

# NEW BRUNSWICK MUSIC INDUSTRY DEVELOPMENT (MID) PROGRAM

## LIVE PERFORMANCE COMPONENT | 2019-2020

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These guidelines contain important information about the criteria and conditions of the Live Performance 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 five deadlines for the 2019-2020 fiscal year are:

- March 17, 2019 | 11:59 PM AST \*Eligible expenses may be incurred starting April 1, 2019.
- June 14, 2019 | 11:59 PM AST
- August 16, 2019 | 11:59 PM AST
- October 16, 2019 | 11:59 PM AST
- December 2, 2019 | 11:59 PM AST

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

### MAXIMUM INVESTMENT

- Domestic tours and live performances: \$5,000 per application
- International tours and live performances: \$7,500 per application

### 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 domestic and international live performance activities by New Brunswick artists.
- Increase the presence of New Brunswick artists in markets outside the province.

## TARGETED OUTCOMES

- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased opportunities for artists to develop their fan base and relationships with media and industry in the targeted market(s).
- Contribute to building touring capacity and sustainability for the artist and their business team.

## 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.
- 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

- Minimum number of confirmed dates required at the time of application:
  - Maritimes: three (3) confirmed dates
  - Canada and/or international market: five (5) confirmed dates
- 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 maximum 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@venue.name).
- Dates presented within a 100-km radius of the artist's home base are not eligible.
- The application must be submitted before the start of the project.
- All travel must start and end in New Brunswick. When this is not possible or practical, please contact the MID Program Officer.
- Projects must be completed by March 15<sup>th</sup>, 2020.

A Live Performance application can include a showcase date but you cannot also submit a Showcase Application for the same showcase(s). The corresponding conference registration or showcase fees are eligible and the official invitation must be included with the Application.

## ELIGIBLE EXPENSES

- Accommodations: 50% of total 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.
- Artist Fees: Maximum of \$200 per musician per performance day covered at 50%. Proof of payment related to the Applicant (solo artists and groups) can be done through the Payment

Declaration form when the total amount is below \$300. For total artist fees above \$300, and as all hired musicians, proofs of payment must be provided;

- Crew fees (tour manager, sound technician, driver, etc.);
- Event registration or application fees (ex: for festivals);
- Booking and/or management fees;
- Promotional material (posters, social media ads, etc.): Maximum of 500\$
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage and instrument transportation fees;
- Vehicle rental + fuel;
  - 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.
- Equipment rental (for touring purposes);
- 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.
- Per diems do not require receipts. However, proof of payment or a signed statement via the *MID Payment Form* is required.
- Tours: travel, accommodations and per diem expenses are not eligible for periods beyond four consecutive days off. In the case where the tour is a significant distance from the artist's home base, please contact the Program Officer.
- Single performances: travel, accommodations and per diem expenses are only eligible for the travel day before the performance, the day of the performance and the travel day after the performance.
- Amounts related to per diem and artist fees cannot be increased once approved.
- 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.
- Perdiems and travel expenses covered by other public funding programs or signed agreements: when expenses regarding meal perdiems 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

- 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);
- Expenses paid to non-Canadian residents. Some expenses related to showcases 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;
- 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 \$5,000 for domestic dates and \$7,500 for international dates.

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 all components combined (excluding the Sound Recording Component) is \$10,000.

## 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:

- Detailed itinerary of live performance dates, including locations and travel days;
- If returning to a market, provide the rationale on why the artist wish to further develop the market(s);
- Signed contracts, agreements or proof of booking between the artist/management and the venue, promoter, festival, etc. for a minimum of three (3) dates in the Maritimes and five (5) dates in Canada and/or international market;
- Quotes from all service providers (booking agents, publicists, technical crew, etc.);
- Information regarding the promotion and the marketing of the tour must be provided;

- 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:

- Relevance of the targeted market;
- Applicant Profile (recent activity, quality of music, social media presence, previous successes, etc.);
- Objectives, expected results and 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. Applicants must also provide signed agreements or contracts for all tour dates.

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

Investments 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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