

# NEW BRUNSWICK MUSIC INDUSTRY DEVELOPMENT (MID) PROGRAM

## SOUND RECORDING COMPONENT | 2019-2020

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These guidelines contain important information about the criteria and conditions of the Sound Recording Component of the Music Industry Development (MID) Program. This document will help in completing the application form correctly, ensuring that your application for financial investment is not disqualified.

### DEADLINES

The two deadlines for the 2018-2019 fiscal year are:

- March 17, 2019 | 11:59 PM AST \*Eligible expenses may be incurred starting April 1, 2019.
- September 6, 2019 | 11:59 PM AST

Decisions regarding the application will be communicated a maximum of six (6) weeks after the deadline.

### MAXIMUM INVESTMENT

\$6,000 per fiscal year

### MID PROGRAM OBJECTIVES

- Foster the development and growth of the music industry in New Brunswick.
- Ensure that professional artists and music industry professionals have the skills, capacity and tools to succeed in a global and digital environment.
- Encourage the continuous career development of both seasoned and emerging artists.
- Enable the music industry to play a greater role in developing its own talent and in strengthening the industry.
- Enable the music industry to play a greater role in contributing to the economic development of the province of New Brunswick.
- Provide artists, industry professionals and music companies more opportunities to develop while remaining residents of the province.

### COMPONENT OBJECTIVES

- Provide investment for the production of New Brunswick sound recordings.
- Promote the development and growth of the New Brunswick music industry through providing opportunities to create, market and promote New Brunswick sound recordings with market potential.
- Encourage the career development of artists and the emergence of new talent and content.

### TARGETED OUTCOMES

- To produce quality musical works from New Brunswick with market potential.
- To make these works accessible to New Brunswick residents and to the world.
- To increase the collaboration between the various links in the music industry chain;

## APPLICANT ELIGIBILITY

- Applicants hold the rights for materials to be recorded or owns the master of the eligible sound recording for which funding is being requested.
- In the case where the applicant is not the artist, contracts with the artist(s) relating to production and distribution of the album (exclusive sound recording contract, co-production, license, etc.) are required.
- The Applicant can be an individual, or a registered business with Service NB (for groups and companies). In both cases, applicants must be residents of New Brunswick twelve (12) consecutive months prior to the application.
- For projects intended for artists submitted by companies: projects must be for artists that are residents of New Brunswick twelve (12) consecutive months prior to submitting an application.
- For groups, the majority of members must be residents of New Brunswick.
- Cover bands and tribute bands are not eligible.

**Note:** Government Departments, public agencies or other public institutions, and public or private broadcasters are not eligible to submit applications to this Component.

## PROJECT ELIGIBILITY

- Full-length albums (30+ minutes)
- Mini albums / EPs (15+ minutes)
- Market-ready singles

## ELIGIBLE EXPENSES

### *Pre-Production*

- Facility rental;
- Producer's fees;
- Studio/Recording fees.

### *Production*

- Artist fees: Maximum of \$500 per musician per project;
- Producer;
- Arrangement;
- Recording studio;
- Equipment/Instrument rental;
- Editing;
- Mixing;
- Mastering;
- Song/Content Licensing;
- Artwork;
- Photography;
- Graphic work;
- Accommodations: 50% of total accommodation expenses to a maximum contribution of \$300 per night;
- Per diem (These amounts are paid at 100%):
  - \$45/person per day in Canada;
  - \$100/person per day for international.

- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel (for Applicant only);
  - If using own vehicle, the per km vehicle rate is \$0.25/km and is paid at 100%. This rate includes fuel. No additional gas receipts may be submitted. The Personal Vehicle Usage form, which includes an itemization of km, must be submitted with the Completion Report.
- Travel insurance;
- Project administration fees covered by the MID program can be no more than 10% of eligible costs. This amount is covered at 50%. Fees can be for services provided by grant writers, managers and agents.

Other considerations:

- You may begin incurring eligible expenses as soon as your application has been submitted. Eligible expenses must be incurred between the application submission date and the project end date provided in the application.
- Eligible expenses should be based on fair market prices.
- Eligible expenses must be incurred within a 10-month time as per below:
  - April 1, 2019: January 31, 2020
  - September 6, 2019: June 30, 2020
- Project taking place within a 100-km radius of the artist's home base are not eligible for travel, accommodations and per diem reimbursement.
- Per diems do not require receipts. However, proof of payment or a signed statement via the *MID Payment Form* is required.
- Amounts related to per diem and artist fees cannot be increased once approved.
- If the project takes place outside of New Brunswick, the financial contribution is in the form of an investment of up to 30% of eligible expenses excluding Mastering expenses, as opposed to 50% of eligible costs.
- If the applicant intends to self-produce their recording in their own studio, the applicant must be able to provide examples of similar projects they have contracted with artists other than themselves in order for the expense to be admissible.
- All services provided in-house by the artist or a member of the group must be charged at verifiable fair market value with no markup. The party providing the service must also be in the business of, or professionally employed to provide such services. Proof could be required.
- Per diems and travel expenses covered by other public funding programs or signed agreements: when expenses regarding meal per diems and travel are covered at 100% of the eligible amounts outlined in this document, the MID program will not provide investment for these expenses.
- As a general rule, the costs related to the services provided by the applicant (e.g. personal recording studio, graphic design, etc), their company or any company related to the applicant may not exceed 25% of the eligible expenses.
- For all other expenses not listed above, please contact the MID Program Officer.

## INELIGIBLE EXPENSES

- Duplication of the album;
- Expenses paid in cash without a detailed receipt, or paid through pre-paid methods such as gift certificates, vouchers or credits;
- Retail items (T-shirts, stickers and other merchandise items);
- Artist fees paid to non-Canadian musicians;
- Vehicle repairs and vehicle rental costs for a privately owned vehicle;
- Expenses incurred prior to the project application date;
- Donated services (in-kind);
- Equipment purchases;
- Audit expenses, personal legal fees, fines;
- Recoverable taxes, fees, or similar expenses;
- Interest charges on overdue payments;
- Hosting expenses (e.g. caterer, food, refreshments);
- Expenses not approved in the Project Budget, as provided by the Program Officer upon confirmation of funding.

## FINANCIAL CONTRIBUTION AND LEVEL OF FUNDING

The financial contribution is in the form of an investment of up to 50% of eligible expenses, to a maximum of \$6,000. If the project takes place outside of New Brunswick, the financial contribution is in the form of an investment of up to 30% of eligible expenses, to a maximum of \$6,000.

Though an Applicant may meet all of the eligibility criteria set out in the component, financial contribution is not guaranteed. Financial contribution may also be less than the amount requested. The component is subject to budget availability.

Applicants must ensure that non-public investment sources represent a minimum of 10% of the investment allocation provided by the MID program. For example, if MID investment represents \$5,000, total non-public investment would need to be a minimum of \$500.

Applicants may apply more than once in the course of a fiscal year (April 1 to March 31) as long as the applicant is not in default. The maximum investment that an applicant may receive in a fiscal year for the *Sound Recording* Component is \$6,000.

## APPLICATION PROCESS

Complete an Applicant Profile before applying. If you already have an Applicant Profile, update all relevant information before submitting. Its content is part of the evaluation process.

Once your Applicant Profile is complete, proceed to the application form for this component, submitting all supporting information and materials including:

- Full Album: Three (3) demo tracks;
- Mini-Album/EP: Two (2) demo tracks;
- Single: One (1) demo track of the proposed single;
- Quotes from all service providers (studio, producer, graphic designer, etc.);
- Lyrics (if applicable);
- CVs or biographies of all relevant team members;
- Project Marketing Plan (maximum 2 pages);
- Recording previously released works: If there are works that have previously been recorded and released by the applicant, a rationale must be provided why they are to be re-recorded.;

- Project Budget with specific costs and revenues. A template document is available on the Music-Musique NB website;
- Any other information relevant to your project.

The application must be submitted before the start of the project. Once the application is submitted, it will be reviewed by our Program Officer prior to the jury process.

Applicants under 18 years of age must submit a signed Parent or Legal Guardian Consent Form with the application.

Incomplete applications or applications received after the deadline will not be accepted unless prior arrangements have been made with the Program Officer.

Applicants considered in default (e.g. outstanding completion reports from previous projects) cannot apply to any component of the MID program until the issue involving the default status is resolved with the Program Officer.

## EVALUATION CRITERIA & PROCESS

Applications are reviewed by a jury of industry professionals and artists, overseen by the Program Agent.

All jury members sign a conflict of interest disclaimer before assessing the applications. The following criteria are used to evaluate the applications:

- Quality of the proposed content (songs, lyrics, etc.);
- Applicant Profile (recent activity, quality of music, social media presence, previous successes, etc.);
- Team members involved;
- Relevance and quality of the marketing plan;
- Expected impact on applicant's career;
- Applicant's ability to meet targeted outcomes;
- Presentation and completeness of application;
- Alignment with component objectives.

## REPORTING REQUIREMENTS

The Applicant is required to submit a Completion Report within thirty (30) days following the completion date specified on the application, or from the date the application is approved. The Completion report includes a revised copy of the Project Budget Form, filled with actual expenses along with a written report detailing all relevant outcomes.

Final versions of sound recordings funded by the Program must be submitted with the completion report. In the case where the recording is to be manufactured and released into the market after the completion report date, electronic versions of the master audio and graphic files must be included with the Completion Report. Once manufactured, please mail one (1) physical copy of the sound recording to the address below.

Electronic copies of all invoices and receipts as well as acceptable proofs of payment in the form of cashed cheques, electronic fund transfers, bank and credit card statements, or other forms of payment such as PayPal, must be submitted with the report.

Any monies (greater than \$50) not spent under the terms of the agreement must be refunded. Should that be the case, please contact the MID Program Officer.

Music·Musique NB reserves the right to carry out audits of projects.

### PAYMENT

75% of the allotted investment is paid in advance when the application is approved and the Funding Agreement has been signed, with the remaining 25% paid upon approval of the Completion Report.

Payment to successful Applicants is done by cheque or direct deposit. The cheque(s) will be made out to the legal name indicated in the Applicant Profile and sent to the provided address.

### TAX

Investments provided under the MID program can be taxable. No T4A tax receipt shall be issued. Please direct all tax-related inquiries to the Canada Revenue Agency (CRA).

### ACKNOWLEDGMENTS

Investment recipients must acknowledge the support of the Government of New Brunswick and Music·Musique NB. Official logos and acknowledgement guidelines will be provided to successful applicants.

### ADDITIONAL INFORMATION

Please ensure that you retain or save a copy of all submitted forms, attachments and emails received for your records.

In the case of disagreement concerning the interpretation of policies and programs, Music·Musique NB and its Board of Directors reserves the right to the final interpretation of the intent and implementation of any program.

### CONTACT

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