

AMPLIFY BC

LIVE MUSIC: PRESENTATION

SCORING SHEET 2026/27

Idea, Strategy & Approach: Has the applicant provided a clear strategy for their live music event(s) and what they are intended to achieve? Has the applicant demonstrated an understanding of their audience and how they will market the event? Does the applicant use challenges and successes of past events to inform their strategies moving forward?	/ 40
Company Capacity: Does the applicant have the ability, knowledge, and/or experience to deliver the project? How realistic and achievable are the budget, plan and goals of the event(s)? Is there a contingency or back-up plan for the project should challenges arise?	/ 25
New and Expanded Activities: Does the project include new and expanded activities that drive the scale, quality, or impact of the event? New and expanded activity can include growth in the number of music artists, days, or events, audience development, strategic marketing, community engagement, improvements to accessibility, new revenue streams and partnerships.	/ 20
Performance Opportunities for Music Artists: Does this project create performance opportunities for music artists? Does this project help BC music artists grow audiences? Are music artist fees fair and reasonable?	/ 20
Economic Impact: Does this project create jobs for industry professionals and vendors within BC's live music sector? Does this project stimulate music tourism? Will the project create a positive, local economic impact?	/ 20
Justice, Equity, Decolonization, Diversity, and Inclusion: Does this project promote equity or expand the representation of BC's music industry? Does this project support an underserved region or group? Are company owners or key personnel from systemically excluded groups? Does this applicant have a history of presenting music artists from systemically excluded groups, or have authentic partnerships to serve those communities?	/ 15
TOTAL ASSESSMENT	/ 140

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