

creativeBC

BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



**BRITISH
COLUMBIA**

Supported by the Province of British Columbia

BC Music Fund Information Session

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COLUMBIA

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Staff

Brenda Grunau, Manager, BC Music Fund

Kaitlyn Reining, Program Analyst

Gina Loes, Program Analyst

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

Our Strategic Framework

**Position BC's
creative
industries to
compete to
win.**

**Create a
growth
culture for
BC's creative
industries.**

**Attract, build
and retain the
best creative
talent.**

**Show and
tell
BC's creative
industry
stories.**

BC MUSIC FUND

What is the BC Music Fund?

The BC Music Fund is a \$15-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 over a two year period.

GOALS OF THE BC MUSIC FUND ACROSS PROGRAMS

1

Attract direct investment

2

**Expand live music events for
musicians and audiences**

3

Create and retain jobs

4

Increase regional activity

5

**Promote the export of BC
talent**

6

Measure impact

BC Music Fund Programs

Sound
Recording

Careers
of BC
Artists

Apply by June 28

Live
Music

Music
Company
Develop-
ment

Apply by August 15

Apply now

Research

Industry
Initiatives

Apply now

Apply by June 15

Innovation

Signature
Artist

Apply by August 4

LIVE MUSIC

INTENT

Support the economic growth of BC's live music sector, invest in performances for BC artists & BC audiences and grow music tourism for out-of-province visitors

ELIGIBILITY

BC-based festivals, venues, event producers and presenters

GRANT AMOUNTS

\$5,000 - \$200,000 for BC-based companies / \$100,000 for non-BC companies

BUDGET: \$2.5 million

DEADLINE: June 28, 2017

CONTACT: Kaitlyn Reining | kreining@creativebc.com | +1 604 730 2254

LIVE MUSIC – TWO STREAMS

A. NEW OR EXPANDED LIVE MUSIC PRESENTATION

- Music festivals
- Concert series
- One-off live music events

B. BUSINESS DEVELOPMENT

- Improvements to business processes
- Development of new revenue streams
- Enhanced marketing initiatives
- Development of knowledge and skills
- Travel to develop new business relationships
- Capital infrastructure improvements

INDUSTRY INITIATIVES

INTENT

Support new or expanded initiatives and events that grow and develop BC's music ecosystem, and build capacity through knowledge transfer, skills development, and the creation of new business opportunities.

ELIGIBILITY

Canadian not-for-profit organizations and companies

GRANT AMOUNTS: \$5,000 - \$60,000

BUDGET: \$1 million

DEADLINE: Accepting applications on a rolling basis until March 31, 2018

CONTACT: Brenda Grunau | bgrunau@creativebc.com | +1 604 730 2251

INDUSTRY INITIATIVES

EXAMPLES:

- Industry conferences, forums, events, and activities
- Opportunities for training, professional development, and growing business networks
- Collaborative business initiatives, showcases, trade missions or export activities
- Innovative business projects (such as a new online music platform or a feasibility study)

RESEARCH

INTENT

Support initiatives that create opportunities for growth, experimentation and cross-sector participation in BC's music industry

ELIGIBILITY

BC-based companies or not-for-profit organizations

GRANT AMOUNTS

\$5,000 - \$60,000, investing up to 50% of project expenditures

BUDGET: \$300,000

DEADLINE: June 15, 2017

RESEARCH

Research projects must be shared publicly and demonstrate collective benefit.

EXAMPLES:

- Consumer behaviour studies
- Market research
- Economic impact studies
- Feasibility studies for new product development
- Research studies that examine diversity within BC's music industry

INNOVATION

INTENT

Improve sector data for the long-term sustainability of BC's music industry

ELIGIBILITY

Canadian not-for-profit organizations and companies

GRANT AMOUNTS: \$5,000 - \$60,000

BUDGET: \$300,000

DEADLINE: Accepting applications on a rolling basis until March 31, 2018

CONTACT: Brenda Grunau | bgrunau@creativebc.com | +1 604 730 2251

ELIGIBLE PROJECTS

Eligible projects must be:

- Music related
- New or expanded activity. Ongoing activities that don't demonstrate expansion or growth, are ineligible.

Examples of eligible projects include, but are not limited to:

- Cross-sector and multimedia projects related to music
- Experimental or experiential projects that increase visibility, access, or awareness for BC music
- Projects that develop new technology, software, or programs
- Projects or initiatives related to BC's music industry that are not eligible or a low priority for other BCMF funding programs due to their innovative or experimental nature

MUSIC COMPANY DEVELOPMENT

INTENT

Support the growth of BC music companies

ELIGIBILITY

BC-based music companies: record labels, artist managers, booking agencies, music publishers, music supervisors, music publicists

GRANT AMOUNTS

\$5,000 - \$75,000, up to 50% of expenses

BUDGET: \$1.2 million

APPLICATIONS OPEN: June 15, 2017

DEADLINE: August 15, 2017

CONTACT: Kaitlyn Reining | kreining@creativebc.com | +1 604 730 2254

MUSIC COMPANY DEVELOPMENT

BUSINESS DEVELOPMENT ACTIVITIES:

- Launching new business units
- Researching/testing new products or revenue streams
- Improvements to business processes
- Sustainable staff growth and development
- Expanded company marketing initiatives
- Development of knowledge and skills
- A&R, scouting and artist development activities
- Establishment of new business operations or satellite offices in BC

SOUND RECORDING

INTENT

Support sound recording projects at BC-based studios & attract domestic and international business to BC recording facilities.

ELIGIBILITY

BC-based record labels, artists-entrepreneurs or other music companies

GRANT AMOUNTS

\$3,000 - \$75,000, up to 50% of expenses

BUDGET: \$3.5 million

The Sound Recording Program is now at capacity.

CONTACT: Gina Loes | gloes@creativebc.com | +1 604 730 2253

CAREERS OF BC ARTISTS

INTENT

Support marketing initiatives that build audiences for BC artists.

ELIGIBILITY

BC-based record labels, artists-entrepreneurs or other music companies

GRANT AMOUNTS

\$1,500 - \$30,000, up to 50% of expenses

BUDGET: \$1.5 million

APPLICATIONS OPEN: March 1, 2017

DEADLINE: May 1, 2017

CONTACT: Gina Loes | gloes@creativebc.com | +1 604 730 2253

CAREERS OF BC ARTISTS

EXAMPLES:

- Music video or promotional video production that occurs in British Columbia
- Electronic press kits and photography
- Websites and other marketing assets
- Publicity, radio, or advertising campaigns

EVALUATION CRITERIA

Impact Assessment

1

Economic Impact

2

Investment in BC Talent

3

Diversity

4

Innovation / Sustainability /
Capacity

5

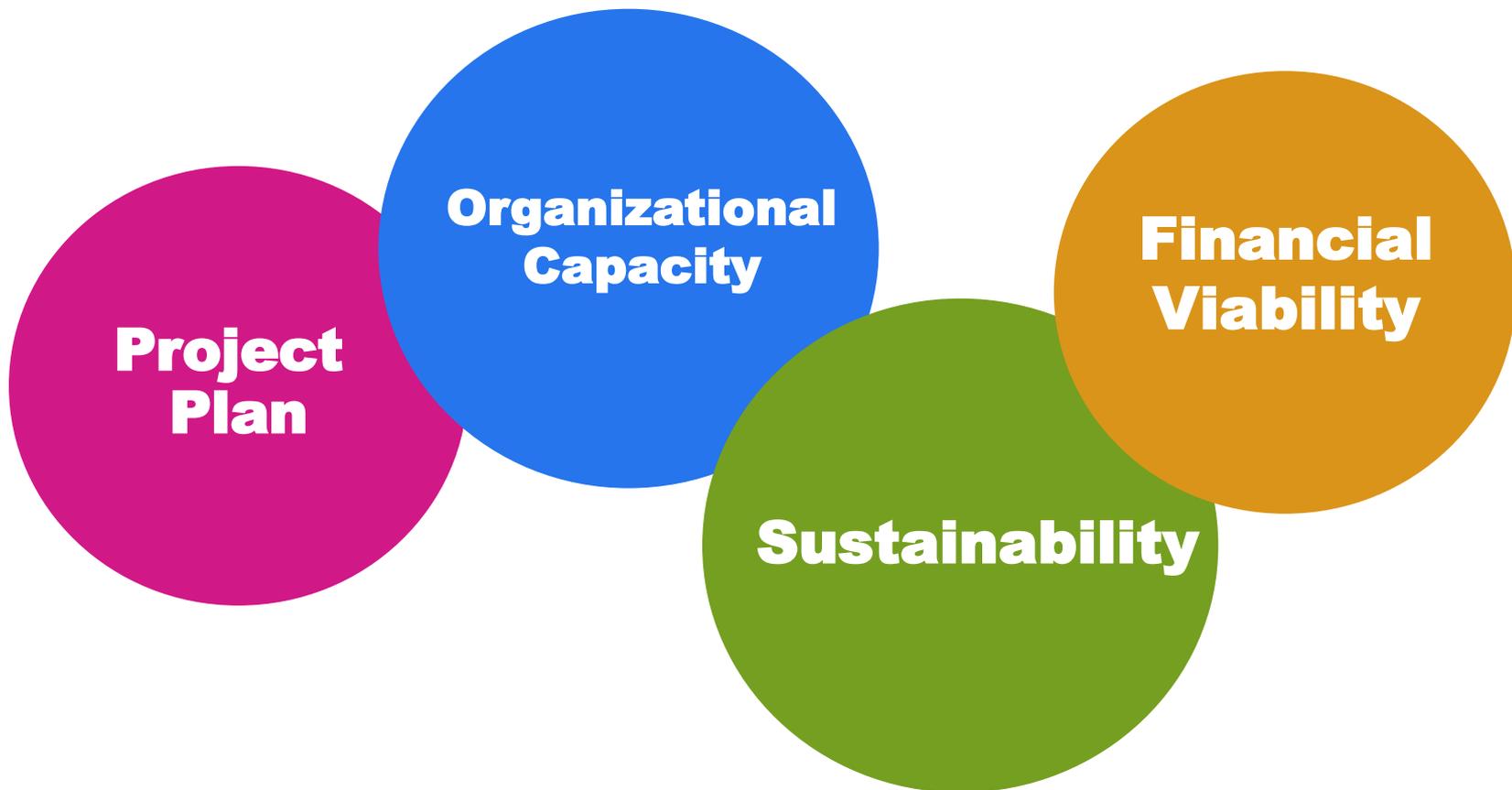
Out-of-Province Investment /
Export

6

Creative Output

EVALUATION CRITERIA

Capacity Assessment



Application Procedures and Requirements

1 Read the Program Guidelines,
speak to a Program Analyst

2 Begin an online application form

3 Complete: Project Plan, Budget,
and Schedule of Activities

4 Project Budgets from previous
years (if applicable)

5 Company/Organization Financial
Statements for requests of
\$10,000 or more

6 Letters of Support (if applicable)

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Address Impact and Capacity
Assessments

TEMPLATES AVAILABLE FOR USE

SCHEDULE OF ACTIVITIES: SUMMARY



BC MUSIC FUND

Live Music Program
Summary

Instructions:

1. Please use this template to outline the live music events funded through A - Live Music Presentation
2. Please create and submit a budget for each live music event if necessary, using the Budget Template.

Company Name:		<i>Company name here</i>				
Live Music Events						
Type of Event	Venue	# of Performances	New/Existing Event	Projected Attendance	Attendance in previous years	Funding Requested
<i>Festival A</i>		<i>No</i>	<i>New</i>			
<i>Festival B</i>			<i>Existing</i>			
<i>Show at Venue</i>						
<i>Concert Series</i>						
<i>ex. Other</i>						
FUNDING REQUESTED						\$ -

TEMPLATES AVAILABLE FOR USE

BUDGET

BC MUSIC FUND		Live Music Program Budget Template
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Instructions:

1. Please use this template to outline the budget for live music events funding through A - Live Music Presentation
2. Copy this template if you are requesting funding for multiple events.

Company Name:	<i>Company name here</i>
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Revenue

Type of Revenue	Vendor & Description	Confirmed (Yes/No)	Amount
<i>Creative BC</i>	<i>Live Music Program</i>	No	
<i>ex. Other Funders</i>	<i>Name of Grant Program</i>		
<i>ex. Ticket Sales</i>	<i>Details</i>		
<i>ex. Cash Investment</i>	<i>Details</i>		
<i>ex. Other</i>	<i>Details</i>		
TOTAL Revenue			\$ -

Expenses

Type of Expense	Vendor & Description	In-Eligible or In-Kind Expenses	Eligible Expenses
<i>ex. Musician Fees</i>		\$	
<i>ex. Production, Sound, Staging</i>			
<i>ex. Security</i>			
<i>ex. Rentals</i>			
<i>ex. Transportation</i>			
<i>ex. Marketing</i>			
<i>ex. Other</i>			
TOTAL Eligible Expenses			\$ -

TOTAL			0.00
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TOTAL FUNDING REQUESTED			\$ -
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TEMPLATES AVAILABLE FOR USE

IMPACT

BC MUSIC FUND

Live Music Program
Impact

Instructions: Please use this form to outline the impact of A -Live Music Presentation

Company Name:	Company name here	
Project Impact		
Economic Impact	This project (Projected)	This project last year, if applicable (Actual)
Revenues		
Expenditures		
Full time jobs associated with this project		
Part time jobs associated with this project		
Contract jobs associated with this project		
Investment in BC Talent	This project (Projected)	This project last year, if applicable (Actual)
# of artists performing		
# of BC artists performing		
\$ spent on artist fees		
\$ spent on BC artist fees		
Average BC artist fee		
Highest artist fee		
Lowest artist fee		
Diversity	This project (Projected)	This project last year, if applicable (Actual)
# of artists who are women		
# of artists who are visible minorities		
# of artists who are Indigenous		
Other under-represented groups		
Other under-represented groups		
Other under-represented groups		

FAQs

WHY ARE PROGRAMS SCORED?

Applications are scored so the projects with the most impact, and capacity to deliver the project will be funded. We want to make sure we're funding projects that meet the goals of the BCMF.

CAN I APPLY FOR MULTIPLE PROGRAMS? CAN I SUBMIT MULTIPLE APPLICATIONS FOR THE SAME PROGRAM?

Yes, unless it specifies in the program guidelines.

CAN I RECEIVE OTHER PUBLIC FUNDING, IN ADDITION TO THE BCMF, FOR MY PROJECT?

YES, but for some BCMF programs public funding cannot equal more than 75% of the project budget.

WHEN DO I GET MY CHEQUE?

Some programs provide a cheque upon receipt of a final report. Other programs will issue an advance, interim payments, and a cheque upon receipt of a final report.

ONCE I'VE APPLIED, WHEN WILL I HEAR BACK? Within 10 weeks



BCMF AND MUSIC BC

- **Music BC is a non-profit society serving the British Columbia music industry through providing essential information, education, funding, advocacy, showcasing, and 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.**



BCMF AND MUSIC BC

\$1.41 million has been allocated to Music BC to support the following activities:

Workshops and Panels | Artist and Industry Bootcamps | Emerging Market Development | Export Trade Initiatives | Inbound Trade Initiatives | Tour Support | Music BC Stages

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

STAY CONNECTED

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www.bcmusicfund.com

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Questions

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Thank you for coming!