



Tourism, Culture and Heritage

Culture Division

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## Emerging Music Business Program Guidelines

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### Objectives

The overall objectives of this investment program are to enhance skills and enhance the marketability of Nova Scotia produced music.

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### Eligibility

It is a matter of policy and practice that the Emerging Music Business Program be accessible to artists/groups and industry professionals of a diverse range of musical styles and cultures throughout the province of Nova Scotia.

- Emerging Artist/Group: Artists who have not yet realized provincial, national or international sales or exposure. Such artists have not yet secured a manager, publicist, and/or record label deal; have not had significant exposure outside of Nova Scotia; and do not qualify for the Export Development Program administered by the Music Industry Association of Nova Scotia. The artist or 75% of group members must be Nova Scotia residents for at least one year to apply.
- Emerging Industry Professional: The individual can be in the development stage of creating a music business, including, but not limited to, record company, management company, music distributor, music publisher, retailer or music promoter. The industry professional must be a Nova Scotia resident for at least one year.
- Nova Scotia Registered Society: Organizations incorporated under the Societies Act of Nova Scotia.

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### Examples of activities assisted (but not limited to)

Promotion of music industry as a career choice, capacity building, manager-artist mentoring, music business skills training, business and marketing plan development and professional demo recordings, mastering and packaging design of sound recording. Examples of eligible expenses:

- development of media kits, professional photos, initial website design, development of marketing and business plans, consultation with industry professionals
- fees for manager services
- expenses incurred while developing the artist
- fees for other professional services, i.e., demos, mastering, agents, publicists.

*The purchase or rental of capital equipment, operational costs and music association membership fees are not eligible.*

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**Level of funding**

The Emerging Music Business Program will consider a non-repayable investment of up to 50% of project costs to a maximum contribution of up to \$4,000; \$15,000 for manager-artist mentoring projects. Total combined federal and provincial government funding cannot exceed 75%. *Financial need must be demonstrated and substantiated.*

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**Application procedure**

Applicants are to submit signed and complete application forms and support material. The following documentation is to accompany all application forms:

**Nova Scotia Artist /Group**

- a full description of the artist/group including, audience/market, industry awards, current bookings and concerts, and future direction
- proposed activity
- project budget with itemized expenses
- draft business and/or marketing plan.

**Nova Scotia Industry Professional**

- a full description of the professional's background and experience, and future career path
- proposed activity
- project budget with itemized expenses
- draft business and/or marketing plan.

**Nova Scotia Registered Society**

- a letter from the chair (or president) confirming the project is achievable and beneficial
- copies of incorporation documents, including the memorandum of association, certificate of incorporation and by-laws
- project budget.

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**Support Material**

A maximum of three performed songs are to be included with each application. The songs can be on one of the following: an audio tape (cued); a VHS videotape (cued); or a CD. Support material should be identified with the applicant's name.

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

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**Critical Reviews**

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

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### **Application assessment**

Projects under the Emerging Music Business Program will be assessed against their ability to:

- encourage music production
- enhance the professionalism and marketability of new music initiatives
- improve professional business, marketing and technical skills
- encourage establishment of artist-manager relationships.

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### **Program evaluation**

The expected outcomes associated with the program include: increased quality and marketability of music products, increased professionalism and increased business sustainability and increased leveraging of private sector investment. Progress in achieving these outcomes must be documented in final activity reports prepared by clients. A comprehensive review of the entire program will also be undertaken after the first year.

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### **Important Notes**

- An incomplete application will be deemed ineligible.
- Approved applicants will be required to sign an agreement that outlines terms and conditions of funding.
- Approved applicants will be required to complete a final activity report no later than 60 days after completion of their respective projects. The report is to include a detailed financial statement of actual revenues and expenses, with supporting documentation.
- Approved applicants will receive 80% of the approved funding upon the receipt of the signed terms and conditions agreement. The remaining 20% will be released upon receipt and approval of the final activity report.
- Recipients are subject to provincial audit. Please retain all receipts.
- It is strongly recommended that the Program Officer is contacted to discuss the proposed project and the application requirements before an application is submitted.
- Projects eligible under the Emerging Music Business Program/Export Development Program for Music, will be ineligible under the Industries Program.

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### **Application deadlines and activity start date**

- Eligible projects can begin no earlier than the deadline dates. Deadlines for applications are October 15 and March 15.
- Applications must be postmarked on or prior to the deadline date to be eligible. If the deadline date should fall on a weekend or holiday, applications that are postmarked for the following business day will be accepted.
- Applicants will be informed of grant decisions by letter usually within 60 days of the deadline. Unsuccessful applicants may resubmit eligible projects at the next grant deadline.

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### **Send applications to:**

Culture Division, PO Box 456, Halifax, Nova Scotia, B3J 2R5; or fax to: (902) 424-0710. For more information, call (902) 424-8216.