

Music Industry Initiatives

Guidelines 2026/27



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Music Industry Initiatives Guidelines 2026/27

The **Music Industry Initiatives** program is one of the Amplify BC programs funded by the Province of British Columbia to support the growth, competitiveness, and sustainability of B.C.'s music industry.

This 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.

Music Industry Initiatives Budget: \$400,000

Program Overview

Who is eligible? Individuals and companies active in B.C.'s music industry, and located in Canada, who have an idea for an industry development project.

Eligible Projects: Projects that demonstrate broad benefit, and that grow the capacity of B.C.'s music industry by supporting knowledge and skills transfer, innovation, the creation of local and national opportunities for collaboration, and increasing industry participation and engagement.

Grant amounts: \$2,000 - \$60,000, funding up to 75% of eligible project expenses. The remaining 25% must be other public funding, in-kind contributions, private investment, and/or earned revenue.

How to apply: Submit a short project summary describing your project idea through the [online application form](#). If your idea is eligible and fits the goals of the program, you will be invited to submit a full application.

Applications open: February 25, 2026

Application deadline: Rolling intake until **October 30, 2026**, or until all funds are disbursed.

Supporting eligible expenses incurred between **January 1, 2026**, and **October 31, 2027**.

Aims + Objectives

- Develop B.C. artists, industry professionals, and the next generation of talent
- Foster new business opportunities locally and abroad
- Inform industry innovation and the evolution of business practices
- Support local, national, and cross-sector collaboration and conversation
- Develop knowledge and research to inform B.C.'s music industry
- Support a broad range of projects, including those led by systemically excluded groups who experience systemic barriers to participation

Applicant Eligibility

Applicants can apply as an individual, collective, company, or organization, and must be:

- Active in the music industry in B.C.; and
- Headquartered in Canada, or located in and eligible to work in Canada.

Other eligibility information:

- **New Companies:** This program will fund start-ups that are newly registered companies, in addition to existing companies.
- **Collectives:** Projects can be run by an informal group of people. In this case, one individual needs to be the lead on the project and take legal responsibility for the funds. This person will sign the funding agreement and receive payments.
- **Collaborations:** Business collaborations are welcome in this program. A primary applicant is required to take on legal responsibility for the project and manage all payments. The application should specify the partners or collaborators involved and their respective roles, with letters of support provided by each partner.

Industry-led projects: 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 music industry stakeholders for the project.

Creative BC encourages applications from systemically excluded groups, including Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, People living with one or more Disabilities, 2SLGBTQIA+ communities, women, non-binary and gender diverse people, and other groups who experience systemic barriers to participation.

For previous recipients:

- **Final reports:** If an applicant has previously received funding from this program, all prior Music Industry Initiatives final reports must be submitted prior to submitting a new full application, except for research projects. Applicants with open research projects supported by this program can hold up to two projects at the same time.
- **Good standing:** The principals, directors, officers, shareholders and owners of all applicant companies must 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.

Not eligible to apply:

- Municipalities and other levels of government.
- Individuals and companies located outside of Canada.

Project Eligibility

This program supports initiatives and events that build the capacity of B.C.'s music industry by developing knowledge, skills, processes, resources, opportunities, and abilities to meet existing needs. Priority will be given to new or expanding initiatives, and to projects that serve a clear need or gap.

Projects must demonstrate a broad benefit to B.C.'s music industry, or to an aspect of B.C.'s music industry, and cannot predominantly benefit one artist, company, organization, or their clients. Projects must demonstrate how benefit is shared across the music industry, including the applicant's peers and competitors, if applicable.

Examples of eligible activities include:

- Industry conferences, panels, workshops, and events with industry development activities.
- Opportunities for training, mentorship, professional development, and fostering new talent.
- Community infrastructure, services, or digital platforms that provide broad industry benefit.
- Projects that increase the capacity of systemically excluded groups in B.C.'s music industry.
- Resources, policies or manuals to share best practices in the areas of business, harm reduction, sustainability, equity, etc.
- Collaborative business initiatives or showcases.
- Research projects that develop knowledge to benefit those working in music.

Lists of [previous recipients](#) are available on the Creative BC website.

Financial Participation

Grant amounts:

- \$2,000 to \$20,000 for individuals, collectives, and companies or organizations without externally prepared financial statements. Internally or bookkeeper prepared company/organization financial statements are still required for companies or organizations.
- \$2,000 to \$60,000 for companies or organizations with externally prepared financial statements in the form of a compilation engagement, review engagement, or audited statements from the previous or most recent fiscal year. Regardless of an applicant's business structure, external statements must be prepared by a licensed public accountant (CPA).

This program will fund expenses incurred between **January 1, 2026**, and **October 31, 2027**.

Applications will not be accepted for projects or events that have already occurred.

- **Applicant contribution:** Projects are expected to secure the remaining 25% of the total budget from other sources, including other public funding or grants, personal or company investment, earned revenue, or in-kind contributions (donated time, goods, or services).
- Applicants must provide a proposed budget for their project, and declare all sources of revenue, including confirmed and unconfirmed grants. Applicants should only apply for projects they can complete and pay for prior to **October 31, 2027**.

Successful applicants will receive a 75% advance payment upon signing a funding agreement, and the remaining funds after completion and review of the final report.

Eligible Costs

Examples of eligible costs include:

- Staff or other professional salaries directly associated with the development and delivery of the project.
- Venue and equipment rentals, catering, and insurance associated with the project.
- Marketing and communications expenses associated with the project.
- Honoraria for mentors, speakers, presenters, or other project participants.
- Travel, lodging, and per diems for individuals requiring travel for the project. The maximum per diem is \$80 per day per person, and the maximum eligible accommodation rate is \$400 per room per night. Travel can occur from anywhere in the world to B.C., and within B.C.
- Software, capital, or equipment purchases directly associated with the project.

- Childcare expenses for activities directly associated with the project.

Examples of ineligible costs include:

- Awards shows, fundraising events, galas, and parties.
- Alcohol
- Capital purchases or operating costs not specific to the project (including rent, utilities, regular maintenance, corporate overhead, or salaries).
- Subscriptions, membership fees, or similar recurring expenses.
- Cash prizes
- Expenses paid in cash.
- Grant writing fees, legal fees, management fees, business setup and registration fees, or fees for financial statements.
- **Live music presentation** expenses: Live music showcases are only eligible if they have clear business development goals and outcomes.
- **Songwriting, sound recordings and music video** expenses: Expenses associated with these activities are only eligible if they occur within a larger industry-driven mentorship or skills development project, as opposed to content intended for commercial release. Music video and sound recording projects for B.C. artists are supported in the [Career Development](#) and [Demo Recording](#) programs.
- **Business development** expenses that primarily benefit one company and their artist roster, clients and/or business partners. Funding to support the growth of individual music companies is available through Creative BC's [Music Company](#), [Business Foundations](#), and [Live Music](#) programs.
- **Business travel** expenses for individuals to attend industry events and conferences. Funding for business travel is available through [Music BC](#).
- Expenses for **projects focused on artistic growth**, including coaching, masterclasses, or music lessons.
- Expenses for **music-adjacent activities**, including musical theatre, performance art, or dance.
- Activities taking place as part of an accredited **school curriculum**.
- Expenses for **export or trade missions** (similar activities are supported by [Music BC](#)).
- Costs associated with **events that have occurred prior** to submitting a project summary.
- **Major expenses not in the approved project budget**, and incurred without approval.

Application Procedures

Applications will be accepted and evaluated on a rolling basis starting on **February 25, 2026**, and ending on **October 30, 2026**, or until funds for the program are no longer available. It is highly recommended that applicants submit applications a minimum of **10 weeks** before their events.

Step 1: Submit a short project summary through the [online form](#), using the [project summary template](#). Creative BC will respond within three weeks. Applicants with questions are encouraged to contact program staff (listed at the end of this document) prior to submitting a project summary.

Step 2: Projects that meet the goals of this funding program will be invited to submit a full application to the Music Industry Initiatives program, and applicants will be provided with the link to the online

application form. Applicants may also be provided with feedback from staff related to gaps, questions, and concerns to address in their application.

Applicants with a disability or accessibility need may contact Creative BC for support in preparing a project summary or full application. In this case, please allow an additional two weeks to prepare your documentation prior to your intended date of submission.

Upon submission of the full online application, the key personnel and any owner(s) listed in the application will receive an automated Self-ID form to complete. The information requested provides Creative BC with data on representation across all programs. This form must be submitted within two weeks of the full application submission.

Processing time for a full application is **10 weeks**. Staff may reach out with questions during this period. All applicants will be notified with the results of their application in writing via email.

Program Evaluation

Applications will be scored by Creative BC staff according to the priorities of the program, using the categories below. The [Music Industry Initiatives Scoring Sheet](#) is available on the Creative BC website, with point allocations and descriptions for each category.

- Industry Development
- Investment in B.C. Talent
- Economic Impact
- Innovation
- Justice, Equity, Decolonization, Diversity + Inclusion
- Capacity

To fund the full breadth of B.C.'s music industry, Creative BC may prioritize applications from systemically excluded groups and regions of the province. Creative BC may 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.

Project Completion

Recipients are required to complete a final report detailing the impact of the funding and provide invoices and proofs of payment for expenses upon request. The recipient is responsible for issuing all payments related to the project. Acceptable proof of payment includes a bank statement, credit card statement, processed cheque, wire transfer, or e-transfer confirmation.

To complete the final report and receive the balance of funding, applicants must submit the following:

- ☐ Online Final Report;
- ☐ Cost Report (template provided);
- ☐ Copies of invoices and proofs of payment, upon request; and
- ☐ [Approved Creative BC and Province of BC logo placement\(s\)](#).

Terms of Funding

Advance of Funds

The advance of funds (the “Advance”) is non recoupable (except as noted below under Forfeiture and Default and within the Agreement) and will be released through one drawdown. Funding provided for projects will be paid to recipients in two drawdowns (75% payable at the execution of the funding agreement, and the final up to 25% following the submission and review of the final report, respectively), according to the conditions laid out in the Agreement.

Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.’s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC’s Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more](#).

Use of Artificial Intelligence Technology

Applicants using Artificial Intelligence (AI) technology should refer to the Province of British Columbia’s [Draft artificial intelligence responsible use principles](#). Applicants should particularly consider how the principles of **transparency**, **accountability**, and **fairness** apply to their use of AI within this program.

The use of Artificial Intelligence (AI) technology must be disclosed and outlined in the application.

This applies to:

- The use of AI to prepare the application form and all supporting materials; and
- The use of AI in the creation of content or otherwise, for projects supported by Creative BC.

It is the responsibility of the applicant to ensure that all applications and projects have access to all underlying rights including content that is created with the assistance of AI technology.

Creative BC views emerging technologies as potential tools to empower practitioners, not replace them, while remaining aware of their evolving legal, ethical, and cultural implications. Disclosure around the use of AI technology is required to understand how these technologies are being used and how they align with the Province of British Columbia’s principles of use.

Creative BC does not use AI technology to evaluate applications and supporting materials.

Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default- according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

Environmental Sustainability

Creative BC encourages the music industry to adopt and implement environmentally sustainable practices and reduce environmental impacts.

Justice, Equity, Decolonization, Diversity + Inclusion

Creative BC is committed to ensuring program access for all, and incorporating justice, equity, decolonization, diversity and inclusion in program delivery. [Learn more.](#)

Application Checklist

Applicants invited to submit a full application will be required to complete and submit the following items to Creative BC in Microsoft compatible formats:

- ☐ **Online application form** (available at www.creativebc.com)
- ☐ **Completed Self-ID form** by the key personnel and owner(s), if applicable, associated with the application (sent via email)
- ☐ **Project Plan** (template provided)
- ☐ **Budget** (template provided), including all other sources of financing and whether they are confirmed, and budgets/actuals from the previous year if this is an ongoing project
- ☐ **Schedule of Activities** (found on the second tab of the Budget template)
- ☐ **Expressions of support** that show industry engagement in this project and speak to the need and impact of this project are highly recommended. These can be provided as informal letters, emails, audio clips, videos, or in other formats.

Required if applying as a company or organization:

- ☐ **Certificate of Incorporation, Business Statement of Registration, Society Certificate, or GST number.** The name on this document must match the name of the company or organization applying for funding.
- ☐ **For funding requests over \$20,000:** Externally prepared company/organization financial statements in the form of a compilation engagement, review engagement, or audited statements for the previous or most recently available fiscal year (companies under a year old may submit internally prepared statements). Exceptions may be made at the discretion of Creative BC. Regardless of an applicant's business structure, external statements must be prepared by a licensed public accountant (CPA).
- ☐ **For funding requests up to \$20,000:** Internally or bookkeeper prepared company/organization financial statements.

Required for some applicants:

- ☐ **For workshops, showcases, and conferences:** confirmed or prospective artist or speaker line-ups and bios, proposed schedules, workshop descriptions and learning outcomes, etc.

- ☐ **For research projects:** include a proposal from a research consultant or a detailed outline of the research project (with specific research questions outlined, description of research approach and methodology, and a plan for data collection and analysis). Research project results must be shared with Creative BC staff for review prior to public release.
- ☐ **For new online platforms:** include a mock-up, wireframe, demo, or other means to clearly show the functionality of the proposed platform.

Recommended materials:

- ☐ **Other supporting documents as applicable:** such as confirmation of other funding, vendor quotes, etc.
- ☐ **Plans and Policies:** communicable disease plan, respectful workplace policy, safety riders, equity or accessibility policies, etc.

Questions?

Amplify BC funding programs support artists, music companies, live music presenters, and industry development to stimulate the growth, competitiveness, and sustainability of B.C.'s music industry. Visit the [Creative BC website](#) to learn more.

Make sure to review the program materials on our website. If you still have any questions about eligibility, or require additional support to submit your application, please contact:

Joseph Bardsley (*he/him*)

Analyst, Music Programs

jbardsley@creativebc.com

Direct Line: 236-455-6232

Program inquiries: [Schedule an appointment](#)

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