

ARTIST LEVEL ELIGIBILITY REQUIREMENTS

Artist I:

- Any Artist who has not reached Artist II or Artist III
- Must have completed two (2) of three (3) Takin' Care of Business Core Sessions

Successful applicants of the Artist I funding stream are limited to receiving four (4) grants before being required to advance to the Artist II funding stream.

Artist II (must meet all of the following):

- Updated accomplishments and goals completed in Artist Profile
- Completed three (3) of three (3) Takin' Care of Business Core Sessions
- For groups, band member agreements are mandatory

Must meet three (3) of the following:

- Minimum of 500 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- Minimum of 3,500 social media followers across all platforms
- Minimum of 400 Spotify followers or 400 YouTube subscribers
- Minimum of 30 performances out of province within the past 2 years
- Song charted on Billboard top 40 within the past 2 years
- Album/EP charted Top 10 on Earshot or NACC with the past 2 years
- \$30,000 in gross revenue from your music career (excluding grants) within the past 2 years
- Team member(s) from industry-recognized companies/organizations, such as: a booking agent, publisher, label, management, sync agent, publicist, etc. *This list is non-exhaustive; please contact the Program Manager if you are an artist who needs this criteria in order to change programs.*

Artist III (must meet all of the following)

- Updated accomplishments and goals completed in Artist Profile
- Completed all Takin' Care of Business Core Sessions and Advanced Sessions.
- For groups, band member agreements are mandatory

Successful applicants of the Artist III funding stream are limited to receiving one (1) grant per fiscal year, and a maximum of four (4) grants throughout their career.

Must meet three (3) of the following:

- Minimum of 1000 lifetime units sold of all releases combined (500 streams = 1 unit sold, 6 single downloads = 1 unit sold)
- Minimum of 8,000 social media followers across all platforms
- Minimum of 1000 Spotify followers or 1000 YouTube subscribers

- Minimum of 60 performances out of province within the past 2 years
- Song charted on Billboard top 40 within the past 2 years
- Album/EP charted Top 10 on Earshot or NACC with the past 2 years
- \$60,000 in gross revenue from your music career (excluding grants) within the past 2 years
- Team member(s) from industry-recognized companies/organizations, such as: a booking agent, publisher, label, management, sync agent, publicist, etc. *This list is non-exhaustive; please contact the Program Manager if you are an artist who needs this criteria in order to change programs.*

ARTIST LEVELS & LEGACY CLAUSE

The legacy clause will be valid for one year from June 10th, 2024, to June 10th, 2025. However, if you fail to set up your new Investment Profile before June 10th, 2025, you will no longer be entitled to the privileges or rights associated with the legacy clause.

Artist Levels & Legacy Clause:

- **Artist I:** For those who have previously received “Emerging” grants and/or participated in the old Takin’ Care of Business program.
- **Artist II:** For those who have previously received “Export-Ready/Exporting” grants and/or participated in the old Takin’ Care of Business. Legacy members can attain this level upon completing their Artist Investment Profile.
- **Artist III:** Automatically assigned to those who have received a "Career Investment" grant upon completing their Artist Investment Profile, OR, have completed the old Takin’ Care of Business Program and meet the eligibility requirements.

Skipping levels may be considered on a case-by-case basis for new residents meeting eligibility criteria or for experienced artists embarking on new projects

If you have questions regarding Artist or Business Level eligibility or wish to appeal your Artist Level assessment, please contact our program officer at programs@musicpei.com.