

# THE BC MUSIC FUND:

*from design to impact*

creativeBC



BRITISH  
COLUMBIA

Supported by the Province of British Columbia



DELHI 2 DUBLIN AT BREAKOUT WEST 2018



'Q'EMCÍN 2 RIVERS REMIX / BILLY JEAN GABRIEL

# DESIGN

## FROM DESIGN TO IMPACT

On February 11, 2016, the Province of British Columbia announced a new \$15 million fund to grow and expand activity within B.C.'s music industry, the BC Music Fund.

The first music program of its kind in B.C., the BC Music Fund was designed, launched and administered over a two-year period by Creative BC (2016-2018). The BC Music Fund stimulated direct investment in B.C.'s music industry, created jobs, promoted music tourism and helped increase the export of B.C. music. Over 1,000 applications for funding came in from across British Columbia, a 64% oversubscription on program funds.

The \$15 million BC Music Fund investment resulted in \$45 million in expenditures (ratio of 1:3 on every dollar invested) and employed 6,596 people through projects. Overall, 558 projects were supported, funding artists, companies and industry development.

Now complete, the following summary provides a look back at the BC Music Fund.

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To ensure accountability and facilitate two-way communication, Creative BC established a BC Music Fund Advisory Committee, consisting of a broad range of music companies, artist-entrepreneurs and industry partners at provincial and national levels to advise on program design and delivery.

The BC Music Fund allowed Creative BC to deepen and further links and channels for collaboration across the province. Creative BC delivered 32 information sessions in eight regional locations and the Lower Mainland with over 900 attendees learning about funding programs and how to apply. In addition, Creative BC worked with the Regional Film Commissions for outreach in their respective jurisdictions and with the Chamber of Commerce network to promote regional uptake on BC Music Fund grants.

Promotion and engagement activities were aimed at funding a diversity of funding recipients, a key priority across all programs. Creative BC

committed to supporting the full range of B.C.'s music industry, including activity across B.C.'s regions, the many genres and business activities within the music industry, and representation of gender, Indigenous peoples, and the diverse cultural communities in B.C. Funds were directed to projects serving gaps in the music industry, resulting in support for activities outside traditional industry pathways.

Additionally, BC Music Fund programs were designed to align with core national funding available to the commercial music industry through FACTOR, the national music funding body; Canadian Heritage; and other sources. The ability to stack investments at both levels of government in turn enabled creators and entrepreneurs to offer attractive investment opportunities to the private sector, ultimately generating a 1:3 economic return.

Creative BC consulted with industry stakeholders before designing the programs, these included:

60+ B.C.-Based Organizations

20 National Organizations

16 Agencies, Funders and Partners

Every \$1 of BC Music Fund triggered \$0.28 in federal funding and \$1.84 in private sector investment, supporting projects to benefit B.C.'s music industry.



NANAIMO INTERNATIONAL JAZZ FESTIVAL



Within the BC Music Fund, Creative BC launched eight funding programs to support different facets of the music industry, including artists, live music, music companies, and the broader industry.

SOUND RECORDING	286 projects funded	Funded sound recording projects at B.C.-based studios to attract domestic and international business to B.C. recording facilities.
Careers of B.C. Artists	111 projects funded	Supported marketing initiatives and music videos to build local and international audiences for B.C. artists.
Signature Artist	6 projects funded	Focused on the growth of B.C.'s music industry by attracting internationally renowned artists from Canada and abroad to implement large scale projects in B.C., creating jobs and economic impact.
Live Music	69 projects funded	Supported the expansion of live music presentation and business development initiatives for B.C.-based live music events, festivals and venues.
Music Company Development	36 projects funded	Funded business development initiatives to grow and build the capacity of B.C.'s music companies.
Innovation	10 projects funded	Focused on the development of innovative ideas that explored cross-sector collaboration and the use of technology.
Industry Initiatives	36 projects funded	Supported industry development projects, including export activities and artist showcases, training and professional development, and collaborative business initiatives.
Research	4 projects funded	Funded research projects to increase knowledge and inform the growth, evolution and innovation of B.C.'s diverse and distinct music sector.

In addition to the above programs, the BC Music Fund provided funding to strategic industry partnerships and special projects.

B.C.'s music industry responded to the programs with high demand, demonstrating an eagerness to grow the scale and scope of their endeavors with matching private investment. The impacts of the BC Music Fund were felt across the music industry. For example, artist-entrepreneurs invested significant funding in creating new sound recordings, music videos and marketing assets to grow their audiences, creating jobs for recording studios, publicists, radio promoters, and video companies. Music companies hired additional staff, and live music presenters created more performance spots and grew their production teams.

IMPACTS

278

sound recording projects for B.C. artists across 21 different genres: 2,535 songs, 200 full length albums, 71 Eps

6,101

days of recording across 69 B.C. studios and \$4M into the recording industry, attracted 12 out-of-province artists to record in B.C., including Jann Arden and Alan Doyle

258

music videos

106

artist marketing initiatives

3,070

performance opportunities for B.C. artists

\$1.8M

in artist fees for live music events, with audiences of over 500,000

\* based on final reports from recipients

6,596

people employed through funded projects

79

new hires at B.C. music companies

\$76M

in estimated future earnings for music companies and artists

\$4M

in leveraged federal investment and \$27M in private sector expenditures

\$10M

out-of-province dollars attracted to B.C.-related projects

28

international and domestic trade missions

DIVERSITY OF RECIPIENTS

Creative BC funded a diverse range of artists, companies and projects through the BC Music Fund.

- 453 approved artist projects involved 285 women, 35 Indigenous, 122 visible minority and 23 persons with disabilities, as self-identified
- 3,070 performances were supported through the Fund: 2,322 were women, 610 were Indigenous, 1,493 were visible minorities and 406 were from under-represented groups as self-reported by live music events.

TRAINING

The music industry is comprised of many small companies and entrepreneurs building revenue streams in a landscape of technological change and new business models. Many artists struggle with the economic pressures of building a career in music. To address this need, BC Music Fund invested significantly in artist development and training, providing opportunities for artists to gain business skills and learn tools to grow their audiences.

- Over 8,000 industry professionals and artist-entrepreneurs participated in 800+ training opportunities.



The Sound Recording program supported Victoria based artist Art d'Ecco to create his third full length album Trespasser produced by Jason Corbett at Jacknife Sound and Raincity Recorders. Art d'Ecco was later signed to Paper Bag Records for the album's release.



# PARTNERSHIPS

Creative BC developed partnerships with Music BC and the First Peoples' Cultural Council (FPCC) to deliver programs as part of the BC Music Fund and played a key role in building the profile of B.C. musicians and industry through funding the 2018 JUNO Awards.

Partnering with FPCC created the opportunity for funding programs to be self-directed and shaped by Indigenous peoples, and benefit from FPCC's significant expertise and longstanding relationships with First Nations across B.C. After stakeholder consultations, FPCC developed new programs with a focus on increasing opportunities for Indigenous music industry professionals to participate in and influence B.C.'s music industry, including:

**21**  
emerging and established artists participated in the first Indigenous Music Retreat, strengthening artistic and business skills through workshops and mentorship.

**4**  
emerging Indigenous music industry professionals benefitted from mentorship/internship projects, growing skills in the areas of event planning, live music promotion and entrepreneurship.

**4**  
projects developed the capacity of independent, Indigenous-controlled recording studios and recording professionals, supporting training, equipment purchases, and participation in recording projects relevant to Indigenous musicians and communities.

The BC Music Fund enabled Creative BC to collaborate with Music BC to support the design and delivery of distinct and complementary initiatives to those offered through Creative BC. Music BC delivered funds to support training, professional development, export and showcasing, business travel and tour support for artists, which included:

**238**  
funding recipients for tour support and business travel

**1,300+**  
artists and industry professionals benefited from training, panels and workshops, business development programs, showcases and export activities, building audiences, expertise and business capacity

**24**  
trade missions, international and export events

**4**  
a focus on specialized topics, genres and four new export markets: Seattle, Denver, India and Singapore

*The Indigenous group, Snotty Nose Rez Kids, attended the FPCC Indigenous Music Retreat and were nominated for a 2019 JUNO Award and made the 2018 Polaris Prize short list.*

*Market development initiatives led by Music BC helped form a Cascadia Music working group with industry associations from Vancouver, Seattle, Portland, Idaho and Alaska.*

*27 music company owners and leaders participated in the Phoenix Training & Professional Development program, delivered by Music BC, developing business acumen and strategy with support from FACTOR and SFU's Beedie School of Business. After two rounds in B.C., the Phoenix program was launched nationally by the Canada Music Fund.*

## The 2018 JUNOs in British Columbia

A highlight of the BC Music Fund's success was leveraging federal and national opportunities to draw Canada's attention to the west coast at the 2018 JUNO Awards, shining a spotlight on British Columbia and its talented artists and music infrastructure.

The economic impact of the JUNOS is calculated by their team at CARAS at \$10.9M, including \$2.7M in contributed out-of-province investment and \$1.2M in direct expenditures for B.C. labour, employing 1,005 people from B.C. A portion of the JUNO Award attendees were out-of-province visitors and B.C. artists were front and centre at 90 live music events, garnering high visibility and made up 28% of all performances.

The 2018 JUNO Awards Host Committee in partnership with Music BC received \$150,000 through the Fund to feature B.C. talent at local showcases through the province, on the JUNO tour to Victoria and Kelowna, and at the family-friendly Let's Hear It LIVE! Celebration Site at the Vancouver Art Gallery, spreading the economic benefits regionally.



# FROM THE BC MUSIC FUND TO AMPLIFY BC



CURRENT SWELL

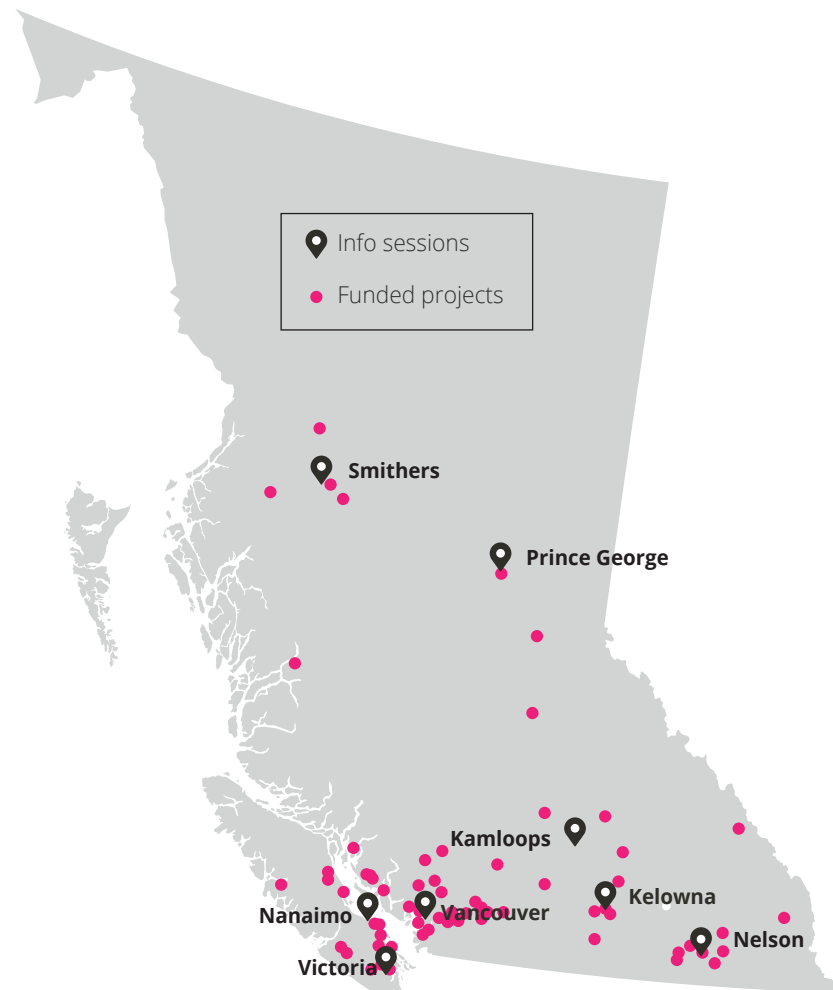
The creation and delivery of the BC Music Fund unified stakeholders across B.C.'s music industry. This community of competitive professionals and niche companies responded to new funding opportunities with speed and high demand. Industry stakeholders continued to collaborate as the BC Music Fund created resources and opportunities for companies to grow.

Funding for industry events, professional development, research and business collaborations created added incentive for stakeholders to envision and work together towards the future of B.C.'s music industry. Stakeholders repeatedly mention that the galvanization and collaboration in B.C.'s music industry is unprecedented and one of the biggest impacts of the BC Music Fund.

In 2018-19, Creative BC leveraged its experience and expertise to improve funding programs and launch the new \$7.5M Amplify BC Fund with provincial investment renewal in 2019-20. To design the new fund, extensive consultation with 250+ industry stakeholders was conducted through surveys and in-person meetings; and the Advisory Committee continues to meet to provide ongoing feedback. Funding programs have been streamlined from eight programs to four in order to simplify programs for applicants and administration.

Creative BC held **32** information sessions online, in Vancouver and **8** regional communities, presenting to over **900** industry stakeholders.

Amplify BC continues to support people working in BC's diverse music industry, focusing on four program areas: career development for BC artists; support for live music events in BC; investment in BC's music companies; and development of the provincial music industry. Partnerships with Music BC and the First Peoples' Cultural Council offer additional programs and initiatives in the areas of training, professional development, export and showcasing.



## Success Stories

"Amplify BC has given us a competitive advantage in the global marketplace and sets the B.C. music sector up for future success in an evolving landscape."

– Rob Calder | Founder of Secret Study Projects

After securing a new location in Burnaby, Studio Cloud 30 used their funding to add three new hires to their team, increasing their potential teaching capacity by 275%. They also launched a label services division, which has created job opportunities and generated \$15,000 in additional revenue so far.

Core Music Agency hired a new full-time agent and expanded their reach by launching a new division specializing in music composition for gaming and interactive media. Core now boasts a more robust roster of composers and is looking to set up a second office in Los Angeles.

Upstream Music Fest was launched in Seattle in 2018, with a Summit for industry professionals and festival of over 30,000 attendees. Secret Study, Music BC, FACTOR, The Government of Canada and Creative BC partnered to create Canada House, a venue showcasing 11 B.C. artists.

The Western Front received support through the Innovation program for Telepresence, a virtual reality experience by Kiran Bhumber and Nancy Lee featuring JP Carter.

The Good Brothers and The Washboard Union recording their duet in the studio the Canadian Country Music Hall of Fame Then and Now, Volume 1, a compilation featuring Hall of Fame inductees in duets with top names in Canadian country music, including Ian Tyson, Michelle Wright, Brett Kissel and Jess Moskaluke. Funded through the Signature Artist program.

Bass Coast improved the sound and staging environment of their Cantina stage. In a survey completed by 1,800 attendees, this stage became a new festival favourite, and the improved sound system and shaded environment received great feedback from attendees. Bass Coast reported an economic impact of \$1,063,250 in Merritt.

The Wise Hall, a Vancouver music venue, received funding through the Live Music program to upgrade the sound and lighting systems. The photo shows a live performance by Ford Pier.

The Smithers Chamber of Commerce launched a Music City Strategy to inventory music activity and create recommendations to growth and strengthen the music sector in the Smithers area.

Dear Rouge topped Canadian Alternative Rock Charts with "Live Through The Night" in August 2018.

Pennan Brae, a songwriter, actor, and screenwriter, wrote, performed and recorded the entire soundtrack for The Astronot, a feature length film in which he also stars as the lead actor. The film has since been nominated for 46 awards and won 36, including Best Film Score. The album was recorded at Bluelight Studios in Vancouver.

The New Forms Festival Symposium hosted workshops on electronic music gear and DJ skills, with priority for women, non-binary, and people of colour (there is a corresponding picture).

Staying In Tune: A Study of the Music Industry Labour Market in British Columbia was funded through the Research program. This research report was one of four projects supported, building business intelligence in the sector.

# ABOUT CREATIVE BC

Creative BC is an independent society created and supported by the Province of BC to sustain and help grow B.C.'s creative sector (film and television, digital and interactive media, music, and magazine and book publishing industries).



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## Thank you

**Thank you for sharing knowledge, expertise and best practices as BC Music Fund programs were designed and delivered:**

- Music BC
- BC Arts Council
- Ontario Creates
- FACTOR
- Canada Music Fund
- Manitoba Film & Music
- Community Radio Fund of Canada
- Sadira Rodrigues, Consultant

**Thank you to the BC Music Fund Advisory Committee:**

- Alex Cuba, Artist, Smithers, B.C.
- Amy Terrill, EVP, Music Canada
- Asha Bhat, Executive Lead, Multiculturalism and Creative Ministry of Tourism, Arts and Culture
- Bruce Allen, Bruce Allen Talent
- Bryan Adams, Artist
- Catherine Runnals, President, Brandlive
- Jenna Robson & Kesi Smyth, 604 Records
- Nick Blasko, Nick Blasko & Piers Henwood Artist Management
- Patrick Aldous, Music BC
- Prem Gill, Creative BC (Chair)
- Sarah Fenton, Watchdog Management

**Thank you to the industry professionals that participated on advisory panels and assisted with the evaluation of BC Music Fund applications. Panels are chosen to represent a variety of business activities, industry backgrounds, genres and demographics, and provide expertise representing the applicant pool for each program.**

- Aidyl Jago, Sound Factory
- Amanda Schweers, The Feldman Agency
- Barbara Sedun, SOCAN
- Bob Pritchard, Assistant Professor, Music Technology, UBC
- Christine Hunter, Shambhala Music Festival
- Curtis Pope, Country 107.1
- Gregory Adams, Journalist
- Jennifer Anderson, Digital Marketing Manager, Bruce Allen Talent
- Jennifer Roworth, Production Supervisor, NFB
- Jo Beattie, The Damer Agency
- Joel Guralnick, Bron Studios
- Melissa Mowat, Ticketmaster
- Michael Dawson, Sask Music
- Michael P Falk, Winnipeg Jazz Festival,
- Phillip Djwa, Agentic Digital Media
- Phyllis Stenson, Consultant
- Prevail, Kitsilano Records
- Rob Wright, The Feldman Agency
- Robert Kerr, City of Toronto
- Ry Boelstler, BroadbandTV
- Simon Fallick, Whitecaps FC
- Stefania Paterak, Massey Hall & Roy Thomson Hall
- Steve Pratt, Pacific Content