

New Brunswick Music Industry Development (MID) Program Guideline Updates | 2019-2020

ALL COMPONENTS

Applicant Eligibility

- 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.
- Cover bands and tribute bands are not eligible.

Budget Format

- The Project Budget is now available as a fillable PDF or a Word Document.

Decisions Regarding Applications

- Will be communicated a maximum of six (6) weeks after the deadline.

Payment

- Payment to successful Applicants is done by cheque or direct deposit.

Artist Fees

- Artist Fees: Maximum of \$200 per musician per performance day covered at 50%.
- Proof of payment for fees related to the Applicant (solo artists and groups) can be done through the Payment Declaration form when the total amount is below \$300.
- Proofs of payment must be provided for artist fees above \$300.

Project Administration Fees

- 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.
- Project administration fees can only be claimed in the Live Performance, Showcase, Sound Recording and Marketing components.

Updates to Project Expenses

- Personal Vehicle Usage: If using your own vehicle, the per km vehicle rate is \$0.25/km and is paid at 100%.
- As a general rule, the costs related to the services provided by the applicant (e.g. personal recording studio, graphic design, etc), its company or any related company in connection with the project may not exceed 25% of the eligible expenses.
- Amounts related to per diem and artist fees cannot be increased once approved by the Program Officer.
- Expenses paid to non-Canadians residents are not eligible. Some expenses related to showcases and touring in international markets such as sound and lighting technician fees, publicity fees etc. may be accepted. Please contact MID Program Officer.
- Vehicle repairs and vehicle rental costs for a privately owned vehicle are not eligible.
- Billeting is no longer an eligible expense.

EMERGING ARTIST

- Ineligible expenses: Artist fees and Project Administration Fees.

LIVE PERFORMANCE

- 5 deadlines instead of 3.
- Minimum number of confirm dates to apply:
 - Maritimes: 3
 - Canada and International: 5
- All confirmed dates must have written contracts, agreements or proof of booking between the artist/management and the venue, promoter, festival, etc. Screenshots of social media private messages will not be considered as proof of confirmation.
- A minimum of 3 dates in negotiation can be submitted with the application. However, the date, location, venue and person with whom the applicant is corresponding need to be specified (e.g: email from the venue with a signature and/or from an email address such as info[@]venueName).
- Added to "Note" under Project Eligibility: A Tour can include a conference showcase date(s) and can be claimed under the Live Performance, but you cannot also submit a Showcase Support Application for the same showcase(s) on the tour. When a Live Performance Application includes a conference showcase date(s), the corresponding conference registration fees are eligible, and the official Showcase Invitation must be included with the Application.

SHOWCASE

- 4 deadlines instead of 3?
- International showcase maximum is now \$5,000 (from \$6,000).
- Now a non-juried components.

SOUND RECORDING

- Maximum investment is now \$6,000 per fiscal year (from \$7,500)
- Artist fees: Maximum of \$500 per musician per project.

MARKETING AND PROMOTION

- 3 deadlines. No longer a rolling deadline.
- Maximum investment is now \$4,000 per application (from \$7,500).
- Now juried component.
- For projects under \$500: There is a rolling deadline and applications can be submitted at any time prior to January 1, 2020. Decisions regarding the application will be communicated a maximum of six (6) weeks after the Application is submitted.
- Artist fees, per diem, travel and accommodation avec not eligible expenses under this component.
- Promotion and marketing of Sound Recording. Expenses must be incurred within 18 months from the recording's release date.

PROFESSIONAL DEVELOPMENT AND BUSINESS TRAVEL

- Maximum investment is now \$3,500 per application (from \$5,000)
- Artist fees and project administration fees are not eligible expenses under this component.