



Career Investment Program

Check Music PEI website for current deadline

www.musicpei.com

902-894-6734

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OBJECTIVE

The **Career Investment Program** is designed to make a substantial investment in exporting artists who have demonstrated a commitment to a career in the Music Industry and are currently exporting their product to great success in markets outside of PEI. Examples of eligible activities include commercial recordings, marketing and promotion, artist website development, touring and showcase expenditure, and professional business development.

ELIGIBILITY

Only “Career Artists” are eligible under this program.

Eligibility: Career Artist Description

In order to qualify as a “Career Artist” you must meet all five (5) of the following criteria:

1. Have a dedicated bank account for your business.
2. Have an up-to-date marketing and business plan. For groups, band agreements are also mandatory.
3. Have at least three (3) commercial releases [minimum six (6) songs *or* thirty (30) minutes], at least one of which must have been released within the past thirty-six (36) months.
 - a. If the recording is only available through online digital platforms, it must be listed with at least two (2) major outlets, including but not limited to Spotify, Apple Music, Google Play, Amazon, iTunes, Bandcamp.
 - b. ***If you do not meet the requirements for recent releases, equal experience in active touring may be considered. Please reach out to the program officer if this applies to you.***
4. Have upcoming bookings or a contract for a current musical production (i.e. live performance, stage production, song-writing collaboration, composition/soundtrack interest from film/TV, etc.)
5. Have completed at least one (1) tour outside of Canada or two (2) tours outside of Atlantic Canada.
6. Have an established team infrastructure (may include but is not limited to: manager, booking agent, or publicist).

You must also meet two (2) out of the three (3) additional criteria:

Have a history of industry recognition/awards beyond Atlantic Canada.

7. Have a minimum of 50,000 streams on Spotify and/or other streaming services. (Includes YouTube views.)
8. Have a minimum of 3,500 combined Likes/Follows on Facebook, Twitter, Instagram, or other social media.

Other Considerations

New projects formed by musicians already established from playing in other groups may be eligible to apply for export-ready/exporting or career level grants. Eligibility will be determined by the Music PEI Program Officer on a case-by-case basis.

All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- The primary artist and/or the majority of the group (51%) must have a permanent address in PEI and pay income Tax to the Prince Edward Island government.
- The applicant has been a resident of PEI for at least one (1) year.

You must be a current member of Music PEI to apply.

Membership applications can be found at <https://www.musicpei.com/membership/>

Ineligible Applicants

Ineligible applicants include, but are not limited to:

- Non-Profit Organizations
- Presenters
- Artist Services Businesses/Organizations
- School Choirs
- Non-Commercial Groups (Community Groups)

INVESTING

The Career Investment Program provides up to two (2) successful applicants with a non-repayable investment worth up to **\$8,000.00** over one (1) year.

What Will the Program Invest In?

The “Career Investment Program” will invest in all eligible expenses up to:

- 60% for Tour & Festival Support
- 80% of Professional Development
 - Or 100% for Live Performance Enhancement
- 80% of Showcase Support
- 80% of Marketing and Promotion
- 80% of Professional Services
- 80% of Commercial Recordings

Investment Criteria

The goal of the “Career Investment Program” is to help applicants in the following categories:

1. Professional Development
2. Market Access: Domestic and International Showcases & Festivals
3. Market Access: Domestic and International Touring
4. Marketing and Promotion
5. Professional Services
6. Commercial Recording

The following is a breakdown of each category, and the specific “eligible expenses” associated with each:

1) Professional Development

Professional development is defined as professional opportunities that will help you gain new skills, improve on skills, and expand your knowledge. It can include training, mentorship, workshops, attending professional or industry conferences, and performance enhancement.

The goal of funding professional development for artists is to nurture their skills and ability to create and deliver quality products that can match or exceed current world market standards.

Eligible expenses under “Professional Development” may include, but are not limited to:

- Conference and workshop registration fees.
- Fees to hire a **Music PEI-approved** mentor or coach.
- Fees associated with **Music PEI-approved** training opportunities, such as performance enhancement.

Ineligible expenses under “Professional Development” may include, but are not limited to:

- Music Lessons
- Fees associated with post-secondary education institutions
- Travel & accommodation costs for attending workshops, training, or conferences.

Performance Enhancement

The goal of funding performance enhancement is to assist artists to reach world-class professionalism through support to hire professionals who can enhance and develop their stage presence and performance skills. By enhancing these skills, artists will be more prepared for export and showcase opportunities, and touring, and will be better prepared to compete in a global marketplace overall.

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 skills and work with them to identify and implement improvements.

The Career Investment Program will cover up to 100% of the eligible expenses of the approved budget for the Performance Enhancement component of Professional Development up to the maximum non-payable investment.

Eligible expenses under the “Performance Enhancement” section may include, but are not limited to:

- Fees to hire a **Music PEI-approved** performance coach.
- Rehearsal space expenses such as rent, sound tech, and video equipment for those sessions.
- Venue rental for the album launch.

Note: *If applying for “Live Performance Production Enhancement,” a video clip must be provided as proof that the coaching session(s) took place.*

2) Market Access Support - Domestic and International Showcases

A showcase is defined as a performance targeted primarily at music/entertainment industry professionals. Common goals of participating in showcases are to secure live performances, a distribution deal, an agent/manager, a record label deal, film placement, a publishing deal, etc.

Music PEI will support project proposals from artists/groups who secure a performance slot at a recognized domestic or international showcase. 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.

Eligible expenses under the “Market Access – Domestic and International Showcases & Festivals” section may include, but are not limited to:

- Travel and Transportation
- Accommodations
- Per Diems
- Side Musicians for Solo Performers/Singer-Songwriters
- Conference Registration Fees
- Agent or managerial travel expenses. *(Only considered if the professional is attending a showcase to represent the 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. One of the most effective ways for an artist to achieve this is through touring. This component of the “Career Investment Program” will address some of the challenges in the overall ability of PEI artists/groups to go on the road by providing tour support. Tour Support helps artists/groups to begin the touring process by helping with travel expenses.

Under this program, a “tour” is defined as one string of five (5) or more paid performances in five (5) separate towns or cities within a reasonable period of time. At least four (4) of the performances must

have taken place off-Island. In addition, 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 when requesting investment for tour support.

Eligible expenses under the “Market Access – Domestic and International Touring” section may include, but are not limited to:

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

Career Investment Guidelines for Showcase/Tour Support “ON SPEC”

Showcase/Tour support will be given “on speculation” for potential shows that will take place prior to the next deadline and/or within thirty (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 or not they have been accepted for tour dates. In effect, they will know that some of their basic costs are covered, so there is flexibility (when booking shows) in order to make the initiative work.

We want our artists to work and promote themselves as much as possible. Planning around various deadlines and/or time frames to apply for investment support is often challenging due to deadlines that don’t match up. Music PEI is attempting to solve that issue with this approach.

“ON SPEC” SUPPORTING DOCUMENTS

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

“On Spec” Tour Support:

- 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 five (5) date tour being booked for the artist outside the region.
- At least one date must be secured prior to applying and confirmation provided.
- The applicant must meet all other Career Investment Program requirements.

“On Spec” Showcase/Festival Support:

- Proof of the showcase application.
- A budget that shows the costs associated with the showcase.
- The applicant must meet all other Career Investment Program requirements.

If the event that an applied for “on spec” showcase/tour does not happen, the following two options are available:

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

Note: Applicants who have been approved “On Spec” will not receive their advance until they can provide proof of confirmation for the tour/festival.

Note: If applying for Market Access Support, the Completion Report must provide Music PEI with the information required to measure the success of the tour/showcases with regard to booking opportunities and other industry-related activities. Since priorities and opportunities can change, redirection of the investment may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.

4) Marketing and Promotion Support

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

The program is designed for artists/groups and industry professionals who demonstrate potential or willingness to succeed in new or non-established markets outside of Prince Edward Island.

Eligible expenses under the “Marketing and Promotion” section may include, but are not limited to:

- The creation of a “Targeted Demo” (max three [3] songs) up to \$1,000.00
- Design
- Printing
- Electronic and Paper Press Kits (e. g. Sonic Bids)
- Photography
- Videotaping/Filming Production Costs for Promotional Use in an EPK or DVD
- Website Upgrades
- Publicists
- Digital Distribution (e.g. Drop Cards, Promo Net Pro)
- Showcase or Festival Application/Submission Fees
- Promotional Products for Give-Aways (i.e. CDs, DVDs, Poster, etc.)
- Items produced for commercial sale (t-shirts, stickers, etc.)
 - Costs of items created for commercial sale are only covered up to 50%

Note: Any recordings, including Targeted Demos, funded by the Career Investment Program can now be used commercially at any time.

Ineligible expenses under the “Marketing and Promotion” section may include, but are not limited to:

- Expenses incurred before the date the application is received at the Music PEI office.

5) Professional Services: 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

The Career Investment Program will cover up to 80% of the eligible expenses of the approved budget for

the Legal, Accounting and Business Services component of Product. 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 under the “Legal, Accounting, and Professional Services” section may include, but are not limited to:

- Legal fees for band partnership agreements or incorporation
- Hiring qualified professionals to write a business plan and/or marketing plan
- Hiring qualified professionals to prepare financial statements
- Hiring qualified professionals to develop branding/design/graphics etc
- Hiring qualified professionals to assist with creating proposals designed to leverage assets. (Ex. Canada Council of the Arts, FACTOR, ACOA, Tech PEI, etc.)
- One to one mentoring costs with qualified industry professionals
- Membership fees related to your professional development (i.e. SOCAN, Songwriters Association, etc.)

Note: *Music PEI memberships are not eligible as a “membership fee” expense.*

6) Commercial Recordings

The objective of Commercial Recording support is to assist artists in the sound recording and production expenses of studio singles, EPs, and albums.

Eligible expenses under the “Commercial Recording” section may include, but are not limited to:

- Studio rental
- Producer fees
- Mixing
- Engineering
- Session musician fees
- Mastering

Ineligible expenses under the “Commercial Recording” section may include, but are not limited to:

- Manufacturing (for retail purposes)
- Capital purchases

Mix and Match Your Proposal

When putting together a project proposal, applicants are free to apply under different categories and “mix & match” within their proposal to access different eligible expenses. The various combinations are up to you.

Keep in mind that what you propose needs to make sense to the assessment panel, and must be clearly tied together and documented in your proposal.

Project Budget

A proper budget must be included in all applications. Budgets must list all expenses and need to be accompanied by quotes from suppliers. Here are some further notes:

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 tax.
- 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 the amount of investment PEI music initiatives truly need.
- **If you have received any public funding (i.e. FACTOR, Canada Council) towards the same costs you are claiming in this submission, it must be notated in your budget.**

Expenses

- “Promo Products” can include all formats (i.e. CD, DVD, EPK, video, etc.)
- “Videotaping or Filming” 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 rental, engineering, mastering, and producer fees.
- “Professional Services” should include anyone you have hired to work on your project (i.e. graphic designers, web designers, publicists, lawyers, social media consultants, etc.)
- Live Performance Enhancement (performance coaching) can include, but is not limited to:
 - o Fees to hire an industry professional qualified to develop stage presentation and presence (performance coach.)
 - o Rehearsal space expenses (i.e. rent, sound tech, video equipment, etc.)
- “Showcase and Tour Support” can include things such as travel expenses (mileage or vehicle rentals), per diems, side musicians, accommodations, showcase registration fees, etc.
- When documenting “Showcase and Tour Support,” please make note of the following:
 - o Best economy rates for flights, hotels, and vehicle rentals must be provided.
 - o In order to claim gas and mileage, you must be traveling a distance of more than 250 km from place of residence.
 - o When using a privately owned car or minivan, gas and mileage rates of \$0.45/km are to be used.
 - o When using a 12-15 van or larger, gas and mileage rates of \$0.55/km are to be used.
 - o Per Diems can reach a maximum of \$50.00 in Canada and \$70.00 internationally.
- “Commercial Recordings” can include things such as side musicians, studio rental, engineering, mastering, and producer fees.

How Do I Apply?

All applicants must submit a proposal through the online application process. Here you will need to provide the following:

- Contact Information
- The Proposed Project
- Support Materials
- A Link to Recorded Music
- An Artist Biography
- An Artist Photo
- A Website and/or Links to All Other Online Profiles
- A Detailed Budget
- A Business Plan (including a critical path as well as a marketing plan)

A link to the online application form can be found at:

<https://www.musicpei.com/funding/investment-programs/investment-applications/>

Note: Artists are not required to submit physical copies of their recordings to the Music PEI office any longer. However, if an artist would like to add their recording to the Music PEI archive, they can mail or deliver a maximum of two (2) physical copies. These recordings may be used for promotional purposes.

Note: If your projected start date is earlier than the investment program deadline, you must submit your proposal before any expenses are incurred.

Note: Applicants will be informed of grant decisions by e-mail usually within thirty (30) days of the deadline.

Tips for Filling out Your Application

- Do not assume that the jury knows all of the details of your history.
- Build a case that will demonstrate how your project will meet the program's objectives.
- Show how by completion of this project, you will increase your earnings from the music business.
- Clearly state your goal(s) and desired outcomes for the project.
- Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
- Provide all pertinent and necessary information.
- A proper budget listing all expenses, as well as proof of quotes from suppliers, **must** be included.
- When providing supporting documents, make sure they are in PDF format.
- It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted.

Note: Career Investment applicants are only able to submit one (1) application per deadline.

Who Will Judge My Application?

A jury of industry professionals will review your submission. These confidential jurors are selected based on industry experience and knowledge. Your application and the supporting materials should provide them with all of the information they need to know about you and your proposal.

Note: The Board of Directors and Staff of Music PEI do not sit on any of these juries. In addition, all jurors go through a screening process to ensure that no conflicts of interest are present while judging applications.

How Will My Application Be Scored?

All application scores are based on the following criteria:

EMERGING/EXPORTING/CAREER ARTIST SCORING RUBRIC		
A	<p><u>Project & Objectives</u></p> <p>Questions to consider: Has the applicant provided clear, measurable, goals and desired outcomes for participation in this program? Are the applicant's goals and desired outcomes in line with the spirit of this program? Do the applicant's goals reflect a genuine commitment to artistic growth and development?</p>	25%
B	<p><u>Artistic Merit</u></p> <p>Questions to consider: Does the submitted demo(s) and/or examples of recorded work demonstrate originality, proficiency in execution, emotional impact, narrative depth, sonic quality, and contextual relevance?</p>	30%
C	<p><u>Marketability</u></p> <p>Questions to consider: Is the artist compelling, captivating, engaging and do they possess the ability to connect with a targeted audience? Does it leave a lasting impression on the listener, potentially leading to a loyal fan base?</p>	15%
D	<p><u>Readiness</u></p> <p>Questions to consider: Has the applicant demonstrated a level of readiness in their career? Is there evidence of previous work, achievements, growth, and/or successes that indicate the applicant's preparedness for receiving funding to complete this project? Does this project seem like the next logical step to advance the applicant's career?</p>	15%
E	<p><u>Presentation</u></p> <p>Questions to consider: Are the answers provided well-thought-out and answered to the best of the applicant's ability? To what extent did the applicant invest time and effort in completing the application thoughtfully and thoroughly?</p>	10%
F	<p><u>Gut Feeling</u></p> <p>Questions to consider: After reviewing the application, do you have a strong positive feeling or belief in the potential of this submission? Does the application stand out in a way that makes you intuitively believe it should be awarded?</p>	5%

Note: Previous successful applicants to this program may be adjudicated based on past projects with Music PEI (ie. previous funding contracts, career development programs, etc.).

What Happens If My Application is Selected?

If your application is successful, the following ensues:

1. You will be notified by Music PEI.
2. You will be asked to sign a “Letter of Acceptance/Investment Agreement.” This must be completed within thirty (30) days of receiving your acceptance notification.
3. Successful applicants will receive 75% of the eligible expenses for the approved budget within thirty (30) days of Music PEI receiving the signed Letter of Acceptance/Investment Agreement.
4. Recipients are expected to spend their investment within one (1) year of receiving funding.
5. After the project is completed, you have sixty (60) days to submit a **Completion Report**, as well as all financial documentation to the Music PEI office. If you cannot submit your completion report within this timeframe, you must inform the Program Officer prior to the deadline to request an extension. Failure to do so could result in forfeit of final payments and could jeopardize future investment.
6. The remaining 25% of the grant will be paid out within thirty (30) days of the Completion Report and financial documentation being submitted and approved by the Music PEI office.

Important Note: Applicants who are successful in obtaining funding through the Career Investment Program cannot apply for the round of investment funding that immediately follows, including applying for Emerging and Export Development tiers. Additionally, Applicants who are successful in obtaining funding through the Career Investment Program must wait until two consecutive funding deadlines have passed before they can apply again for the Career Investment Program.

What Happens If My Application Isn't Selected?

If your application is unsuccessful, the following ensues:

1. You will be notified by Music PEI.
2. Music PEI will offer feedback on your application on request.

All decisions by the jury will be final and appeals will not be accepted.

Note: Unsuccessful applicants may resubmit eligible projects at the next grant deadline.

Completion Report

Each project must have a “Completion Report” when submitted for final payments. **Completion reports must now be completed online.**

Please visit www.musicpei.com under the investment program section to access the form. You must fill out all required questions and relevant reporting related to your project. It is imperative for the future

success of the investment program that Music PEI is able to provide a detailed return on investment to our investors.

Examples of what your completion report must include:

1. A full written summary of the project.
2. Measures for the success of your project. (i.e. how did your project achieve the following outcomes):
 - o Increased quality and marketability of music products and live performance
 - o Increased professionalism
 - o Increased business skills
 - o Increased exposure provincially and regionally
 - o Increased overall income from music business
3. Copies of all expenses and invoices.
 - o If claiming ground travel expenses, please provide mileage at the approved rate from point to point. You do not need to provide gas receipts.
 - o Be sure to provide **copies only** of your invoices. Originals are not necessary.
 - o **Please provide a detailed list, in spreadsheet form, of all expenses, the percentage covered by Music PEI and the totals.**
 - o Per diems only are required for meals, not meal receipts.

Note: *Your application will not be reviewed if you have a Final Report from a previous project that is overdue.*

IMPORTANT:

- Recipients are subject to provincial government audits. Please retain all supporting documentation

Final Encouragements

We strongly encourage you to use local products and businesses whenever and wherever possible. Help grow the PEI Music Industry! For further questions, you may contact the Music PEI office at any time at 902-894-6734 or via email at music@musicpei.com.

The Career Investment Initiative is funded by Innovation PEI through the Department of Economic Growth, Tourism and Culture. 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.