

creativeBC

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



BRITISH
COLUMBIA

Supported by the Province of British Columbia

Amplify BC / Music BC Information Session

The industries Creative BC serves:



FILM AND
TELEVISION



INTERACTIVE
AND DIGITAL
MEDIA



MUSIC AND
SOUND
RECORDING



BOOK
PUBLISHING



MAGAZINE
PUBLISHING

CHAMPIONING BC'S DIVERSE AND DISTINCTIVE CREATIVE SECTOR

AMPLIFY BC

What is Amplify BC

Amplify BC is a \$7.5 million grant from the Province of BC to support the growth and activity of the BC music industry. These funds will be administered by Creative BC from April 2019 through the end of March 2020.

Amplify BC Programs

1

Career
Development

2

Music
Industry
Initiatives
apply now!

3

Music
Company
Development

4

Live Music

MUSIC INDUSTRY INITIATIVES

BUDGET: \$500,000

INTENT

Support new or expanded initiatives and events that grow and develop BC's music ecosystem. Projects must demonstrate collective benefit, and serve a clear need or gap.

ELIGIBILITY

Canadian not-for-profit organizations and companies

ACTIVITIES

Conferences, panels, workshops, training, research projects, etc.

DEADLINE

Accepting applications on a rolling basis until March 1, 2020, or until funds are no longer available

MUSIC COMPANY DEVELOPMENT

BUDGET: \$800,000

INTENT

Support the sustainability, growth and capacity of BC's music companies through funding for business development activities.

ELIGIBILITY

Record labels, publishers, booking agents, publicists, managers, producers, studios

ACTIVITIES: Staffing, infrastructure, courses/knowledge building, software, etc.

APPLICATIONS OPEN: July 3, 2019

DEADLINE: August 14, 2019

LIVE MUSIC

BUDGET: \$1.7 million

INTENT

- Support the growth and sustainability of BC-based live music events, through funding for live music presentation and business development.
- Creating engagement opportunities for audiences, artists and youth, and enhancing music tourism throughout BC.

ELIGIBILITY: Live music presenters, such as venues, festivals, concert presenters

ACTIVITIES

Presentation: Artist fees, marketing, production, labour, fencing, permits, etc.

Bus. Development: Staffing, capital purchases, sound equipment, lighting,

APPLICATIONS OPEN: October 2, 2019

DEADLINE: November 13, 2019

CAREER DEVELOPMENT PROGRAM

BUDGET: \$1.7 million over two deadlines

GRANT AMOUNTS up to 50% of eligible expenses

EMERGING: \$1,000 - \$10,000

ESTABLISHED: \$1,000 - \$35,000

RECORD IN BC: TBA

SUMMER INTAKE: Deadline July 17, 2019

WINTER INTAKE: Opens October 30, 2019 | Deadline December 11, 2019

CAREER DEVELOPMENT PROGRAM

PROGRAM PRIORITIES

- Increase and sustain earning potential and economic activity for BC's music industry
- Develop audiences for BC artists
- Invest in intellectual property and expanded digital presence of BC artists
- Support a diverse range of BC artists
- Attract national and international business to BC

ELIGIBLE ACTIVITIES

1

Sound recording activities that take place in BC

2

Music Videos produced in BC

3

Marketing activities

Who Can Apply?

1. EMERGING AND ESTABLISHED BC ARTISTS

2. MUSIC COMPANIES REPRESENTING BC BASED ARTISTS

- Music companies can be Canadian or international if they are representing a BC artist
- Have a signed contract with the artist outlining their business arrangement
- Issue all payments related to the project, otherwise the applicant should be the artist

3. OUT-OF-PROVINCE AND INTERNATIONAL ARTISTS COMING TO BC TO RECORD (RECORD IN BC INTAKE ONLY)

EMERGING ARTISTS: \$1,000 - \$10,000

Has earned approximately \$2,000 in a recent year from music activities.

Has the basic building blocks of a career in music.

Must have previously released music. Two song minimum.

Has an online presence for their project (Facebook page, website, socials).

ESTABLISHED ARTISTS \$1,000 - \$35,000

Earns a significant portion of their livelihood from music.

Supported by at least one industry professional.

Extensive body of recorded work.

National or international touring or presentation history.

Substantial audience and media track record.

Who Qualifies as a BC Based Artist?

1

Artists living in BC for at least 200 of the previous 365 days prior to applying.

2

Artists who have paid BC taxes in the taxation year prior.

3

Artists where the majority or at least 50% of the members meet the BC residency requirement.

What is a Project Plan?

A project plan is a four page document where you'll answer specific questions in paragraph form. The questions in the project plan are directly related to the program evaluation criteria.

1. Describe your project and the activities you are requesting funding for.
2. What are the goals of your project?
3. How do these goals fit within your career trajectory? Where have you seen momentum in your career recently. Why now?
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 audiences? What is your release strategy?
6. Why is this team the best fit for your project?
- 7. Returning Applicants:** What were the results of your previous project?

SAMPLE BUDGET

Company Name:	Artist Name or Name of Music Company					
Revenue						
Type of Revenue	Vendor & Description	Public or Private?	Confirmed (Yes/No)	Budgeted Revenue		
Creative BC	Career Development Program	Public	No	\$	4,000.00	
Factor	Artist Development Program	Public	Yes	\$	2,000.00	
Gina Loes Music	Personal investment from live show revenue	Private	Yes	\$	2,000.00	
TOTAL Revenue				\$	8,000.00	
Recording Expenses						
Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites when possible)	Activity Start Date	Activity End Date	BC Vendor (Yes/No)	In-Eligible Expenses (Optional)	Budgeted Eligible Expenses (Excluding GST)
1. Studio Rental	Recording studio rate x days	1-Apr-19	1-Mar-20	Yes		\$ 1,250.00
2. Recording Engineer	Recording studio rate x days or songs	1-Apr-19	1-Mar-20	Yes		\$ 1,250.00
3. Editing and Mixing	Mixing studio rate x songs	1-Apr-19	1-Mar-20	Yes		\$ 1,250.00
4. Mastering	Name of mastering studio rate x songs	1-Apr-19	1-Mar-20	Yes		\$ 350.00
5. Session Drummer	Name of player	1-Apr-19	1-Mar-20	Yes		\$ 500.00
TOTAL Eligible Expenses						\$ 4,600.00
Video Expenses						
Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Activity Start Date	Activity End Date	BC Vendor (Yes/No)	In-Eligible Expenses (Optional)	Budgeted Eligible Expenses (Excluding GST)
6. Live Video in Studio "Song Title #1"	Name of production company	1-Oct-19	15-Oct-10	Yes		\$ 500.00
7. Editing and Sound Mix "Song Title #1"	Name of editor	1-Oct-19	15-Oct-10	Yes		\$ 500.00
8. Live Video in Studio "Song Title #2"	Name of production company	1-Oct-19	15-Oct-10	Yes		\$ 500.00
9. Editing and Sound Mix "Song Title #2"	Name of editor	1-Oct-19	15-Oct-10	Yes		\$ 500.00
TOTAL Eligible Expenses						\$ 2,000.00
Marketing Expenses						
Type of Expense	Vendor, Description, and Rates (Include hyperlinks to vendor websites if possible)	Activity Start Date	Activity End Date	BC Vendor (Yes/No)	In-Eligible Expenses (Optional)	Budgeted Eligible Expenses (Excluding GST)
10. Canada College Radio Mailouts	Name of radio promoter x rate	4/1/2020	8/1/2020	Yes		\$ 50.00
11. Blog Outreach	Submit Hub	4/1/2020	8/1/2020	No		\$ 50.00
12. Digital Advertising	YouTube, Facebook, and Instagram	4/1/2020	8/1/2020	No		\$ 400.00
13. Promotional Photography	Name of photographer	4/1/2020	8/1/2020	Yes		\$ 900.00
TOTAL Eligible Expenses						\$ 1,400.00
TOTAL						\$ 8,000.00
TOTAL FUNDING REQUESTED (up to 50% of budgeted eligible expenses)						\$ 4,000.00

Scoring Sheet

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?	/ 50
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?	/ 50
Financial Viability and Budget: How realistic and achievable is the budget? What is the financial track record of the applicant? Did the budget include specific vendors and have vendor quotes to support the costs?	/ 30
Diversity: Does this project support or expand the diversity of BC's music industry? Diversity can be demonstrated through cultural, gender representation, genre, activity, and other means.	/ 30
Jobs: Does the project demonstrate a commitment to creating BC jobs and investing in the BC economy? If hiring outside of BC, has the applicant supported this decision in their project plan?	/ 20
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 BC?	/ 20
TOTAL ASSESSMENT	/ 200

2019-2020 Updates

- Maximum grant for established artists is now \$35,000.
- There is no public funding cap for projects from Indigenous artists
- Grant writing fees are now included as an eligible expense for artists with self-declared disabilities or English language barriers.
- Release requirement may be waived for established artists starting new projects. New projects must show how they build on the artist's existing audience and success.
- Social media spends cannot exceed 15% of the total budget.

HELPFUL HINTS

- Start early, and read the guidelines several times
- Call us if you have questions (earlier is better!)
- Check out past recipients
- Have someone else read your application
- Refer to the goals of the program
- Answer questions directly – simple is better!

AMPLIFY BC DEADLINES

Industry Initiatives

Rolling until
**March 1,
2020**, or
funds are no
longer
available

Career Development

Summer
Intake

Deadline
July 17

Music Company Development

Deadline
August 14

Career Development Record in BC

Rolling until
Nov 30, 2019
or funds are
no longer
available

Live Music

Deadline
**November
13**

Career Development

Winter Intake

Deadline
December 11

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.

Last year, FPCC received funding from Creative BC for:

- Mentorship grants for industry professionals and recording engineers
- Indigenous Artist Retreat

First Peoples also administers grants for individual artists.



FIRST PEOPLES'
CULTURAL COUNCIL

MUSIC BC

Serves BC's music industry through

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

Music BC is dedicated to developing the spirit, growth and sustainability of the BC music community by supporting artists of all genres and music professionals throughout the industry.

Last year, Music BC received funding from Creative BC for:

- Workshops and Panels
- Artist + Industry Training
- Export Trade Initiatives
- Tour Grants
- Business Travel Grants
- Music BC Stages



Sign up for their E-News at
www.musicbc.org

NEED HELP?

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