



**Tourism, Culture and Heritage**

**Culture Division**

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## **Emerging Music Business Program**

### **Application Deadlines: March 15 and October 15**

#### **Objectives**

The objectives of this investment program are to enhance the sales and marketability of Nova Scotia produced music, and to develop skills for sustainable infrastructure for developing industry professionals. Investment should assist applicants in making more of their living in the Music industry.

#### **Activities assisted**

There are three categories of funding under the Emerging Music Business Program:

- Emerging Artist/Group
- Emerging Industry Professional
- Mentorship

#### **Examples of activities assisted (but not limited to) :**

- *Recording:* All costs related to the creation of a commercial sound recording (i.e. available for purchase) including studio, engineer, producer, musicians costs while tracking; mixing and mastering, graphic design and reproduction, first run manufacturing and packaging, barcodes, encryption, distribution, etc.
- *Marketing & Promotion:* development of electronic media kits, professional photos, bio writing, branding, initial website design, fees for publicists, blog banners, promotional giveaways (postcards, pins, etc), promotional copies of recordings, mailouts, radio tracking, cyber marketing, video as internet content, touring costs for marketing new release, development of marketing and/or business plans, consultations with industry professionals, project management fees, etc.
- *Professional business development:* Promotion of music industry as a career choice, capacity building, music business skills training (classroom and on-line), consultation with industry professionals (see also Mentoring), for industry professionals.
- *Mentorship:* Travel costs, accommodation, and fee for services for mentorship projects involving pre-arranged mentorships. Projects typically contribute to an applicant's musical development, business development, and acquisition of technical skills. Mentors may be from outside the province. An application requires a cohesive plan from both applicant and mentor(s). Interested applicants **MUST** meet with program Officer prior to applying in this area of the program.

## Eligibility

It is the department's intent that the Emerging Music Business Program be accessible to artists/groups and industry professionals of a diverse range of musical styles and cultures throughout Nova Scotia. Eligible applicants include:

- *Emerging Artist/Group*: Artists who have not yet realized significant provincial, national or international sales or exposure. Such artists may not yet have secured a manager, publicist, and/or record label deal; have not had significant exposure outside of Nova Scotia; and do not qualify for the Export Development Program administered by the Music Nova Scotia. The artist or 75% of group members must be Nova Scotia residents for at least one year prior to application.
- *Emerging Industry Professional*: Individuals who are in the development stage of creating a music business, including, but not limited to, record company, management company, music distributor, music publicist, cyber marketing, music publisher, or music promoter. Applicants must be Nova Scotia residents for at least one year prior to application.
- *Nova Scotia Registered Society*: Organizations incorporated under the Societies Act of Nova Scotia undertaking music industry development projects.

**Please note:** Projects eligible under the Culture Division's Industry Growth Program are not eligible under the Emerging Music Business Program.

## Level of funding

*Emerging Artist/Group*: non-repayable investment of up to 50% of eligible project costs normally to a maximum contribution of \$4,000

*Emerging Industry Professional*: non-repayable investment of up to 50% of eligible project costs normally to a maximum contribution of \$4,000

*Mentorship*: non-repayable investment of up to 50% of eligible costs normally to a maximum contribution of \$15,000

Total combined federal and provincial government funding cannot exceed 75%. Financial need must be demonstrated and substantiated.

The purchase of equipment, on-going operational costs and music association membership fees are not eligible.

## Application procedure

It is strongly recommended that you contact the Program Officer to discuss your proposed project and the application requirements before you prepare and submit an application. Mentorship applicants **must** contact program officer prior to submission.

Applicants must submit signed and dated application forms with the required support material outlined as follows:

### *Emerging Artist /Group*

- a full description of the artist/group including, audience/market, industry awards, current bookings and concerts, and future direction
- a description of the proposed activity
- project budget with itemized revenues and expenses
- draft business and/or marketing plan

### *Emerging Industry Professional*

- a full description of the professional's background and experience, and future career path
- proposed activity
- project budget with itemized expenses
- draft business and/or marketing plan.

### *Nova Scotia Registered Society*

- a letter from the chair (or president) confirming the project is achievable and beneficial
- copies of incorporation documents, including the memorandum of association, certificate of incorporation and by-laws
- project budget.

An incomplete application will be deemed ineligible and will not be considered for support.

Applications can be delivered by hand, couriered or sent by regular mail but in all cases must be either received in the Culture Division office by 4:30 pm on the deadline date or be post-dated no later than the deadline date. If the deadline date should fall on a weekend or holiday, applications that are postmarked for the following business day will be accepted.

Applicants should not submit application materials bound in folders, binders or plastic sleeves because materials must be duplicated to circulate to Assessment Panel members.

#### **Application deadlines and activity start date**

- Normally, eligible projects should begin no earlier than the deadline dates.

**Deadlines for applications are October 15 and March 15.**

**NOTE:** Any changes or developments which may positively or negatively affect your ability to complete your proposed activity can be shared with the program officer for up to 45 days following the deadline date.

**Note:** If an opportunity arises between deadlines to participate in an event or undertake an activity which must start prior to the next deadline, an application can be submitted provided it is received by the department prior to the event or activity start date.

In this circumstance an application submitted between March 15 and October 15 will be reviewed by the panel which assesses applications submitted to October 15 deadline.

An application submitted between October 15 and March 1 will be reviewed at by a specially convened panel in early March.

**There is no guarantee that applications submitted in this circumstance will be approved for funding. Applicants must be prepared to cover all costs.**

### **Support Material**

A maximum of three performed songs are to be included with each application. The songs can be on one of the following: A CD or CD-ROM (if songs are in an electronic format please identify the format used on CD); a VHS videotape (cued). Support material must be identified with the applicant's name.

The Culture Division will not be responsible for any loss or damage, or returning support material. If you want your support material returned to you, please include a suitable self-addressed stamped envelope.

### **Critical Reviews**

Applicants may submit a maximum of three critical reviews or articles about their work. Each one should be marked with the name of the applicant and the name and date of publication. Key comments should be highlighted.

### **Application assessment**

Projects under the Emerging Music Business Program will be assessed against their ability to:

- show artistic excellence
- enhance the professionalism and marketability of new music initiatives
- improve professional business, marketing and technical skills
- suggest applicant has strong sense of project skills and requirements

Applications are reviewed in a competitive setting by an external panel composed of industry professionals who make recommendations for investment.

### **Program evaluation**

The expected outcomes associated with the program include:

- increased quality and marketability of music products

- increased professionalism
- increased business sustainability
- increased leveraging of private sector investment.

Progress in achieving these outcomes must be documented in final activity reports prepared by funding recipients to aid the department in program review.

### **Notification of Results**

Applicants will be informed of grant decisions by letter usually within 60 days of the application deadline. Unsuccessful applicants may resubmit eligible projects at the next grant deadline.

### **Payment and Conditions of Funding**

Applicants which are approved for funding will receive a letter outlining the terms and conditions of funding. Funding recipients must meet the following conditions:

- Non-repayable contributions must be used for the activity as described in the application.
- The department must be notified in advance of any changes in the activity, including start and end dates, location, or any other significant changes.
- Applicants who do not receive the amount they requested may be required to submit a revised budget based on the approved amount.
- Organizations which receive grants must submit a **Final Report** within 60 days of the project end date. The report is to include a detailed financial statement of actual revenues and expenses, with supporting documentation.

**Please note:** If the **Project Evaluation Form** becomes overdue no funds can be released for any subsequent grant approved through the Culture Division's programs until the overdue report has been received.

- The department's support must be recognized as outlined in the "Requirements for Acknowledging Funding" which accompany the Terms and Conditions letter.
- Funding recipients are subject to provincial audit. Please retain all receipts.

### **Send completed application form to:**

Emerging Music Business Program  
Department of Tourism, Culture & Heritage

In person/courier:  
World Trade and Convention Centre  
1800 Argyle Street, Suite 601  
Halifax, NS B3J 3N8

By regular mail:  
Culture Division  
PO Box 456  
Halifax, NS B3J 2R5

**For further information, call (902) 424-8216.**

## Emerging Music Business Program Application

Check one:     Artist                       Business                       Mentorship

1. Artist/Group applying: \_\_\_\_\_

Contact (if different from above): \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone work: \_\_\_\_\_ home: \_\_\_\_\_ cell: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Total Project Costs: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

(MM/DD/YYYY)

(MM/DD/YYYY)

2 Has applicant previously applied for funding through the Emerging Music Business Program?     Yes                       No

3 Signature of Artist/Group Leader/Contact: \_\_\_\_\_

4 If successful, who do you want the cheque made payable to?:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

**(If payable to an individual, that person will receive T4A tax documents. If payable to a group, the group must have a bank account.)**

### Notification of Results:

Applicants will be informed of grant decisions by letter usually within 60 days of the grant deadline. Unsuccessful applicants may resubmit eligible projects at the next grant deadline.

**Answer the following questions and attach to your application.  
Number each answer to correspond to the question number.  
Number the pages on which you provide the answers to these questions.  
Use 8.5 x 11 inch white paper, black type no smaller than 10 point, and printed on  
one side only.  
Do not submit application materials bound in binders, folders or plastic sleeves.**

**Please note: assessment panel members face a substantial volume of reading.  
Please be concise and to the point in your answers.**

1. Provide a short summary of the project (no more than two sentences).
2. Background of artist/group:
  - music genre
  - audience/market
  - past and current bookings
  - industry awards
3. Provide a full project description. (Identify suppliers and include brief descriptions for each.)
4. Describe how this project will meet one and/or all of the following objectives:
  - enhance the professionalism and marketability of new music initiatives
  - improve professional business, marketing and technical skills
  - encourage establishment of artist-industry professional relationships
5. Describe how you will measure your success in meeting the objectives outlined in #4 above.
6. Provide a critical path showing pertinent dates and tasks, include anticipated start and completion dates.
7. Provide a detailed project budget:
  - itemized expenses
  - itemized revenues including: private funding and other government support
  - emerging Music Business program request
  - anticipated sales and bookings
8. Provide a draft business and/or marketing plan specific to this project including
  - future goals
  - promotional plan
  - distribution plan
  - potential partners and collaborations

**Send applications to:** Culture Division, P.O. Box 456, Halifax, Nova Scotia, B3J 2R5;  
or fax to: (902) 424-0710. For more information, **call (902) 424-8216.**

**NOTE:** Any changes or developments which may positively or negatively affect your ability to complete your proposed activity can be shared with the program officer for up to 45 days following the deadline date.

**Emerging Music Business Program  
Support Material**

I have enclosed a self-addressed and stamped envelope with sufficient postage to cover the cost of returning my support material. \_\_\_\_\_

**OR**

I will pick up my support material at the Culture Division office **within 30 days** of receiving a funding decision letter. \_\_\_\_\_

**OR**

I do not want my support material returned. \_\_\_\_\_

**Unclaimed support material will be discarded.**

**List all support material included with the application:**

**VHS videotape (cued)**

Song Title	Year	Running Time
_____		
_____		
_____		

**CD**

Song Title	Year	Running Time
_____		
_____		
_____		

**Reviews or Articles**

Publication	Date
_____	
_____	
_____	