

## Amplify BC

### Music Company 2026/27 Tip Sheet + FAQ

This program supports the sustainability, growth, and capacity of B.C.'s music companies, through investing in business development activities.

#### Program updates for 2026/27

- Application deadline time has moved to 4:00 PM, PT from 11:59 PM, PT on the deadline day. No applications will be accepted past 4:00 PM. Applicants are encouraged to apply early in the day, or the day before, to avoid submission delays resulting in a late application.
- 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](#).
- The Music Company application form now asks new questions about other pending and confirmed funding in your project budget. Please answer these questions carefully and make sure that your project budget matches what you input into the form.
- The Music Company application form also asks new questions about the jobs that your proposed project will create. Please answer these questions to the best of your ability.
- Some minor updates have been made to eligible and ineligible expenses.

#### Application tips

- Start early and review the guidelines several times.
- Contact us if you have questions (earlier is better).
- Check out the lists of [Past Recipients](#) to get a sense of what this program funds.
- Have someone else read and review your application.
- Refer to the Music Company Scoring Sheet and goals of the program when developing your project.
- Answer questions directly — simple is better and point form is acceptable.

## Frequently Asked Questions

### FAQ: Eligibility

#### 1. Can artists apply for the Music Company program?

No, artists are not eligible. They can apply through the [Demo Recording](#) and [Career Development](#) programs.

**2. Can live music presenters apply for the Music Company program?**

No. Companies that primarily exist to present live music are ineligible for this program and can apply for funding through the [Live Music](#) program.

**3. Are there any other restrictions on the types of businesses that can apply?**

This program supports various types of businesses active in B.C.'s music industry, such as record labels, music publishers, artist managers, booking agencies, recording studios, and other companies with primary business activities in the music industry. Some space has also been made for a limited number of non-music companies (see the next question). The only exclusions from this program are companies that primarily exist to present live music, and companies that primarily exist to benefit only one artist or client.

**4. Can a non-music company apply for the Music Company program?**

Yes; companies from a related sector, proposing a multimedia, cross-sector, or technology project that directly benefits B.C.'s music industry can apply. A limited number of applications may be approved for non-music companies proposing music-related projects. Letters of support are required to demonstrate music industry support for the project. Please consult with Creative BC to discuss your project before applying to confirm your eligibility.

**5. I have more than one project in mind for my business. Can I submit more than one application?**

Yes; however, there is a company cap. Applicants will be approved for a maximum of \$50,000 per company for this intake.

**6. Do I have to register my business/have a business number to apply?**

No; individuals, sole proprietors, and not-for-profit organizations are eligible to apply. However, they will be required to register their business if they receive a grant. If your business is already registered upon application, you will need to upload your Business Statement of Registration or Incorporation Certificate with your application.

**7. Can I apply if I have received funding from Creative BC in the past?**

Yes. Previous Creative BC recipients can apply for the program; however, to be eligible, the applicant must have submitted all overdue final reports by the application deadline. Applicants also need to be in good standing with Creative BC, which means the applicant is not in default with respect to prior grants, and there are no outstanding amounts owed to Creative BC.

**FAQ: General questions**

**8. Will everyone learn about their results at the same time?**

Yes. All applicants to this program will receive results via email at the same time.

**9. How do I know if you got my application?**

Once you successfully submit your application, you will receive a confirmation email to the

address you provided. This email will include a PDF copy of your submitted application and copies of the attachments you provided. If you do not receive a confirmation email, please contact Creative BC (by emailing Nicole Maine at [nmaine@creativebc.com](mailto:nmaine@creativebc.com)) to ensure your application was received.

**10. I need extra help understanding how to apply or learning more about the Music Company program. What options are available to me?**

Creative BC staff are happy to provide you with assistance in preparing your application. Additionally, several Info Sessions, both in-person and online, will be hosted prior to the application deadline.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing an application. A limited number of appointments will be available for applicants to prepare an application by phone or video call with staff. Contact Creative BC at least two weeks before the application deadline to schedule an appointment.

**11. How does the scoring process work? Who reviews my application?**

Applications are reviewed by staff and a panel of industry professionals according to the scoring sheet available on the [Music Company](#) program page. Industry panelists are different with every intake and are curated by staff to manage conflicts of interest. Panelists are chosen for their industry experience and may have backgrounds in various roles and with diverse types of companies and organizations. Panels are also curated to include Indigenous representation, regional representation, women, people of color, and other backgrounds.

**12. What about conflicts of interest?**

Creative BC staff do their best to curate scoring panels without conflicts of interest. All advisory panelists must declare any conflict of interest before evaluating applications. Additionally, all advisory panelists are required to sign an agreement preventing them from disclosing any information they come across during evaluation.

**13. What is the success rate in an average year in this program?**

This program is highly competitive and has an average success rate of 25-30%. Applications are evaluated and scored comparatively within the program budget's limits.

**14. What is an example of an expression of support?**

A letter or expression of support can come from anyone who has experience working with you in music who can speak to the merit of your work. This could be provided in the form of a letter, email, or video testimonial. Sources of good supporting letters are often current or former artist collaborators, colleagues, and members of the community who know your organization and its work. The strongest letters come from individuals and organizations without a financial interest in the success of your project.

**15. Am I required to complete and submit financial statements with my application?**

Applicants requesting more than \$20,000 are required to submit 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). 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.

Those requesting \$20,000 or less are not required to submit financial statements, however, if they would like to provide them as supplemental material with their application, they can be prepared internally or by a bookkeeper. (See the next question for more information).

**16. How do I prepare internal financial statements? What does an income statement or profit & loss statement look like?**

To prepare financial statements, organize financial data into categories such as net revenue and expenses, and create an income statement or profit & loss statement that summarizes your company's financial performance.

Creative BC offers a [template](#) of a profit & loss statement for reference.

If you are looking for more information on understanding and drafting financial statements, please visit this [link](#) for more information.

**17. How can I create a business plan to help me determine my business goals?**

A business plan serves as a roadmap for your business, helping you define goals, strategies, and actions for success. Creative BC has provided some tools that may help you develop your business plan/scope and aid you in the application process.

Please note: A business plan is **not required** for this funding application. These are tools to help you define your business goals.

- **S.W.O.T. Analysis**: This tool can help you identify your business's strengths, weaknesses, opportunities, and threats by assessing internal and external factors affecting your venture.
- **SMART goals**: This tool can help you set Specific, Measurable, Achievable, Relevant, and Time-bound goals. They provide clarity and structure to your objectives, making them more actionable and achievable.
- **Business Model Canvas**: This tool can help you develop a visual representation of your business model, covering key elements such as partners, activities, resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams.

**18. I would like to use a generative AI tool to help me write my application and/or other supporting application documents. Is this allowed?**

When organizing your ideas and drafting your application, you may find it useful to utilize one of these tools. If you do so, it is important to keep the following in mind:

These tools sometimes make mistakes. If you are using one to generate ideas, or to help you answer questions in your application, you should review the results for clarity, accuracy, and relevance before submitting.

Tools like these do not know your organizational history, goals, and plans like you do. Make sure that the responses that you develop relate to what you want to accomplish.

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.

### **19. How does the self-ID process work?**

Creative BC asks applicants to its funding programs to complete an additional self-identification form that allows them to describe how they identify in relation to ethnicity, gender, sexual orientation, ability, and other demographics.

For the Music Company program, applicants are asked to identify their primary business decision makers (for example, General Manager, Executive Director). These key personnel and all company owners will be asked to provide self-identification information.

All information provided is confidential, and respondents can select 'Prefer not to respond' to any or all questions they do not wish to answer. This information is used by Creative BC to measure representation in each funding program, fill representational gaps within the pool of funding recipients, and to compile aggregate statistics on participation across Creative BC programs and services.

Once you complete and submit your grant application, all key personnel and company owners will receive an email to complete this additional form. Once the forms are completed, the information will be attached to your application. These emails sometimes go to spam filters, so please give all people listed in your application a heads up that this email will be coming.

## **FAQ: Budget**

### **20. What is considered private investment?**

Private investment represents any funds not derived from government sources. This could be your company investment, private funders or sponsors, or a personal investment. Earned revenue 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, 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, check the guidelines to be sure, and speak with Creative BC staff prior to incurring the expense for approval.

**23. Do the vendors that I am hiring have to be registered businesses?**

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

**24. Does this program cover operating expenses like utilities, salaries, and rent?**

No. Operating costs not specific to the project are ineligible. However, if you are expanding your office to make space for new employees, the related increase in these expenses can be claimed.

**25. Do you need a vendor quote for every expense?**

Vendor quotes are not required but are recommended for large budget items, and 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 sufficient, depending on the project. For new hires, job descriptions or postings are also helpful to include with your application.

**26. Do you require a lease agreement?**

Lease agreements are not required; however, if you are applying for renovations, capital purchases, or significant investments for spaces, it is highly recommended that you provide information outlining the rental terms/ownership of the property, and letters of support from owners or building management demonstrating an ongoing commitment to maintaining the space for music.

**27. Do I have to give you all my receipts at the end of my project?**

No. Creative BC will ‘spot check’ your final budget and cost report and may 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 (deposited cheques, e-transfer, credit card statement, wire transfer, paystub, etc.) so they can be readily available if needed. Cash payments are not eligible forms of payments in Creative BC programs.

**For more information about this program, and upcoming opportunities, please contact:**

**Nicole Maine** | Analyst, Music Programs

Email: [nmaine@creativebc.com](mailto:nmaine@creativebc.com)

[Schedule an Appointment](#)