Foundations Program**  
**2425 Budget Template**

**Instructions:**  
Use this template to outline all the expenses for your Business Foundations application.

1. Review the eligible and ineligible expenses in the Business Foundations program guidelines.
2. If you do not have Excel, you can upload and edit this template to Google Sheets, Pages, or iCloud, and export back to Excel to upload to your application.
3. Use the template to list each specific expense for your application. Be as detailed as possible and use exact numbers.
4. Add as many rows or cells as necessary, and delete any unused rows. Text categories are examples, please delete and use categories appropriate for your business.
5. Hyperlink vendor and company websites, where possible.
6. Please ensure you have completed **both** the revenue and expenses sections, and that you have listed enough revenue to pay for the expenses.
7. Eligible expenses must be incurred between **January 1, 2025 - March 1, 2026**.
8. If you have a GST number and file GST returns, GST is an ineligible expense and needs to be excluded from your budget.
9. Cash payments, in-kind expenses, and donated services are ineligible.
10. Upload this form in .xls format to your application form. Do not convert to .pdf or make your own template.

**Business/Organization/Individual Name** *Business/Organization/Individual name here*

**Revenue**

This section refers only to the funds you will use to pay for your expenses. You do not need to list all revenue streams related to your business.

Type of Revenue	Funder or Description	Confirmed (Yes/No)	Budgeted Revenue
<i>Creative BC</i>	<i>Business Foundations Program</i>	<i>No</i>	\$ -
<i>ex. Other Funders</i>	<i>Name of Grant Program</i>		\$ -
<i>ex. Ticket Sales</i>	<i>Details</i>		\$ -
<i>ex. Cash Investment</i>	<i>Details</i>		\$ -
<i>ex. Other</i>	<i>Details</i>		\$ -
<b>TOTAL Revenue</b>			\$ -

**Expenses**

Type of Expense	Vendor & Description	In-Eligible or In-Kind Expenses	Budgeted Eligible Expenses
<i>ex. Salaries, benefits, fees for owners &amp; staff</i>		\$ -	\$ -
<i>ex. Operational expenses (rent, utilities, etc.)</i>		\$ -	\$ -
<i>ex. Core business activities</i>		\$ -	\$ -
<i>ex. Marketing and advertising</i>		\$ -	\$ -
<i>ex. Training, mentorship fees, consultants</i>		\$ -	\$ -
<i>ex. Development of policies, procedures, business plans</i>		\$ -	\$ -
<i>ex. Equipment, technology, renovations, etc.</i>		\$ -	\$ -
<i>ex. Other</i>		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
<b>TOTAL Eligible Expenses</b>		\$ -	\$ -

**TOTAL** \$ -

**TOTAL FUNDING REQUESTED** \$ -



# Mind Mapping Tools (see program page for downloads):

## **Business Model Canvas**

Use this tool to set a visual representation of your business model.

## **SMART Goals**

Use this tool to set your business goals and provide clarity and structure to your objectives.

## **SWOT Analysis**

Use this tool to identify your business's strengths, weaknesses, opportunities, and threats by assessing internal and external factors affecting your plan.

Questions about  
**Business Foundations?**

# Helpful Hints:

- Write the grant deadlines in your calendar so you don't miss them.
- Start early, and read the program guidelines several times.
- Check out past recipients to learn more about the program.
- Have someone else read your application objectively.
- Refer to the goals of the program, and tailor your own to align.
- Answer the questions directly – simple is better, and point form is fine.



**Music BC Industry Association (Music BC)** is 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.

Serves BC's music industry through:

- Advocacy
- Education
- Funding
- Networking opportunities
- Providing essential information & resources
- Showcasing

**Creative BC** funding supports:

- ARC Accelerator Program
- Export Trade Initiatives
- Jumpstart Program:
  - Career Consultations (Free Industry 1:1's)
  - 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

# First Peoples' Cultural Council

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.

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

Arts Program Grants are now open! **Apply by March 19, 2025.**

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

Additional Resources:

**Looking for leads on local creative professionals or potential business partners?**

Check out the Knowledge Hub:

<https://www.creativebc.com/community/initiatives/knowledge-hub/>

**Past funding recipients and supported projects:**

<https://creativebc.com/category/funding-recipient/>

For more information:

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Questions?



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

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