

NEW BRUNSWICK MUSIC INDUSTRY DEVELOPMENT (MID) PROGRAM SHOWCASE COMPONENT | 2019-2020

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

- April 1, 2019 | 11:59 PM AST *Eligible expenses may be incurred starting April 1, 2019.
- July 15, 2019 | 11:59 PM AST
- September 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 showcase: \$3,000 per application
- International showcase: \$5,000 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 New Brunswick artists presented opportunities to perform in front of industry professionals and delegate buyers during domestic or international industry events, or other eligible events.
- Increase visibility and networking opportunities for New Brunswick artists during industry events or other eligible events.
- Encourage artists to gain experience and knowledge related to showcasing during industry events.

TARGETED OUTCOMES

- Showcase artists to industry professionals and/or delegate buyers during a recognized industry event or other eligible events
- Increased opportunities to develop and access new domestic and international markets.
- Increased opportunities to pursue the development of markets previously accessed.
- Increased professional development opportunities through conferences, workshops, and mentorship provided at the showcasing event.
- Improved brand development and market preparedness.

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

- The proposed opportunity is a showcase for regional, national and/or international delegate buyers at recognized industry events, including but not limited to the East Coast Music Association Festival & Conference, Canada Music Week, Folk Alliance International, RIDEAU, ROSEQ, and MIDEM.
- In the case of a non-industry event, the proposed opportunity must be a showcase for regional, national and/or international industry professionals and must be approved by the MID jury.
- Applicants must have a proof of event invitation and/or confirmation.
- 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 15th, 2020.

Note: Live Performance expenses are not eligible in this component. Please apply under the *Live Performance* component.

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 (sound technician, driver, etc.);

- 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 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 showcase 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.
- Travel, accommodations and per diem expenses are only eligible for the travel day before the showcase, the day(s) of the showcase and the travel day after the showcase.
- Amounts related to per diem and artist fees cannot be increased once approved.
- 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 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 \$3,000 per domestic markets applications and \$5,000 per international markets applications.

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 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:

- Proof of showcase invitation and/or agreement;
- International showcases: Information proving export readiness;
- For non-industry events: Proof of industry professionals confirmed to attend (emails, written correspondence, etc.);
- Description of the event;
- Short narrative outlining how the Applicant will promote and leverage the opportunity;
- 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

This component is not juried.

The following criteria are used to evaluate the applications:

- Applicant Profile;
- Relevance and potential impact of the showcase on applicant's career;
- Relevance of the event in the industry;
- 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 met during the event;
- All agreements or contracts discussed, negotiated or confirmed during and after the event;
- 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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