

# AMPLIFY BC 2018-2019

FROM IDEA TO IMPLEMENTATION

creativeBC



BRITISH  
COLUMBIA

RAINCITY / TIMOTHY NGUYEN



LIGHTS PERFORMS AT RIFFLANDIA

# FROM IDEA TO IMPLEMENTATION

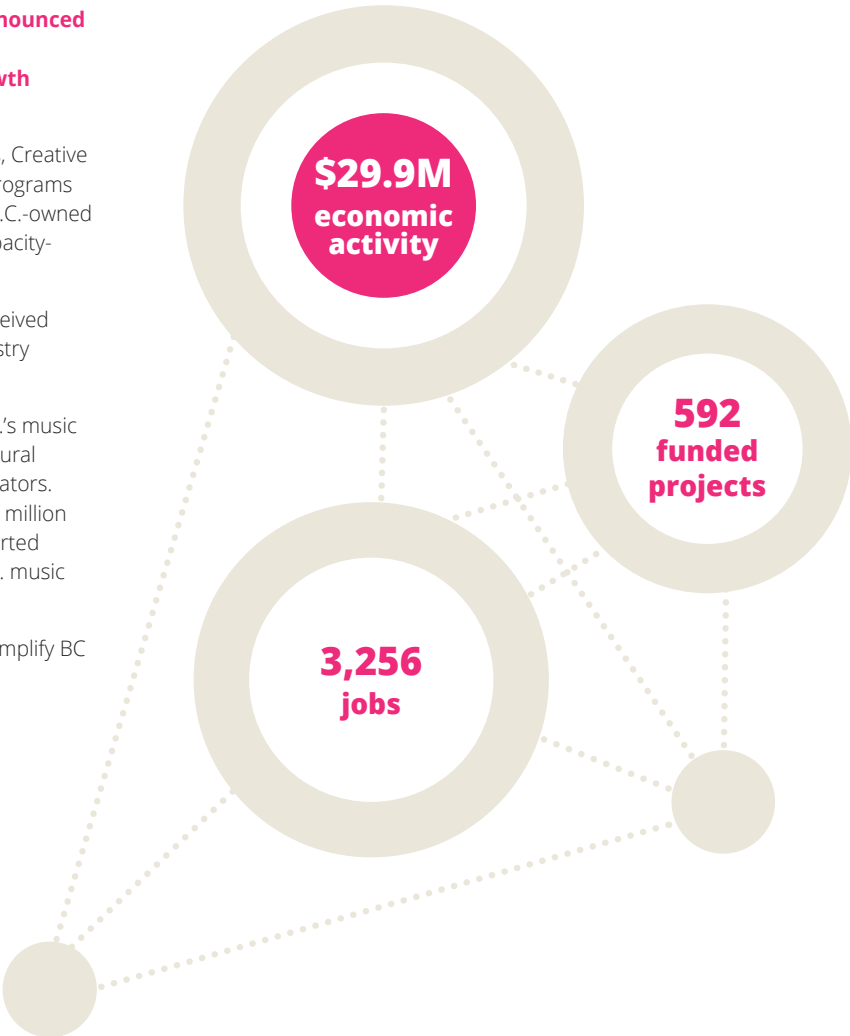
**On March 22, 2018, the province of British Columbia announced the creation of the new Amplify BC fund, a \$7.5 million investment over one year to support growth and activity in B.C.'s music industry.**

Following engagement with B.C.'s music industry stakeholders, Creative BC designed, launched and administered a suite of funding programs with the goals of stimulating direct investment, job creation, B.C.-owned intellectual property, regional activity, talent development, capacity-building and the export of B.C. music.

Over a thousand applications for Amplify BC funding were received to support artists, companies, live music presenters and industry development projects.

The fund supported strategic partnerships with Music BC, B.C.'s music industry membership organization, and the First Peoples' Cultural Council, a crown corporation supporting B.C.'s Indigenous creators. The \$7.5 million Amplify BC fund investment resulted in \$29.9 million expenditures (ratio of 1:3 on every dollar invested) and supported companies to employ 3,256 people, with 295 new hires at B.C. music companies.

The following summary provides a review of the first year of Amplify BC in 2018/19.





# DESIGN

VIFF AMP / CHRISTOPHER EDMONSTONE PHOTOGRAPHY

## Industry Consultation

Prior to the launch of the new Amplify BC programs, Creative BC engaged with industry stakeholders to inform the evolution and design of funding opportunities.

Surveys launched in spring 2018 collected feedback from 339 respondents across the province regarding delivery of the previous B.C. Music Fund programs. Additionally, roundtable meetings were facilitated by Creative BC with an additional 152 industry stakeholders to inform recommendations for Amplify BC funding programs and test program guidelines.

To ensure ongoing accountability and facilitate two-way communication, Creative BC's Music Industry Advisory Committee acted as a key advisory body for Amplify BC. The committee included representation from a broad range of stakeholders, including music companies and artist-entrepreneurs as well as industry partners at the provincial and national levels.


## AMPLIFY BC GOALS

**Amplify BC programs and partnerships were developed to achieve the following goals:**

- + Stimulate economic growth and the creation and retention of jobs
- + Invest in creative product and creative entrepreneurship
- + Promote B.C. music, talent, and creative product on the national and global stage
- + Increase the capacity and sustainability of B.C.'s music industry
- + Incubate the next generation of talent
- + Support the development and diversity of B.C.'s creative workforce

The **\$7.5 million** Amplify BC investment stimulated **\$29.9** million in expenditures, **3,256** jobs, and generated a **1:3** economic return.

# PROGRAMS



ELISA PANSAENG LEADS WORKSHOPS FOR THE PRODUCER'S LOUNGE

Creative BC launched and delivered four funding programs to support different facets of the music industry, including artists, live music, music companies, and industry development. In addition to the programs, Amplify BC provided funding to strategic industry partnerships, special projects and research.

## Amplify BC Funding Programs

Career Development	178 projects funded	Supported the economic growth and career development of emerging and established artists in B.C., funding sound recordings, music videos and marketing initiatives, as well as attracting national and international business to B.C. recording studios.
Live Music	74 projects funded	Supported the economic growth of B.C.'s live music sector, funding live music performances for audiences, artists and youth, supporting business development activities, and enhancing music tourism throughout B.C.
Music Company Development	32 projects funded	Supported the growth, capacity and sustainability of B.C.-based music companies through investment in business development activities.
Industry Initiatives	35 projects funded	Supported initiatives that grow and develop B.C.'s diverse music ecosystem, funding projects that support training, skills development, export activities, business development, research and up-and-coming talent.



## 2018-2019 Amplify BC Impacts Include:



### BRAND BUILDING

**209**

music videos promoting  
B.C. artists

**2,902**

artist performances

**383,000+**

fans attended  
performances



### INVESTMENT ATTRACTION

**\$72M**

estimated music company  
and artist earnings over the  
next five years

**\$1.25M**

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

**18**

out-of-province artists  
recorded in B.C.



### INDUSTRY DEVELOPMENT

**\$29.9M**

direct economic impact  
to B.C.

**18**

international and  
domestic trade missions

**2**

major B.C. music  
industry research  
projects



### TALENT DEVELOPMENT

**\$1.4M**

artist fees generated

**147**

B.C. artist sound recording  
projects across 23 genres:  
890 songs, 86 full length  
albums, 57 EPs

**2,085**

days of recording in 85 B.C.  
studios



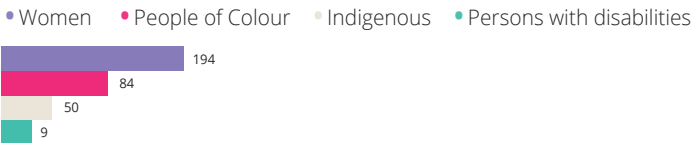
PRODUCER CHIN INJETI AND OTHERS SPEAK AT THE REMIX PROJECT.

## Advancing the Diversity of B.C.'s Music Industry

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 many cultural communities in B.C. Inclusion of equity-seeking groups was a priority across all Amplify BC programs, as outlined in the guidelines and as a category in the scoring sheets and evaluation process. Creative BC delivered targeted outreach to under-served groups, to grow awareness of funding opportunities and ensure distribution of funding outside traditional industry pathways.

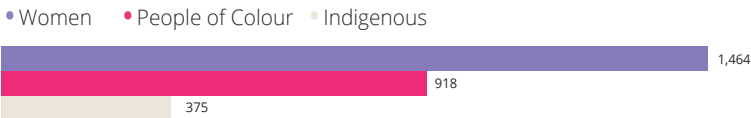
### 409 Artists Funded

artists funded included representation by the following groups as self-identified



### 3,330 Performances and Presenters

live music and industry events showcased artists and speakers with representation by the following groups



## Positive Impacts for Communities Across B.C.

Creative BC travelled across the province to grow awareness of Amplify BC programs, build relationships and provide information on how to apply. As a result, artists, music companies and live music presenters from across B.C. submitted applications for funding. Targeted advertising beyond the Lower Mainland also ensured regional visibility and access to the funds while prioritizing regional applications to ensure the distribution across the province. Creative BC received 105 regional applications and funded 50 regional projects, plus 38 supported through Music BC and FPCC.

Creative BC held **60** online and in-person Amplify BC info sessions in **9** locations presenting to **1,100+** people.

Locations visited by Creative BC

- Vancouver
- Prince George
- Sechelt
- Victoria
- Wells
- Surrey
- Nanaimo
- Kelowna
- Fort Langley

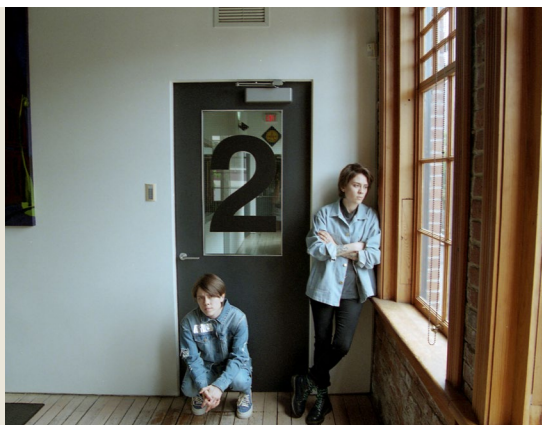


# RECIPIENT SPOTLIGHT

Amplify BC activated the B.C. brand as a thriving hub for the music industry and its associated businesses. The fund raised the province's profile both nationally and around the globe, demonstrating B.C.'s commitment, capacity and depth of talent.

Photo credits Tegan and Sara / Stefan Obusan, Elevator Music / Kurtis Nguyen Photography, Clampdown Record Pressing / Billy Bones, Producer's Lounge / Jessie Roberson Photography.

After recording their last four albums in the U.S., Tegan & Sara came back home to Vancouver to record their newest album with an all-woman team. They won the Governor General's Performing Arts award in 2018.



Kelowna-based Denim on the Diamond commissioned an economic impact study that found the festival generated \$1.6M in economic activity in B.C., and provided a \$960K boost to the provincial GDP.

With a company expansion into Los Angeles, Core Music Agency secured some of their most high-profile U.S. composer contracts to date, including original film scores for Ridley Scott's *The Terror: Season 2* and Robert Egger's *The Lighthouse*.

The Dawson Creek Art Gallery transformed a historic grain elevator into a music venue, building their capacity as a live music presenter and launching an ongoing concert series called 'Elevator Music'.



Clampdown Record Pressing is now the first record-pressing plant in B.C., launched with support from Amplify BC. The Viryl Technologies LiteTone steamless record press is one of two in the world, using a newly developed process that is environmentally friendly and cost-effective.

Snotty Nose Rez Kids were nominated for a 2019 JUNO Award and won Breakout Artist of the Year at the Western Canadian Music Awards. Their new album *Trapline*, funded through Amplify BC, hit #2 on iTunes Hip Hop in its first week of release and was nominated for the 2019 Polaris Prize.

Creative Okanagan invited booking agents and industry professionals to tour venues and build a vibrant and sustainable touring circuit in the region.



The Producers Lounge organized training and mentorship opportunities for 98 female and non-binary identifying producers, engineers and beat-makers with local and international producers, including Alysha Brilla and Sylvia Massy (who has worked with Prince and Aerosmith).



# PARTNERSHIPS



MS.PANIK AND TRAVIS HEBERT PERFORM AT INDIGIFEST

## Leveraging Expertise and Reach

Creative BC further developed strategic partnerships with Music BC and the First Peoples' Cultural Council (FPCC) to deliver targeted programs that would leverage their expertise and reach as part of Amplify BC. Amplify BC also supported cross-sector collaborations including DigiBC's education project creating pathways into industry and introducing youth to careers in music.



## FIRST PEOPLES' CULTURAL COUNCIL

### *Engaging Indigenous Creators*

Through Amplify BC, Creative BC grew and strengthened its partnership with FPCC to prioritize the engagement of Indigenous peoples in all areas of Creative BC's operations. Indigenous peoples are now represented within every Creative BC governance and advisory body, grant evaluation panel and program consultation. Combined outreach efforts resulted in an increase to Indigenous applicants and funding recipients.

Creative BC invested **\$500,000** in FPCC's Indigenous Music Initiative, with a focus on increasing opportunities for Indigenous artists and music industry professionals through mentorship, investment and showcasing.

*Together, FPCC and Creative BC have opened pathways and developed new opportunities for Indigenous artists and industry professionals to participate in B.C.'s broader music industry.*

#### THE INVESTMENT SUPPORTED:

**5 mentorship projects** contributing to the professional development of Indigenous music industry professionals and artist-entrepreneurs.

**6 recording projects** increasing the professional capacity of independent, Indigenous-controlled recording studios and recording professionals.

The launch of Indigifest, FPCC's inaugural music, arts and culture festival, **showcasing 21 Indigenous artists** to an audience of **3,000** in Victoria, B.C. and employing **7** Indigenous industry professionals.

## MUSIC BC

### *Leveraging Industry Expertise and Reach*

Music BC is the industry's provincial membership association, representing 1,190+ artist-entrepreneurs and music companies. Creative BC's partnership with Music BC has grown, with **\$1.2M** invested through Amplify BC in program delivery, leveraging the association's expertise and membership to complement those offered through Creative BC.

Music BC led B.C. delegations to markets around the globe and coordinated professional development opportunities across the sector. Music BC stages and Let's Hear It! grants showcased local talent province-wide, and funding programs supported national and international artist tours and business travel for B.C. companies.

*Music BC led the export of B.C. talent at trade events in Canada and abroad, creating opportunities for artists and music companies in Australia, England, France, Germany, India, Mexico, the Netherlands, and the United States.*

#### THE INVESTMENT SUPPORTED:

**208 funding recipients** for tour support and business travel.

**644 artists and industry professionals** for professional development activities.

**B.C.'s presence** at **16** domestic and international trade events, showcasing **80** B.C. artists and helping **51** industry professionals build global connections.

**40 Music BC stages** and **54 Let's Hear It!! Live showcases** present **428** B.C. artists across the province and the Pacific Northwest. Music BC partnered with **five** U.S. festivals to showcase B.C. talent and build brand awareness of B.C.'s music industry.

## DIGIBC

### *Attracting the Next Generation*

DigiBC's education project engaged youth in sound design and music composition for digital media and animation, and created a free, ongoing resource of videos and instructional tools for music educators and students in B.C.

#### THE INVESTMENT SUPPORTED:

**2,700** students from **88** schools explored career videos and training resources

**34** students in **10** teams composed music for a DigiMusic competition

# SPOTLIGHT ON MUSIC BC + FPCC



---

Five Alarm Funk signed a \$10,000 distribution deal with Ditto Music as a result of their performance at FIMPRO in Mexico. They also won the WCMA Instrumental Artist of the Year award.

---

Eric Gilbert, Co-founder of Treefort Music Fest, attended Rifflandia in 2018 as part of an inbound trade mission and booked 11 B.C. artists to perform at Treefort in Boise, Idaho, in March 2019.

---

As a result of the India Trade Mission, Tarun Nayar brokered content-sharing deals with Sony India and Times. He also secured Indian streaming service Saavn as a sponsor of the 2019 5X Festival in Surrey, B.C.

---

Australian psychologist Dr. Chris Stevens delivered workshops for music managers on mental health issues within the music industry.



---

22 industry professionals visited Seattle to develop relationships with U.S. music companies, tour Sub Pop Records and attend B.C. performances hosted by KEXP and the Canadian Consulate.



---

21 Indigenous artists performed to 3,000+ people at Indigifest in Victoria. 16 of these artists attended FPCC's 2019 Indigenous Music Retreat, including headliner Snotty Nose Rez Kids.

---

Indigenous singer-songwriter from Chilliwack, Madison Krulicki, received a studio recording grant to mentor with Tracey Singer of K Music Management and producer Jarett Holmes.

---

Haida/Cree musician and studio owner Derek Edenshaw (aka Manik 1derful) received a grant to mentor with Lyrics Studio's Edwin Bergsson. Together they had 36 recording sessions and collaborated with 20 artists, from traditional Coast Salish singers to local rap artists. In the end they completed 12 fully mixed and mastered songs.





# CONTINUITY AND DRIVE



HARLEQUIN GOLD PERFORMS AT MUSIC BC'S LET'S HEAR IT LIVE! / CHRISTOPHER EDMONSTONE PHOTOGRAPHY

## Capitalizing on Momentum

Provincial investment in B.C.'s music industry through Amplify BC has stimulated economic activity, employment, diversity and inclusion, export opportunities and the creation of digital assets and B.C.-owned intellectual property.

B.C.'s music industry has proven its capacity to leverage this provincial investment and compete nationally to secure federal and private matching funds, returning exponential value to the B.C. economy. The 2018/19 Amplify BC programs have now completed one full cycle. In January 2020, surveys will be created and distributed to assess the programs.

The Province of British Columbia's strategic commitment to the competitiveness of B.C.'s music industry, and its ability to seize growth opportunities within an expanding global marketplace, was confirmed when it announced the one-year renewal of the \$7.5 million Amplify BC fund on April 12, 2019.

Creative BC looks forward to building on the learnings and successes of Amplify BC to further a thriving and competitive music industry in British Columbia.

# ABOUT CREATIVE BC

Creative BC is an independent society created and supported by the Province of British Columbia to sustain and grow B.C.'s creative sector.



**Prem Gill**  
CEO

**Robert Wong**  
Vice-President

**Brenda Grunau**  
Manager, Music Programs

**Gina Loes**  
Program Analyst

**Kaitlyn Reining**  
Program Analyst

**Nashlyn Lloyd**  
Program Analyst

## Thank you

### MUSIC INDUSTRY ADVISORY COMMITTEE

Alex Cuba, Artist  
Amy Terrill, Music Canada  
Amy Schneider, Ministry of Tourism,  
Arts and Culture  
Bruce Allen, Bruce Allen Talent  
Catherine Runnals, Brand Live  
Jenna Robson, 604 Records

Kathryn Calder, Artist & Oscar  
Street Records  
Nick Blasko, Nick Blasko & Piers  
Henwood Artist Management  
Patrick Aldous, Music BC  
Prem Gill, Creative BC  
Paul Hinrichs, On The Road Productions

Sarah Fenton, Watchdog Management  
Tewanee Joseph, Tewanee  
Consulting Group  
Warren Dean Flandez, Artist &  
Studio Cloud 30

### AMPLIFY BC ADVISORY PANELS

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

Alan Greyeyes, sākhiwē festival  
Ashwin Sood, Artist, Producer  
Curtis Clearsky, Dignified Records  
Danielle Sweeney, Danielle Sweeney  
Consulting  
David Luca, MRG Group  
Deb Beaton-Smith, Beat Music  
Management  
Elaine Bomberry, Manager for Murray  
Porter

Frank Weipert, Weipert Arts  
Management  
Jarrett Martineau, Revolutions Per  
Minute / RPM Records  
Jonas Woost, Pacific Content  
Justine Shu, Tiny Boards  
Katrina Jones, Belle Game  
Mavis Harris, Nice Marmot PR  
Mike Devlin, Times Colonist  
Pierre Bussieres, Six Shooter Records

Racquel Villagante, SOCAN  
Shawn Cole, Audio Engineer, Producer  
Shawn Stephenson, Becoming Sound &  
Tiny Lights Festival  
Tao-Ming Lau, Blue Crane Agency  
Theresa Leonard, Edgar Stanton Audio  
Recording Center, Producer

