



Emerging Music Initiative

Music Industry Development Program Administered By Music PEI

Objective

The objective of this initiative is to enhance the skills of artists/groups and the marketability of Prince Edward Island music in order to become export ready.

Funding

The Emerging Music Initiative can provide for a non repayable investment up to \$4000.00 to a successful applicant for their project. Financial need should be demonstrated to strengthen your proposal.

*Please Note: An applicant may apply for up to \$3000.00 in the Emerging Music Initiative and \$1000.00 in the Targeted Demo Program for a total of \$4000.00. Applications for both programs must be separate. If the applicant's proposal requires both applications to be adjudicated simultaneously, please make a clear indication on both applications.

Deadline

April 30th 2010
5:00 pm AST

Next Deadline t.b.d. October 2010

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.** The original application plus 4 copies (5 total) are required. Applicants will be informed of grant decisions by letter usually within 60 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

Contact

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The Emerging Music Initiative is funded by the Prince Edward Island Department of Communities, Cultural Affairs & Labour 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

Emerging Music Support Initiative

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.

*We **strongly recommend** that you contact the Music PEI office if you have questions concerning the eligibility of your proposed project before an application is submitted. (902) 894-6734 or e mail music@musicpei.ca For more information contact Devin Casario, Music PEI Program Officer at devin@musicpei.com.*

Introduction

The Emerging Music Support Initiative is designed for artists and groups who demonstrate the potential and desire to enhance their marketability outside of Prince Edward Island. It is also intended to support Music Industry Professionals who demonstrate a similar potential and desire to enhance the marketability of Island artists outside of Prince Edward Island. This program is designed to assist (but not limited to) Emerging Artists. Export Ready and Exporting Artists will also be considered. You must be a member of MUSIC PEI to apply.

Who is eligible?

All applicants need to 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.
- ❑ Primary artist or registered company pays income tax to the Province of Prince Edward Island.
- ❑ In cases where applicants have previously been a resident of PEI for at least three (3) years, they can qualify to submit a proposal at the next funding deadline if they have resided in the province for 6 consecutive months prior to the deadline. They must also pay income tax for that year in PEI as explained above.

Emerging Artist- You are eligible as an emerging artist if you meet all of the following criteria:

- ❑ At least one professionally manufactured and released recording. A professionally manufactured recording is defined as: A commercially released CD, professionally packaged with a barcode and catalogue number and available for sale at at least 2 retail outlets.
- ❑ Digital releases will be considered. If the recording is only available through online digital purchase it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Napster or Rhapsody. Mail order or sales limited to your own website will not qualify.
- ❑ A professional performance, recording, touring history.
- ❑ Some independent or established team/infrastructure such as, artist manager/mentor, agent, publicist, distributor, etc.
- ❑ Exposure outside PEI and/or the Region has been limited. (More advanced artists will also receive consideration under this program.)

Music Industry Professional - You are eligible as a music industry professional if you meet any four of the following five criteria:

- Support an artist who has been invited to showcase at a recognized event.
- Support an artist who has a commercially released CD in the past 12 months OR will have a commercially released CD in the 3 months following the deadline for their application.
- Support an artist who is seeking a distribution and/or publishing agreement to build on what is already in place.
- Minimum 1 export ready or exporting artist/group, as defined for this program on your roster or in your client base Or a minimum of 2 emerging artists as defined in this program on your roster or in your client data base.
- Own a registered Prince Edward Island business that has been in existence and active for at least 1 year in the music business and be a resident of PEI for at least one year prior to the deadline you are applying under.

Please Note: Industry professionals who operate their business from Prince Edward Island and represent artists from outside of PEI are eligible for funding under this program, but funds cannot be directed at artists living outside of PEI.

Also, it is understood that many artists and groups are “self-managed.” However, due to the high demand for a limited amount of resources, a self-managed artist or group can only apply **under the Emerging Artist category.**

Ineligible applicants are, but not limited to:

- ❑ New artist or group (refers to those artists/groups without a CD release)
- ❑ Non-profit organization
- ❑ Presenter/Promoter
- ❑ **School or community choir/group or non-commercial group**
- ❑ Retail music business
- ❑ Musical Theatre

Artists who meet the criteria for the categories Export Ready and Exportable (**See Export Development Support Initiative for information about the criteria**) are eligible to submit two proposals at the deadline. One proposal will be under the Export Development Initiative and one proposal may be submitted under the Emerging Music Initiative. Those who are unsuccessful under the Export Development Initiative will still have their Emerging Music project proposal considered for funding under the Emerging Music Initiative.

Definition of a Music Industry Professional –

A Music Industry Professional is someone whose main activities are managing artists, publishing music, recorded music marketing and distribution, producing sound recordings or a combination of those activities carried out “under contract” with musicians, vocalists and copyright holders. Under contract refers to a legal business relationship.

Application Procedure

Applicants are to submit 5 copies of their signed and completed application form and proposal and one package of support material. (See Below) The following documentation is to accompany all application forms.

Artist/Group –

- A full description of the artist/group including target audience/market, industry awards, current bookings and a brief history of your live performances and future direction.
- A description of the proposed project activity
- A detailed project budget with itemized expenses accompanied by quotes
- A completed application form

Music Industry Professional –

- A full description of the professional's background and experience and if applicable future career path
- A description of the proposed project activity
- A detailed project budget with itemized expenses and accompanied by quotes
- A completed application form

Support Material

Three (3) performed songs are to be included with each application. Clearly indicate which 3 songs on your CD you wish the assessment panel to consider. Support material should be identified with the name of the applicant.

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

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

Additional support material could include a bio and photo of the artist/group plus addresses for web site and my space page if available. You are required to submit **five (5)** copies of each item in your support package.

What Will The Support Initiative Fund?

All proposals may demonstrate financial need in order to strengthen the proposal. They must also meet the program objectives.

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

1) Product Development Support -

The goal of product development support is to begin the process of becoming export ready and enhance the ability to follow through. This will allow

artists/groups to compete in the global marketplace by becoming more showcase ready, tour ready and export ready.

a) Performance Enhancement

Product development is the foundation for success in the industry. The success of all other programs hinges upon quality product. Until an artist has a product that will compare favorably 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 becoming export ready, showcase ready and tour ready 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.

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.

The Emerging Music Initiative will cover up to 100% of the eligible expenses of the approved budget for the Performance Enhancement component of Product Development up to the maximum non repayable investment of \$4000.00. 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: The Completion report must include 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 artsit with historical reference.**

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

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 Emerging Music 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 up to the maximum non repayable investment of \$4000.00. 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 and Festivals

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 applicant's 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.

Emerging Artist Guidelines For Festival, Tour & Showcase Support "ON SPEC" Amendment to Emerging Music Guidelines

This is a trial application under the Music PEI Emerging Artists Funding Program. It will be evaluated after two rounds of funding. At that time a decision will be made as to whether it becomes a permanent feature of the Music PEI funding program.

Festival, Tour and Showcase support will be given "on speculation" for potential festivals, tours and 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 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 or 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:

- 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 6 date tour being booked for the artist outside the region.
- 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 emerging music requirements and is considered ready for tour or showcasing.

If the event applied for ("On Spec" festival, tour or 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.

Music Industry Professionals will also be eligible for funding to attend a showcase or conference in support of an artist provided they meet the criteria for an MIP. They may also submit a project proposal under various other criteria listed in the MIP criteria section of these program guidelines to attend a showcase.

Eligible artists/groups who can include proof of secure festival bookings (or proof of ongoing negotiations) with their submission to Music PEI will be eligible to receive funding for up to 60% of eligible expenses. Priority will be given to festivals which will serve to advance the artist's career and overall career strategy.

The Emerging Music Initiative will cover up to 80% of the eligible expenses of the approved budget for showcase support and 60% for festivals. Artists/Groups will be expected to cover the remaining 20% of eligible expenses for showcases and 40% for festivals. Successful applicants 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.

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 emerging artist faces 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 applicant's 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.

Emerging Artist Guidelines For Festival, Tour & Showcase Support
"ON SPEC"
Amendment to Emerging Music Guidelines

This is a trial application under the Music PEI Emerging Artists Funding Program. It will be evaluated after two rounds of funding. At that time a decision will be made as to whether it becomes a permanent feature of the Music PEI funding program.

Festival, Tour and Showcase support will be given "on speculation" for potential festivals, tours and 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 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 or applying for showases) 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 6 date tour being booked for the artist outside the region.**
- **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 emerging music requirements and is considered ready for tour or showcasing.**

If the event applied for (“On Spec” festival, tour or 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.**

The Emerging Music 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 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.

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.

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	Approximate Venue Capacity
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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 Emerging Music Initiative will cover up to 80% of the eligible expenses of the approved budget up to the maximum non repayable investment of \$4000.00. Successful applicants will be expected to cover 20% of the marketing budget expenses. Successful applicants 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.

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.

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

- 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.
- 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)

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 Such As, \$2000.00 For Tour Support and \$2000.00 Under Market Expenses To Market A New CD. 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.

Emerging Artist Applicants Will Be Able To Submit One Application Per Deadline.

Restrictions To ALL 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 year they are allocated.
- 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 mini van 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
- If applicable, the applicant must declare in their budget at the time the application is submitted, the total expenses to be **paid by the promoter/presenter** in lieu of payment to the artist as budget expenses. To claim such expenses, the applicant must also declare the total expenses paid by the presenter/promoter as revenue.
- Marketing of a specific recording **must be executed within 18 months after the release date of the recording** in the territory being targeted by the marketing initiative.
- Recordings are to be commercially released and professionally manufactured.

Ineligible Expenses:

- Interest on overdue credit card payment
- Office rent
- Capital cost such as instruments, recording equipment, office equipment purchase or vehicle repairs
- Office staff wage
- Web site domain fees
- Medical prescription
- Traffic violation
- Costume/wardrobe
- Vehicle rental when using a privately owned vehicle
- Manufacturing of cultural product except for promotional use (including but not limited to CD, DVD and video)
- Manager's fee or commission
- Domestic recoupable taxes such as GST/HST
- Non Canadian musician(s) fees

See Appendix B For More Information

Ineligible projects under this initiative are, but not limited to:

- ❑ Recording , mixing, mastering (unless used for promotional purposes)
- ❑ Musical Theatre
- ❑ Cultural exchange
- ❑ Travel to video shoots

How are the decisions made?

A panel of a minimum of three (3) 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. Projects under the Emerging Music Support program will be assessed against their ability to achieve certain objectives outlined below under Program Evaluation (Page 12). The categories and values used for your application assessment will be weighted in the following proportions:

Emerging Artist -

- ❖ Encourage emerging artists to become export ready and increase revenues -35%

- ❖ Enhance their professionalism and marketability through product development like performance coaching and education. -35%
- ❖ Improve business, marketing and technical skills and abilities -15%
- ❖ Encourage the establishment of artist and various team member relationships such as artist/manager and artist/publicist. – 15%

Music Industry Professional –

- ❖ Supports efforts to encourage and assist emerging artists to become export ready-35%
- ❖ Enhance the professionalism and marketability of emerging artists -35%
- ❖ Improve professional business, marketing and technical skills and infrastructure – 15%
- ❖ Encourage establishment of artist-manager relationships – 15%

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.
- ❖ **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.

Think seriously about your commitment to product development as an artist/group and demonstrate clearly in your plan what that commitment means and how you will make it happen.

Program Evaluation

The expected outcomes for the Emerging Music Support Initiative include:

- Increased quality and marketability of music products
- Increased professionalism
- Increased business sustainability

- Increased leveraging of private sector investment and federal grants from agencies such as Canada Council and FACTOR.

Progress in achieving these outcomes must 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.
- A new application under any Music PEI Support Initiative will NOT be reviewed if you have an overdue Final Report for a previous project.
- For this round of Emerging Music Support applications self-formatted budgets will be accepted.
- In your budget, you are asked to report the full cost of the project, i.e. all expenses incurred even if 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 their proposal no later than 30 days from the date their Letter of Acceptance/Funding Agreement is received at the Music PEI office. Following submission of the Completion Report, the applicant will receive the remaining 25% of the project grant subject to approval of their Completion Report within 30 days.
- 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 the original receipts/invoices as supporting documentation (Original receipts/ invoices / cancelled cheques will be returned to the recipient).**
- **A written report detailing the execution of the project and achievement of goals must also be included with the Completion Report. Failure to submit a Completion Report will disqualify any future applications for funding and the final 25% payment will be withheld.**
- Recipients are subject to provincial government audit. Please retain all supporting documentation.

- Your program performance history will be considered with each application.

A REMINDER-

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. Unsuccessful applicants may resubmit 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 or visit the following web sites for additional possibilities:

www.musicpei.com

www.gov.pe.ca/commcul

www.peiartscouncil.com

REMEMBER- As an artist/group/ industry professional, you really need to think about what you would do with a non-repayable investment from the Emerging Music Support Initiative. What is the greatest need for funding you have in your particular situation? Would it be product development? What about showcase support? Or is it tour support? How do you leverage a non repayable investment to assist with taking your product to the next level? Be creative and use this funding wisely. This is a real opportunity to make a difference in your music career.

Make a case to the jury that this is a good investment for Music PEI of public funds. Demonstrate that you know your market and how to access it. A support system is key in advancing careers and partnerships with other artists are also valuable tools in building fans in other markets. Details including this type of information is very helpful in convincing the jury.

Appendix A: MUSIC PEI Recognized Events

If you are applying to the Export Development Support Initiative or the Emerging/Industry Professional Support Initiative to travel to an international or national event, please check the list below for events that are recognized by MUSIC PEI. If your event is not listed, please call Music PEI to discuss the value of the event you plan to attend.

Domestic events such as

Canadian Country Music Week
Canadian Music Week
CAPACOA
COCA
CONTACT Showcases (various provinces)
Contact East (Atlantic region)
Pacific Contact
Ontario Contact
Contact Alberta
OSAC (Saskatchewan Contact)
Manitoba Contact
East Coast Music Conference
OCFF/Folk Alliance Canada
Francofete
CINARS
Bourse Rideau
Halifax Pop Explosion
NXNE
New Music West
Pop Montreal
Toronto Urban Music Fest
Western Canadian Music Conference

International events such as

Americana Music Conference
CMJ
MIDEM
NACA
North American Folk Alliance Conference
Folk Alliance Regional US Conferences
POPKOMM
Printemps de Bourges France
Roots Music Association Conference
SXSW
Western Arts Alliance Conference

Appendix B: 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.

General

- ❖ All figures are estimates, but they should be based on research or quotes.
- ❖ Write all of your figures in **Canadian dollars** and do not include **GST/HST**.
- ❖ **Management commissions** or fees are not an eligible cost.
- ❖ 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.
- ❖ **Professional Services** includes all people or companies you have hired to work on this project, such as radio tracker, street marketing team, graphic designer, publicist etc.
- ❖ Music PEI will not recognize any business class tickets, hotel rates, or vehicle rentals that are not the lowest possible rate.
- ❖ **Travel excluding travel paid for by the presenter/promoter**, can include all forms of transportation, such as, economy flights, cabs, vehicle rentals and personally owned vehicles.
- ❖ **Accommodation costs** will be recognized at the most economical rate available excluding food and entertainment or accommodations paid for by the presenter/promoter.
- ❖ If you stay with a friend or relative during a trip, you may claim a \$40.00 per group per night as compensation for your **billeting**. You cannot claim both hotel and billeting for the same night.

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

