

Career Development Information Session 2026/27

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^wəyəm (Musqueam), Skwxwú7mesh (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

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

2026/27

Upcoming Amplify BC Program Dates

Subscribe to the Creative BC Newsletter
For Funding Alerts

Program	Open Date	Close Date
Music Industry Initiatives	Now open!	Rolling to October 30, 2026
Record in BC	August 5, 2026	Rolling to October 30, 2026
Career Development	July 29, 2026	September 9, 2026
Live Music	August 26, 2026	October 7, 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 9, 2026



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 9, 2026).

2

Artists who have filed B.C. taxes in the taxation year prior (2025), if legally required to do so.

3

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

Updates for 2026/27

Application Questions and Submission Deadlines

New!

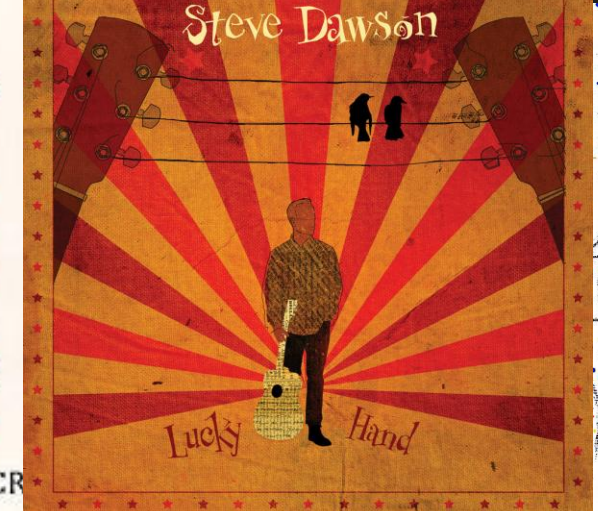
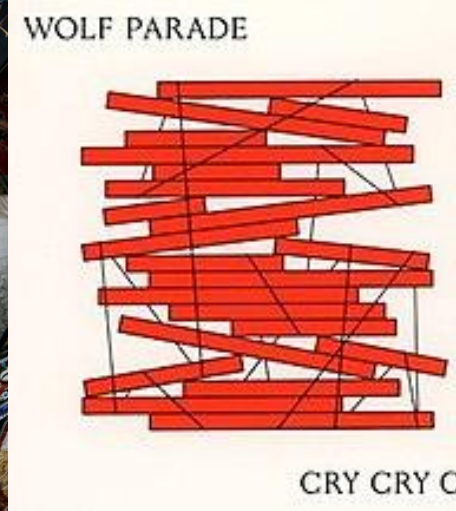
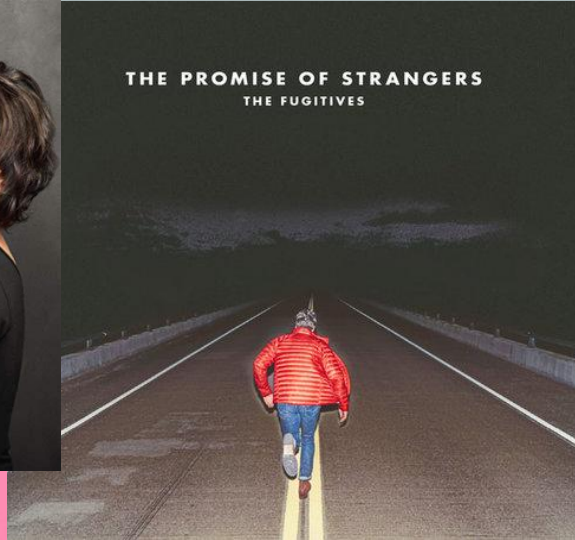
AI Use in Applications and Projects

You'll see new questions in the application form about your use of artificial intelligence technology in both the application form and throughout your proposed project. You must disclose any use of AI associated with your project.

New!

4:00 PM submission deadline

On deadline day (September 9, 2026), the application form will close at **4:00 pm Pacific Time**. Submissions after 4:00 pm Pacific Time will not be accepted for any reason. Please plan your time accordingly.



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)
- ☐ 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 January 2027.

Budget Overview

Please use this form to itemize all eligible expenses associated with your Career Development project.

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

 2. If you do not have Excel, you may request and fill this template in Google Sheets or OneDrive, and then export back to Excel to upload to your application. Do not submit this template in a non-Excel format.

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

 4. Add as many rows as necessary to describe any related rows.

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

 6. For all traditional media video requests, make sure you have also uploaded a video treatment 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 your B.C. request is less than 10% of your total budget, you will need to adjust the total funding requested manually. Creative BC can cover up to 10% of your total project budget.

 9. Use the cell dropdown menus to categorize your expenses.

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

Applicant:

Artist/Band Name or Company Name

Artist Category:

Emerging

Part A: Revenue

Public Funding (Include all grants, confirmed or unconfirmed)

Type of Revenue	Description	Source	Status	Public Funding
Creative BC Funding Request	Career Development Program	B.C. Based	Unconfirmed	
Other public grants?				
Insert new rows if required above this row				
TOTAL Public Revenue				\$ -

Private Investment (Company, artist, or other investment)

Type of Revenue	Description	Source	Status	Budgeted Revenue
Artist/Band Name or Company Name	Personal investment		Confirmed	1
Other private grants?				
Insert new rows if required above this row				
TOTAL Private Revenue				\$ -
TOTAL REVENUE				\$ -

Part B: Expenses

Recording Expenses (production, mixing, mastering, Excel, studio, session musicians, software, etc.)

Type of Expenses	Vendor, Description, and Rates	Vendor Website	Start Date	End Date	Number of paid sessions (hrs)	Is the vendor based in B.C.	Select Expense Category	Eligible Expenses
Recording Studio	Example Recording Studio Name 7 studio days a \$100/day	www.example.ca	Oct 15 2025	Dec 1 2025	1	B.C. Based	Third Party Expense	
Insert new rows if required above this row								
TOTAL Eligible Recording Expenses								\$ -

Video Expenses (video production, camera rental, location costs, living periods, props, editing, actors, etc.)

Type of Expenses	Vendor, Description, and Rates	Vendor Website	Start Date	End Date	Number of paid sessions (hrs)	Is the vendor based in B.C.	Select Expense Category	Eligible Expenses
Video production								
Insert new rows if required above this row								
TOTAL Eligible Video Expenses								\$ -

Marketing Expenses (photography, advertising, web design, video campaigns, materials, promotional merchandise, live selling, graphic design, etc.)

Type of Expenses	Vendor, Description, and Rates	Vendor Website	Start Date	End Date	Number of paid sessions (hrs)	Is the vendor based in B.C.	Select Expense Category	Eligible Expenses
Publicist								
Insert new rows if required above this row								
TOTAL Eligible Marketing Expenses								\$ -

Total Expenses								\$ -
(Revenue - Expenses) (This should equal zero. If not, go back and complete part A.)								\$ -
(Maximum Funding Request) (\$10,000 for emerging artists and \$25,000 for established artists)								\$ 10,000.00
TOTAL FUNDING REQUESTED								\$ -

Scoring Priorities

Applicant: _____ BC Artist: _____	TOTAL SCORE
Relevance: 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
Impact and Outcomes: 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
Financial Viability and Budget: How realistic and achievable is the budget? Does the budget include specific vendors, and have vendor quotes to support the costs?	/ 15
Justice, Equity, Decolonization, Diversity, and Inclusion: 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
Innovation, Digital Presence, and Creative Assets: 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
Jobs: 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
TOTAL ASSESSMENT	/ 100

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

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. This is strongly encouraged.
- ☐ Answer questions directly: simple is better, and bullet points are fine!

Key Dates



Program launches: July 29, 2026



Application deadline: September 9, 2026



Results communicated to all applicants: January 2027



Supporting projects occurring between: April 1, 2026, and December 1, 2027



Final reporting deadline: December 1, 2027



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.creative
bc.com/s/funding-recipients](https://knowledgehub.creativebc.com/s/funding-recipients)

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Questions?



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