

Music BC Industry Association

British Columbia Election 2020 Toolkit



Music BC is British Columbia's music industry association with a mandate of driving the music economy by providing opportunities to further the careers of BC's music creatives & professionals, including artists from all genres, industry professionals, service providers, studios, promoters, venues, festivals, producers, agents, managers and educational

institutions. Music BC is the voice of the BC music industry locally, domestically and internationally, through active advocacy for funding, policy, red tape reduction, tax credits and creator's rights. The organization also advocates at international trade missions to promote business and creative opportunities.

Our strengths:



Advocacy



Training & Professional Development



Export & Market Development

Last year, Music BC was able to maintain our **75% increase** in federal funding support from FACTOR because of the **\$1.2m** investment from the Province via the Amplify BC fund into our organization. With this funding, we:

- Showcased **430 BC artists** across the Province and in the Pacific Northwest US;
- Led BC's presence at **16 domestic and international trade events**, showcasing **80 BC artists** and helping **50 industry professionals** build global connections, **most notably**, during our third annual trade mission to India and **first trade mission** to South Korea. Both export missions were made possible with **\$78,000** dollars of Amplify BC funding, which resulted in deals worth **five hundred thousand** to **one million** for each initiative. BC is on the map as an industry leader because of our export initiatives.
- **644** individuals benefitted from educational activities, including our annual mental health and respectful workplace seminars.
- Created a **\$200,000 fund** to directly support digital performances across BC to **44 presenters** and **266 artists**, creating **over 570 jobs** for the live sector.
- We were also able to continue developing **music city strategies** in Vancouver, Victoria and the Central Okanagan.

Music BC leads the annual lobby effort for sustained funding to our sector through the Amplify BC fund. We also represent our industry on several local and national boards, committees and advisory groups, including the Vancouver Music Steering Committee, Victoria Music Advisory Committee, Central

Okanagan Music Strategy Advisory Group, BC Creates, the Canadian Council of Music Industry Associations, FACTOR's National Advisory Board and are a founding member of the Western Canadian Music Alliance.



Our sector:

British Columbia is Canada's 3rd largest music production centre with:

280

Music Businesses

200

Music Festivals

160

Sound Recording Studios

80

Independent Labels

14,540

Direct and Indirect Music Jobs

\$690m

Direct and \$1.5bn Indirect Economic Impact in Vancouver Alone

\$815m

In GDP to the BC Economy From the Live Music Sector



Artist:
Dani Lion

Photo by:
Timothy Nguyen



Our request:

We are seeking a **long-term commitment** within the Provincial Budget for the Amplify BC fund at **\$7.5m per year for a minimum of 3 years** beginning in 2021.

Our rationale:

A \$7.5m investment in Amplify stimulated \$29.9m in expenditures and supported companies to employ 3,200 people, with 300 new hires. To date, Amplify BC has helped:

66

BC music companies expand and diversify their activities

352

BC artists with career development projects

354

BC recipients via Music BC

20

Indigenous artists through the First Peoples' Cultural Council

141

Live music events, festivals and concert presenters expand performances throughout the province

64

industry-building events and initiatives

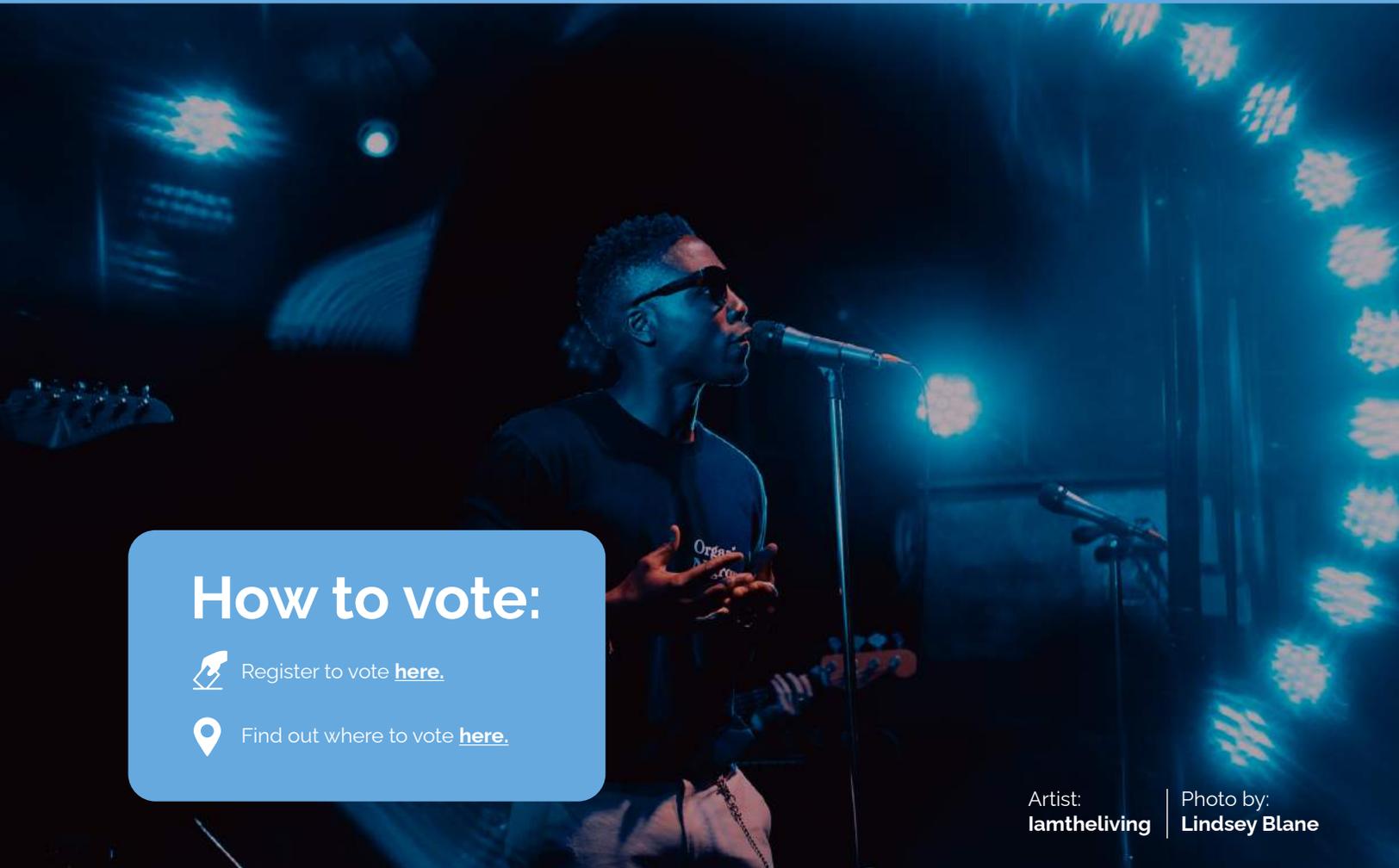
- The music industry was among the **first industries impacted** by the public health orders and shut down due to the COVID-19 pandemic and will be one of the **last to fully return**.
- Live music is at the heart of the industry and yet people won't be able to go out to see their favorite band or attend a festival **until there is a vaccine**.
- Most musicians work in the **gig economy**, and they **require touring and live events to raise revenue**, making them especially impacted at this time, which triggers a **domino effect for BC's broader ecosystem**, from labels, management companies, music publishers and talent agencies.
- Amplify BC has allowed us to **retain our talent** and preserve jobs, while helping our small venues stay alive so emerging talent have a place to perform and incubate.
- The Amplify BC fund is **one of only opportunities open to the private music sector**, who are often not eligible for other measures of support.
- A multi-year commitment means funding to **create new BC Intellectual property**, and to support travel subsidies for touring and live performances when it's safe to travel.
- Industry consultations earlier this year revealed an overwhelming **support for Amplify BC to provide operating and innovation funding** to companies, and to continue to **invest in artist career development** to promote future success.
- A multi-year investment will instill hope and provide certainty that support will be available in order to **operate, create and innovate** while restarting the sector.

Get informed:

- Find out what each major political party has to say about their [commitment to Tourism, Arts & Culture](#).
- Confirm your Electoral District [here](#).
- Visit the [full list of candidates](#) for BC's 2020 Provincial Election.

Get engaged:

- Write a letter or email a candidate in your area. Ask them what music means to them, and how they will commit to supporting the music sector within arts & culture as a whole through a long-term commitment to the Amplify BC fund.
- Find, Follow and Interact with your local candidates on social media platforms such as Facebook, Twitter and Instagram.
- Make an individual contribution to your local candidate.
- **Attend** a virtual event.
- VOTE for a candidate in your riding via mail, at one of the advance polls, or on election day, **October 24**



How to vote:



Register to vote [here](#).



Find out where to vote [here](#).

Artist:
iamtheliving

Photo by:
Lindsey Blane