



Music Industry Professional Development Program

Check Music PEI website for current deadline

www.musicpei.com

902-894-6734

Objective

The **Music Industry Professional (MIP) Development Program** is designed for industry members (non-artists) who demonstrate the potential to succeed in the music industry. Examples of eligible activities include professional development such as the development of marketing material (for the company, not individual artists), mentorship programs, workshops, travel to attend conferences, showcases, and business meetings on behalf of signed artists. (i.e. flights, mileage, hotels, etc.), and website development (for the company, not individual artists).

Investing

The MIP Development Program provides up to two (2) successful applicants with a non-repayable investment worth up to **\$1,500.00** over one (1) year.

Eligibility

Only “Music Industry Professionals” are eligible under this program. This includes but is not limited to: artist manager, agent, publisher, music supervisor, or label.

Note: “Self-Managed” artists are not eligible as “Industry Professionals” under this program.

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 applicant must have a permanent address in PEI and pay income taxes 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
- School Choirs

- Non-Commercial Groups (Community Groups)

What Will the Program Invest In?

The MIP Development Program will invest in all eligible expenses up to 80% of the total costs up to a maximum of \$1,500. Please send us your proposal for confirmation of specific eligible expenses.

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 biography
- A photo of industry person
- Links to website and/or any other online profiles
- A detailed budget

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

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

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.*

Some 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 the completion of this project, you will increase your earnings from the music business.
- Clearly state your goal(s) 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.
- When providing supporting documents, make sure they are in PDF format.
- A proper budget listing all expenses, as well as proof of quotes from suppliers, **must** be included.
- It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted.

Note: MIP Development 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 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:

Career Growth/Logical Next Steps - 40%

- Does the proposed submission outline a plan that is in line with the professional's career path up until this point?
- Has the applicant shown that they have a good understanding of where the proposed project will position them in their professional future?
- Does the submission show how the professional has grown?

Achievement in Excellence: 25%

- Has the applicant displayed a record of past successes? Have they made an effort to contribute to the Island's music industry in a meaningful way? How well have they represented the artists that use their services?

Presentation of Application - 20%

- Has the applicant participated in the suggested consultation session with MPEI?
- Has the application been completed in full?
- Does the applicant show a good overall understanding of the grant process?
- Does the applicant possess the necessary skills to fulfill the requirements of the application?

Measuring Success - 15%

- Has the applicant outlined a clear and decisive plan for measuring the success of the project?
- Has the applicant set reasonable goals that can be quantified and measured?

Note: Previous successful applicants to this program may be adjudicated based on past projects with Music PEI (i.e. 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 investing.
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.

Note: Applicants who are successful in obtaining funding through the MIP Development Program are allowed to apply for the round of investment funding that immediately follows, providing they have no outstanding project reports.

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.

Notes on the 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

- Videotaping or filming costs are not eligible unless they are created for promotional purposes, i.e. footage for a website.
- When documenting "Business Travel Support," please make note of the following:
 - Best economy rates for flights, hotels, and vehicle rentals must be provided.
 - In order to claim gas and mileage, you must be travelling 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 passenger 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.

Notes on the Completion Report

Each project must have a completion report when submitting for final payments. Completion reports must now be **completed online**. Please visit www.musicpei.com under the investment program section to access the form. 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.

Each 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 services provided
 - o Increased professionalism
 - o Increased business skills
 - o Increased exposure provincially and regionally.
 - o Increased overall income from the music industry
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 audit. 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 Music Industry Professional Development 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.