



# Career Investment Program

Music Industry Development Initiative

Administered By Music PEI

## Objective

The objective of the **Career Investment Program (C.I.P)** is to make a substantial investment in Export-Ready and Exporting artists who have demonstrated a commitment to a career in the Music Industry and are currently exporting their product to regions/markets outside of PEI by contributing \$16000.00 over a two year period to assist in the cultivation of the artist's career.

**The Career Investment Program** will provide a non-repayable investment up to a maximum amount of \$16000.00 over 2 years to successful applicants. Applicants must submit a proposal including a business plan, demonstrate a thorough knowledge of target market(s), have a proven infrastructure and have committed to a career in the music industry. The funding will be allocated as follows \$10,000.00 – year one and \$6,000.00- year two. Up to three C.I.P. grants may be given out annually.

## Who is eligible?

1. **Export-Ready Artists**
- or
2. **Exporting Artists**

**\*\*Only those artists who have successfully completed a previous Export Development Program Project are eligible to apply for the Career Investment Program.**

**\*\*Please refer to Career Investment Program Qualification Form to see if you are classified as and Export-Ready or Exporting Artist. Artists must submit Career Investment Program Qualification Form to Music PEI with your project application.**

## Funding

The Career Investment Program will provide a non repayable investment of **\$16,000.00 over 2 years (\$10,000 year one and \$6,000 year two)** to a successful applicant for their project. Successful applicants will receive 75% advance of the first year payment (\$7,500) within 30 days of Music PEI receiving their Letter of Acceptance/Funding Agreement at their office. The remaining 25% for the first year of the grant will be paid out within 30 days of the Completion Report and financial documentation being submitted to the Music PEI office and approved at the end of the first year. The same procedure will follow for year 2, with 75% being advanced (\$4,500) at the beginning of the year and the final 25% within 30 days of the submission of the final report.

## Deadline October 31, 2011

5:00 pm AST

Next Deadline t.b.d. April 2012

### IMPORTANT:

Applications must arrive at the MUSIC PEI office on or before the deadline date to be eligible. **If your projected start date is earlier than the funding deadline, you must submit your proposal on or before the projected start date. Your proposal will then be adjudicated during the next round of funding. No expenses may be eligible that are incurred before the application is submitted to the Music PEI office.** The original application plus 4 copies (5 total) are required. Applicants will be informed of grant decisions by e-mail usually within 21 days of the deadline. Program guidelines and application packages along with assorted necessary documentation are available for download in PDF and Word documents at [www.musicpei.com](http://www.musicpei.com).

**All first-time applicants must meet with the Program Officer before submitting. It is strongly recommended that all applicants contact Music PEI to discuss the proposed project before an application is submitted. For more information contact Music PEI Program Officer, Kate Gracey-Stewart at [music@musicpei.com](mailto:music@musicpei.com).**

#### Contact

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#### Mailing Address:

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*The Career Investment Program is funded by the Prince Edward Island Department of Tourism & Culture under its Sound Investment Program. This commitment is made in support of the PEI Music Industry Strategy. MUSIC PEI is pleased to work in partnership with the Department to develop and promote our cultural resources for the benefit of all residents of Prince Edward Island.*



# Program Guidelines

## Career Investment Program

*The Program Guidelines are designed to outline the intent and details of the Support Initiative and to provide answers to questions you may have. Please keep this section as a reference. You do not need to submit this with your Application Form and Project Proposal.*

## Introduction

**The Career Investment Program** will make a substantial investment in artists who are currently exporting their product to regions/markets outside of PEI by contributing \$16,000 over two years to assist in the cultivation of the artist's career.

## Eligibility Criteria

All applicants must currently be a resident of Prince Edward Island.

**Residents of Prince Edward Island** - You are considered a resident of PEI if you meet both of the following criteria:

- ❖ Primary artist and/or the majority of the group has a permanent address in Prince Edward Island
- ❖ And have been a resident for at least one year before applying for funding.

You must be a current member of MUSIC PEI to apply. Membership applications can be found at [www.musicpei.com/become/](http://www.musicpei.com/become/).

The Program Officer and the Jury will make the final decision on eligibility for the Career Investment Program.

Ineligible applicants are, but not limited to:

- ❖ Non-profit organizations
- ❖ Presenters
- ❖ School choir or Non-commercial group
- ❖ Industry Professionals

## Application Procedure

Applicants are to submit a project proposal, business plan and support material.

## Support Material

Support material should be identified with the name of the applicant. **Support material will not be returned.**

Support material should include recorded music, a bio and/or a photo of the artist/group plus website address and/or my space page if available. **Five (5)** copies of all support material are required. When submitting recorded music you may include 1 original and 4 CDR's with a maximum of three songs that you would like the jury to hear clearly marked on each copy. **If you wish to provide 5 original CD's please keep in mind they will not be returned.**

## What Will The Career Investment Program Fund?

All proposals must meet the program objectives. Financial need can be demonstrated to strengthen your proposal but is not required. The Career Investment Program will fund all eligible expenses up to:

- ❖ 80% of Product Development
- ❖ 80% of Showcase Support
- ❖ 60% for Tour & Festival Support
- ❖ 100% for Live Performance Production Enhancement
- ❖ 80% of Marketing and Promotion
- ❖ The Initiative will provide a non-repayable investment to a maximum amount of \$16,000.00

Eligible proposals will fall within the following components:

- ❖ Product Development
- ❖ Market Access Domestic and International Showcases & Festivals
- ❖ Market Access Domestic and International Touring
- ❖ Marketing and Promotion

## What expenses are covered?

### Some Eligible Projects are (but not limited to):

- ❖ Targeted Demo (max three songs) up to \$1,000
- ❖ Promotional Video
- ❖ Venue/facility rental i.e. Album Launch/Rehearsal Space
- ❖ Touring/Showcase Support
- ❖ Design (Posters, CD Cover/Jackets, general marketing material)
- ❖ Printing Costs (marketing material only)
- ❖ Electronic and Paper Press Kits
- ❖ Photography

- ❖ Web Development
- ❖ Live Performance Production Enhancement (performance coaching)
- ❖ Promotional products, i.e. Give-Aways, Posters, drop cards, promo CDs and DVDs (retail items such as T-Shirts etc. are not covered - for more details please contact the Program Officer)
- ❖ Band Agreements (legal fees)
- ❖ General Marketing expenses (advertising, publicists fees etc)

**Note: Targeted Demo- The intent of this program is not designed to fund Commercial Recordings.** If applying for a Targeted Demo, applicant must clearly demonstrate viable targets. Applicant may not use the funded recordings for commercial profit for a period of six months after the final completion report is approved by Music PEI. Recordings may be given away for promotional purposes as the artist sees fit.

## **1) Product Development Support**

The goal of product development support is to improve the quality of the product to meet market needs and enhance the ability to follow through. This will allow artists/groups to compete at a higher level in the global marketplace.

### **a) Live Performance Production Enhancement**

Product development is the foundation for success in the industry. The success of all artists hinges upon quality product. Until an artist has a product that will compare favourably with or exceed the current world market standard, they have limited commercial value. This initiative addresses the need for professional development opportunities for artists.

The goal is to assist artists in achieving world class professionalism to enable them to compete in a global marketplace and to assist the artist in being able to take advantage of all export opportunities such as showcases by allowing them to hire professionals to enhance and develop stage presentation and performance skills.

Intensive one on one sessions can be delivered by recognized and genre specific industry professionals working on a contract basis. These professionals will guide the clients through an analysis of their current product and work with them to identify and implement improvements.

The Career Investment Initiative will cover up to 100% of the eligible expenses of the approved budget for the Performance Enhancement component of Product Development. Successful applicants will be expected to submit a Completion Report within 60 days of the completion of their project.

Eligible Performance Coaches must be approved by the Music PEI Program Officer. Please contact the office prior to submission.

The Completion Report should provide Music PEI with the information required to measure the success of the performance enhancement activities against the goal of becoming more export ready and professional. Participants may also be asked to fill out a post participation survey.

**\*PLEASE NOTE: If Performance and Live Production Enhancement is part of your proposal, the Completion report MUST include a DVD recording of ALL coaching sessions in their entirety. This not only provides Music PEI with proper documentation of the process but also provides the artist with historical reference which is key to success in this activity.**

**ELIGIBLE EXPENSES Include But Are Not Limited To:**

- ❖ Fees to hire a Music PEI approved industry professional qualified to develop stage presentation and presence. E.g. performance coach
- ❖ Rehearsal space expenses such as, rent, sound tech, video equipment for those sessions.
- ❖ Venue rental for album launch
- ❖ Expenses to record coaching sessions and convert to DVD

Artists/groups who wish to avail themselves of this support should also have some formal business arrangements in place which will help to strengthen their proposal (**SEE 1(b) Legal Accounting and Professional Business Services below for details**) These could include a band partnership agreement if applicable, as well as, a business plan and/or marketing plan which clearly identifies short and long term goals for the artist/group.

**b) Legal, Accounting and Professional Business Services**

Product Development support should also enable and encourage artists/groups to become more professional in their business dealings within the music industry.

This will provide many benefits over time as artists / groups seek to become professionally ready as well as showcase ready, tour ready and export ready.

Music PEI believes a strong foundation in stage presentation and performance skills augmented by strong business skills and structures will enhance the ability of artists/groups to achieve goals and dreams. A strong foundation now will save time and money down the road.

Product Development services eligible for funding under this component include but are not necessarily limited to business plan and marketing plan creation; band partnership agreements; financial statement preparation for proposals to be submitted to other government agencies and financial institutions where these items are a requirement; proposal preparation and writing assistance and certain one to one mentorship opportunities or membership fees related to your professional development.

The Career Investment Initiative will cover up to 80% of the eligible expenses of the approved budget for the Legal, Accounting and Business Services component of Product Development. Successful applicants will be expected to cover 20% of the budget expenses for this component.

The Completion Report must provide Music PEI with the information required to measure the success of the performance enhancement activities against the goals of becoming more export ready and professional.

**ELIGIBLE EXPENSES Include But Are Not Limited To:**

- ❖ legal fees for band partnership agreements/incorporation
- ❖ hiring qualified professionals to write a business plan and/or marketing plan
- ❖ hiring qualified professionals to prepare financial statements
- ❖ hiring qualified professionals to assist with creating proposals designed to leverage assets, such as, Canada Council ,Factor, ACOA, and other Provincial funding sources like Tech PEI
- ❖ One to one mentoring costs with qualified industry professionals
- ❖ Membership fees related to your professional development (Music PEI memberships are not eligible). Costs of setting up your publishing entity with SOCAN would be. Also eligible in the case of Music Industry Professionals would be such things as annual fees for the Managers Forum. These fees would be assessed and evaluated on a case by case basis.

## **2) Market Access Support - Domestic and International Showcases**

A showcase is defined as a performance targeted primarily at music/entertainment industry professionals in an effort to secure gigs and live performances, a distribution deal, an agent or a manager, a record label deal, a publishing deal or some other industry related opportunity, such as, music placement in television or film through a music supervisor.

Music PEI will support project proposals from artists/groups who secure a performance slot at a recognized domestic or international showcase. (See Appendix A) Consideration will also be given to artists/groups who are invited to participate in an ECMA/MIA showcase initiative at a recognized showcase or conference.

**\*Please note:** If an applicant's submission for a festival or showcase is pending, the jury will give consideration to the application for funding provided proof of correspondence between the applicant and booking agent/programmer is provided (eg. E-mail, SonicBids printout etc.). However, priority will be given to those applicants who have confirmed bookings.  
If a booking for a showcase, festival or venue(s) is pending and not confirmed at the time of applicant's approval, Music PEI will hold the applicant's advance until the booking is finalized.  
For complete details see below.

## **Career Investment Guidelines For Showcase Support “ON SPEC”**

Showcase support will be given “on speculation” for potential showcases that will take place prior to the next deadline and/or within 30 days of that next deadline without proof of confirmation or contracts.

The intent of this approach is to enable artists to factor in travel costs before they know whether they have been accepted for a showcase. In effect they will know that some of their basic costs are covered so there is flexibility (when applying for showcases) in order to make the initiative work. We want our artists working and promoting themselves as much as possible. Planning around various deadlines and/or time frames to apply for funding support is often difficult due to deadlines that don’t match up. Music PEI is attempting to solve that issue with this approach.

What must be demonstrated to the satisfaction of the Music PEI assessment jury are the following:

- ❖ Showcase support on spec will require that you show proof that you have applied for the showcase and a budget to cover the costs associated with that showcase is submitted as part of your application should you be successful in obtaining a showcase at the event you have applied for.
- ❖ That the applicant has met all other Export Development Program requirements and is considered ready for showcasing.

If the event applied for (“On Spec” showcase) does not happen the following two options are available:

- ❖ The approved funding being held by Music PEI will be returned to the funding pool.
- ❖ An alternative tour, festival or showcase may be allowed provided the applicant has requested in writing to the Music PEI office to re-direct the funds PRIOR to the event. Re-direction of funds WILL NOT be allowed after the fact.

If you think you are interested in utilizing this approach for your business, talk to Music PEI about your proposal before the deadline for applications and be sure you understand the guidelines and restrictions. Don’t learn the hard way.

Priority will be given to showcases which will serve to advance the artist’s career and overall career strategy.

- ❖ The Career Investment Initiative will cover up to 80% of the eligible expenses of the approved budget for showcase support
- ❖ Artists/Groups will be expected to cover the remaining 20% of eligible expenses for showcases
- ❖ Successful applicants that have confirmed Showcases can receive a 75% advance of their approved non repayable investment within 30 days of Music PEI receiving their Letter of Acceptance/Funding agreement. The remaining 25% will be paid upon completion of the

project and receipt and approval of the Completion Report and financial documentation.

- ❖ Applicants who have been approved “On Spec” will not receive the 75% advance until they can provide proof of confirmation of the Showcase.

The Completion Report must provide Music PEI with the information required to measure the success of the showcase or festival with regard to booking opportunities and other industry related activities. Since priorities and opportunities can change, redirection of funding may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.

**ELIGIBLE EXPENSES Include But Are Not Limited To:**

- ❖ Travel and transportation
- ❖ Accommodations
- ❖ Per Diems
- ❖ Side Musicians for Solo Performers/Singer-Songwriters
- ❖ Conference Registration Fees (E.g. OCFE and NAFA as per Appendix A. If you are successful at getting a showcase, oftentimes you are required to be a registered conference attendee. Those fees are eligible for support under this component.)
- ❖ Agent or managers travel expenses may also be considered for the professional to attend the showcase to represent the artist/applicant in business meetings.

### **3) Market Access Support - Domestic and International Touring**

A fully developed product needs to get to market to be effective in generating a return on investment. The rising cost of travel is a serious issue for musicians and industry professionals at all levels. Up front expenses can be prohibitive for van or bus rentals or airline tickets when touring. This makes it difficult for artists to break new ground or expand their fan base. This component will address some of the challenges in the overall ability of PEI artists/groups to go on the road.

An Export Ready or Exporting Artist face the reality of touring and soon recognizes that in the beginning the fees an artist/group can generate will be relatively low. Tour Support helps the artist/group begin the touring process by helping with the travel expenses portion of the tour. A tour is defined under this program as one trip of 5 or more paid performances in 5 or more separate locations in at least 3 separate towns or cities off Island within a reasonable period of time. A tour in conjunction with other artists or groups, with a minimum of five (5) dates under the same conditions is also considered an eligible tour.

The artist must be able to show proof of tour dates (or ongoing negotiations) with the submission of their proposal to Music PEI.

**\*Please note: If an applicant’s submission for a festival or showcase is pending, the jury will give consideration to the application for funding provided proof of correspondence between**

the applicant and booking agent/programmer is provided (eg. E-mail, SonicBids printout etc.). However, priority will be given to those applicants who have confirmed bookings. If a booking for a showcase, festival or venue(s) is pending and not confirmed at the time of applicant's approval, Music PEI will hold the applicant's advance until the booking is finalized. See full details below.

### **Career Investment Guidelines For Festival & Tour Support "ON SPEC"**

Festival and Tour support will be given "on speculation" for potential festivals and tours that will take place prior to the next deadline and/or within 30 days of that next deadline without proof of confirmation or contracts for all dates.

The intent of this approach is to enable artists to factor in travel costs before they know whether they have gotten the gig or have booked all the tour dates or been accepted for a showcase. In effect they will know that some of their basic costs are covered so there is flexibility (when negotiating with promoters) in order to make the initiative work. We want our artists working and promoting themselves as much as possible. Planning around various deadlines and/or time frames to apply for funding support is often difficult due to deadlines that don't match up. Music PEI is attempting to solve that issue with this approach.

What must be demonstrated to the satisfaction of the Music PEI assessment jury are the following:

- ❖ That the applicant has engaged in negotiations/discussions in the form of some kind of offer that may lead to a festival date being secured or a minimum 5 date tour being booked for the artist outside the region.
- ❖ If it is a tour, at least one date must be secured prior to applying and confirmation provided.
- ❖ That the applicant has met all other Export Development requirements and is considered ready for tour or showcasing.

If the event applied for ("On Spec" festival or tour) does not happen the following two options are available:

- ❖ The approved funding being held by Music PEI will be returned to the funding pool.
- ❖ An alternative tour, festival or showcase may be allowed provided the applicant has requested in writing to the Music PEI office to re-direct the funds PRIOR to the event. Re-direction of funds WILL NOT be allowed after the fact.

### **Festival & Tour Support**

The Career Investment Initiative will cover up to 60% of the eligible expenses in an approved budget for tour expenses. Artists/Groups will be expected to cover the other 40% of eligible expenses. Successful applicants with confirmed tours or festivals will receive a 75% advance of their approved non repayable investment within 30 days of Music PEI receiving their Letter of Acceptance/Funding Agreement. The remaining 25% will be paid upon completion of the project and receipt and approval of the Completion Report and financial documentation.

On spec applicants will receive the 75% advance once confirmation is provided.

The Completion Report must provide Music PEI with the information required to measure the success of the tour with regard to booking opportunities and other industry related activities. Since priorities and opportunities can change, redirection of funding may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.

**FESTIVAL & TOUR SUPPORT APPEARANCES - What is your tour itinerary?**

Use the tour form included with application procedures to submit tour itinerary.

Date	Venue/Event	City	Province/State Country	Approx Venue Capacity

**Eligible Expenses Include But Are Not Limited To:**

- ❖ Travel and transportation
- ❖ Accommodations
- ❖ Per Diems
- ❖ Side Musicians for Solo Performers/Singer-Songwriters

**4) Marketing and Promotion Support**

The objective of Marketing Support is to expand market opportunities, to increase earned revenue potential and to increase the sale of music products through support for marketing expenses.

It is a program designed for artists/groups and industry professionals who demonstrate a potential or willingness to succeed in new or non-established markets outside of Prince Edward Island and wish to undertake an export project related to that new or non-established market.

The Career Investment Initiative will cover up to 80% of the eligible expenses of the approved budget. Successful applicants will be expected to cover 20% of the marketing budget expenses.

The Completion Report must provide Music PEI with the information required to measure the success of the project with regard to booking opportunities and other industry related activities.

### **Eligible Expenses Include But Are Not Limited To:**

- ❖ Design
- ❖ Printing
- ❖ Electronic and paper press kits (e. g. Sonic Bids)
- ❖ Photography
- ❖ Videotaping/filming production costs for promotional use in an EPK or DVD
- ❖ Web site upgrades
- ❖ Tour publicist/New CD publicist
- ❖ Digital Distribution (e.g. Drop Cards, Promo Net Pro)
- ❖ Showcase or festival application/submission fees required when submitting for showcase (listed as per Appendix A)
- ❖ Promotional products for give-aways, i.e. CDs, DVDs, Posters.
- ❖ Retail items such as T-Shirts etc. are not eligible- for more details please contact the Program Officer.

**PLEASE NOTE – When Putting Together A Project Proposal, Applicants Are Free To Apply Under Different Components and Mix & Match Within Their Proposal To Access Different Eligible Expenses. The Various Combinations Are Up To You.**

**What You Propose Needs To Make Sense To The Assessment Panel and Must Be Clearly Tied Together and Documented In Your Proposal.**

#### **IMPORTANT:**

**Career Investment Applicants Will Be Able To Submit One Application Per Deadline. In the event that the applicant is unsuccessful in attaining funding through the Career Investment Initiative, they may also submit a modified proposal (with adjusted budget) in the Export Development Program.**

**Applicants who are successful in attaining funding through the C.I.P. will not be able to access Music PEI funding for a period of 6 months after turning in a Final Report to the Music PEI office.**

#### **Restrictions to Eligible Expenses:**

- ❖ Expenses must be incurred after the date the application is received at the MUSIC PEI office.
- ❖ Recipients are expected to spend the funds allocated each year in the fiscal year they are allocated.
- ❖ Items produced for commercial sale are not eligible.

## How are the decisions made?

Industry Professionals (Jury) will review your submission. Your application form and the supporting materials should provide all the information the panel needs to know about you and your proposal. The Directors of Music PEI do not sit on juries. Juries remain confidential and jurors are selected based on non-conflict of applicants as well as industry experience and knowledge.

Projects under the Career Investment Program will be assessed against their ability to achieve the objectives of the program. The categories and values used for your application assessment will be weighted in the following proportions:

### Career Investment Scoring

#### 1. The Proposal

- ❖ Applicant has a solid 2 year business/marketing plan and has included a copy-**15**
- ❖ Applicant clearly demonstrates knowledge of their target market and how to reach them-**10**
- ❖ Timing is everything. Applicant has effectively demonstrated that this investment is beneficial to their career at this time -**15**
- ❖ Applicant has demonstrated the ability to execute and follow-up on all items in proposal. This can be demonstrated from past funding projects or examples of steady career development- **10**

#### 3. Project Team

- ❖ The panel will want to know the experience of the members of your team and their function in relation to proposal-**15**

#### 4. Financing

- ❖ The panel will assess your financial ability to execute plan and realism of budget- **5**
- ❖ Will the successful execution of the proposal enable the applicant to achieve greater financial independence in the Music Industry?-**10**

#### 5. The Artist

- ❖ Applicant has detailed successes, accolades and industry achievements and has demonstrated consistent career growth\*\* -**15**
- ❖ Artistic Merit-**5**

**\*\*When making the case for Career Accomplishments, you may include all past accomplishments to build your case, however keep in mind that the Jury will be instructed to focus on Applicant's past twentyfour(24) months of activities.**

### **A Few Tips:**

- ❖ Do not assume that the panel knows all of the details of your history.
- ❖ It is important as you prepare your application to bear in mind that you are building a case that will demonstrate how your project will meet the program's objective.
- ❖ Show critical path for increasing portion of overall income from the music business
- ❖ **Clearly state** your goal(s) for the project. Music PEI needs this information in order to establish 'measures of success', and to report the efficacy of their Music Business Development Program to the province.
- ❖ Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
- ❖ Type and single-space all proposals.
- ❖ Answer all questions in the order listed.
- ❖ Submit the number of copies requested.
- ❖ Provide all pertinent and necessary information
- ❖ A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.

### **Program Evaluation**

The expected outcomes for the Career Investment Initiative include:

- ❖ Increased quality and marketability of music products and live performance
- ❖ Increased professionalism
- ❖ Increased business skills
- ❖ Increase exposure in markets outside of PEI
- ❖ Increase overall income from music business

Progress in achieving these outcomes needs to be documented in your Final/Completion Report to be submitted to Music PEI no later than 60 days after your project completion date.

### **Important Notes**

- ❖ Incomplete applications will not be reviewed.
- ❖ Your application will not be reviewed if you have a Final Report from a previous project that is overdue.
- ❖ For Career Investment applications, self-formatted budgets will be accepted. A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.
- ❖ In your budget, you are asked to report the full cost of the project, i.e. all expenses incurred even if some are ineligible under this program. This information will aid MUSIC PEI in calculating the private investment in each project and to analyze the amount of investment PEI music initiatives truly need.

- ❖ All applicants will be sent a confirmation of their submission to their email address listed in the application form. Applicants are to submit their standard information, i.e. bio and career highlight update once a year for reference at all deadlines following. Also please ensure you have an updated annual residency form on file for reference at all deadlines for the next year.
- ❖ Approved applicants are required to sign a Letter of Acceptance/ Funding Agreement that outlines terms and conditions of funding.
- ❖ Approved applicants will receive 75% of the approved funding for the year no later than 30 days from the date their Letter of Acceptance/Funding Agreement is received at the Music PEI office. Following submission and approval of the Completion Report, the applicant will receive the remaining 25% of the project grant within 30 days.
- ❖ Recipients are subject to provincial government audit. Please retain all supporting documentation.
- ❖ Your program performance history will be considered with each application.
- ❖ Approved applicants are required to submit a Completion Report within 60 days of their project end date for each year.
- ❖ **The Completion Report must include a detailed financial statement of actual revenues and expenses if applicable listed in a budget summary page, accompanied by copies of the original receipts/invoices as supporting documentation. The final financial statement should also include the amount of the Music PEI contribution.**
- ❖ **A written report detailing the execution of the project and achievement of goals must also be included with the Completion Report. Failure to do so will disqualify any future applications for funding and the final 25% payment will be withheld.**  
The Completion Report must provide Music PEI with the information required to measure the success of the tour with regard to booking opportunities and other industry related activities. Since priorities and opportunities can change, redirection of funding may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.
- ❖ The Music PEI logo must be on all related marketing materials (including posters, websites, CD,s etc) and the applicant agrees to acknowledge the support of Music PEI. This is critical to continued support from MUSIC PEI's funding partners and provides much needed recognition of the work of the Association.

It is **strongly recommended** that Music PEI be contacted to discuss the proposed project before an application is submitted. You may contact Devin Casario, Music PEI Program Officer at [devin@musicpei.com](mailto:devin@musicpei.com). Unsuccessful applicants may re-submit eligible projects at the next grant deadline.

If you are not represented in this program, there may be other sources of financial support targeting you and your type of project. Please contact MUSIC PEI at 902-894-6734, [music@musicpei.com](mailto:music@musicpei.com) or visit the following web sites for additional possibilities:

[www.musicpei.com](http://www.musicpei.com)

[www.gov.pe.ca/commcu](http://www.gov.pe.ca/commcu)

## Budget Notes

Please read the Program Guidelines for lists of eligible expenses, restrictions on eligible expenses, and ineligible expenses. The Budget Notes are intended to help you with your budget preparation. If you have any questions, please do not hesitate to call MUSIC PEI, 902-894-6734 or email [music@musicpei.com](mailto:music@musicpei.com). A proper budget **must** be included listing all expenses accompanied by quotes from suppliers.

### General

- ❖ All figures are estimates, but they should be based on research or quotes. Be sure to include copies of quotes.
- ❖ Write all of your figures in **Canadian dollars** and do not include **GST/HST**.
- ❖ Please detail any items included under the expense budget line **“Other.”**

### Expenses

- ❖ **Promo product** can include all formats, i.e. CD, DVD, EPK, video, etc.
- ❖ **Videotaping or filming** production costs are not eligible unless they are created for promotional purposes i.e. EPK live performance footage.
- ❖ **Targeted Demo Recording** costs may include side musicians, studio, engineering, mastering and producer fees.
- ❖ **Professional Services** includes all people or companies you have hired to work on your project, such as graphic designer, web designer, publicist, lawyer, social media consultant etc.
- ❖ **Live Performance Production Enhancement** (performance coaching)
  - ✓ Fees to hire an industry professional qualified to develop stage presentation and presence. E.g. performance coach. **Note: The Industry Professional must have the credentials and experience to qualify as a Performance Coach. The Jury will determine Performance Coach’s eligibility** based on information in the application.
  - ✓ Rehearsal space expenses such as, rent, sound tech, video equipment
  - ✓ Performance coaching sessions must be videotaped and a copy must be submitted to Music PEI on DVD of the complete sessions as part of the final report. **Lack of recording of the sessions will be considered a default and incompleteness of the project.**
- ❖ **Showcase and Tour Support** includes travel expenses (mileage or vehicle rentals), per diems, side musicians and accommodations and showcase registration fees.
  - ✓ **Best economy rates** for flights, hotels and vehicle rentals only
  - ✓ **Gas and mileage Rate** of \$0.36/km when using a privately owned vehicle, such as, a car or minivan and \$0.45/km a larger 12-15 passenger van. You must be traveling a distance of more than 250 km from place of residence.

- ✓ **Per Diems can reach a** maximum of \$40.00 CAD per individual
- ✓ A tour is defined under this program as one trip of 5 or more paid performances in 5 or more separate locations in at least 3 separate towns or cities off Island **within** a reasonable period of time. A tour in conjunction with other artists or groups, with a minimum of five (5) dates under the same conditions is also considered an eligible tour. Proof of confirmation of performances is required and can be contracts or email exchanges.

**We Strongly Encourage You To Buy Locally Whenever and Wherever Possible. Help Grow the PEI Music Industry.**