

## **Eligibility: Emerging Artist Description**

An “Emerging Artist/Group” is defined as an artist or group who has not yet realized substantial provincial or regional exposure. Such artists have not yet secured a manager, agent, publicist, or record label. These artists may have no professional recordings released, have only played local gigs, and have not played off-Island, etc.

**Note:** Applicants in the Emerging Artist program may receive up to a maximum of four (4) grants. After this time, applicants must graduate to the “Export Development Program.” However, applicants can graduate to the “Export Development” level at any time, provided that they meet the eligibility criteria. If successful in the Export Development level you are no longer eligible to apply for an Emerging Artist grant.

## **Eligibility: Export Ready Artist Description**

**In order to qualify as an “Export Ready Artist” you must meet all of the following four (4) criteria:**

1. Have at least one (1) recording released (minimum six (6) songs or thirty (30) minutes) within the past thirty-six (36) months **or** four (4) singles released in the past twenty-four (24) 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.
2. 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.).
3. Have a history of local/regional industry recognition (media coverage/reviews) and/or awards (Music PEI/ECMA etc).
4. Have toured at least once within Atlantic Canada.

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

5. Have a dedicated bank account for your business.
6. Have an up-to-date marketing and business plan.
7. Have a minimum of 10,000 combined streams on Spotify and/or other streaming services. (Includes YouTube views.)

**Note:** For groups, band agreements are also mandatory.

### **Eligibility: Exporting Artist Description**

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

1. Have an up-to-date marketing and business plan. For groups, band agreements are also mandatory.
2. Have at least one (1) recording released (minimum six (6) songs or thirty (30) minutes) within the past thirty-six (36) months **or** four (4) singles released in the past twenty-four (24) 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.
3. 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.).
4. Have a history of local/regional industry recognition (media coverage/reviews) and/or awards (Music PEI/ECMA etc).
5. Have toured at least once outside of Atlantic Canada.

**You must also meet three (3) out of the five (5) additional criteria**

6. Have a dedicated bank account for your business.
7. Have a minimum of 20,000 combined streams on Spotify and/or other streaming services. (Includes YouTube views.)
8. Have a minimum of 3,500 combined followers across social media platforms.
9. Have a history of industry recognition/awards **beyond Atlantic Canada.**
10. Have an established team infrastructure (may include but is not limited to: manager, booking agent, or publicist).

### **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:**

7. Have a history of industry recognition/awards beyond Atlantic Canada.
8. Have a minimum of 50,000 streams on Spotify and/or other streaming services. (Includes YouTube views.)
9. 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 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/>