

NEW BRUNSWICK MUSIC INDUSTRY DEVELOPMENT (MID) PROGRAM

PROFESSIONAL DEVELOPMENT & BUSINESS TRAVEL

COMPONENT | 2019-2020

These guidelines contain important information about the criteria and conditions for the Professional Development & Business Travel 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

Rolling deadline. No application is accepted after February 15th, 2020.

Applications must be submitted at the latest by 11:59 PM AST prior to the departure date and no earlier than six (6) months in advance of travel.

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

MAXIMUM INVESTMENT

\$3,500 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

- Assist artists and industry professionals with expenses associated with participating in domestic and international music industry conferences, trade fairs, business trips and business development missions.
- Assist artists and industry professionals in professional development activities including mentorship and training.

TARGETED OUTCOMES

- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased professional development and training through conferences, workshops, and mentorship.
- Increased skills and knowledge for the music sector as a whole.

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

- Applicants must submit one application per event/project.
- 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 15th, 2020.

Note: Activities involving showcases, live performances, and marketing & promotion are not eligible in this component. Please apply under their respective components.

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.
- Event registration or application fees;
- Promotional material (posters, social media ads, etc.): Maximum of 500\$
- Airfare (economy-rate flights);
- Travel (taxi, train, bus, shuttle, ferry, etc.);
- Baggage 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.
- Travel insurance.

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.
- Amounts related to per diem cannot be increased once approved.
- Travel, accommodations and per diem expenses are only eligible for the travel day before the event, the day(s) of the event and the travel day after the event.
- 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

- 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;
- Artist fees;
- Project administration fees;
- Travel costs when travel is within a 100-km radius of the Applicant's home base;
- 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 \$3,500 per application.

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 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 and travel plans, including locations and dates;
- Description of the event(s) to be attended;
- List of contacts and meetings planned;
- Professional Development: Description of training or mentorship;
- Professional Development: CVs or biographies of facilitators;
- If returning to a market, provide the rationale on why the applicant wish to further develop the market(s);
- 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.

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

Incomplete applications 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

This component is not juried.

The following criteria are used to evaluate the applications:

- Relevance of the event/project;
- Relevance of meetings proposed;
- Professional Development: Relevance and quality of training/mentorship;
- Applicant Profile (artist roster [for managers, agents and labels], recent activity, 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:

- Names and contacts made during the event;
- All agreements or contracts discussed, negotiated or confirmed during and after the event;
- Professional Development: short narrative of acquired skills/knowledge;
- All relevant outcomes.

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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