

CHANGES TO 2020-2021 MID GUIDELINES DUE TO COVID-19

Effective April 20, 2020 - Updated May 28, 2020

The following changes are applied to the MID Program guidelines to reflect the new reality of the music industry and to assist those who have been affected by COVID-19.

- The **Live Performance** and **Showcase** components are suspended until further notice. We are not accepting applications at this time.
- The next deadline for the **Sound Recording** component remains July 6, 2020 (6 PM AST). Please note that this may change as we continue to monitor the situation around COVID-19.
- The **Emerging Artist, Marketing & Promotion** and **Professional Development and Business Travel** components have been temporarily modified and the changes are in effect for the May 1 and ~~June 1, 2020~~ **June 15, 2020** deadlines.
- The rolling deadline remains for the **Professional Development** component.

Changes to the **Emerging Artist** component:

- Expenses related to services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant will now be funded at 75% instead of 25%. The current conditions still apply: *All services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant, must be charged at verifiable fair market value with no markup. The party providing the service must also be in the business of, professionally employed to provide such services, or have previous experience. Proof may be required.*
- The next deadline for this component is now June 15, 2020 (6 PM AST), and applications are juried and awarded as usual.

Changes to the **Marketing & Promotion** component:

- The name has been changed to **Marketing, Promotion and Digital Initiatives**.
- The next deadline for the **Marketing, Promotion and Digital Initiatives** component is now June 15, 2020 (6 PM AST), and applications are juried and awarded as usual.
- Examples of eligible projects include
 - Projects developed through digital means or platforms (co-writing, consulting, post-production, website development, etc.)
 - Projects meant for digital delivery (marketing campaigns, advertising, Electronic Press Kit (EPK) development, website hosting, live concerts / releases on social media, etc.)
- Eligible expenses now include up to one (1) year of ongoing web-related expenses such as website hosting, domain name registration, SoundScan, video conference account subscriptions fees and online listening platform fees (e.g. Bandcamp, etc.)
- Eligible expenses previously funded at 50% are now funded at 75%.
- Expenses related to services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant will now be funded at 75% instead of 25%. The current conditions still apply: *All services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant, must be charged at verifiable fair market value with no markup. The party providing the service must also be in the business of, professionally employed to provide such services, or have previous experience. Proof may be required.*

Changes to the **Professional Development and Business Travel** component:

- We are only accepting applications for **Professional Development** under this component. Applications related to **Business Travel** are suspended until further notice.
- Eligible projects include:
 - Online training and classes that can help further the applicant's career (e.g. social media, marketing, business or financial management courses)
 - Online mentorship opportunities.
- Eligible expenses previously funded at 50% are now funded at 75%.

Changes to the **Sound Recording** component:

- Eligible expenses previously funded at 50% are now funded at 75% for the March 16, 2020 and July 6, 2020 deadlines. Eligible expenses incurred outside of New Brunswick are still covered at 30%.
- Until further notice, travel expenses will not be accepted.
- Expenses related to services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant will now be funded at 75% instead of 25%. The current conditions still apply: *All services provided in-house by the artist/applicant, their business, or any business related to the artist/applicant, must be charged at verifiable fair market value with no markup. The party providing the service must also be in the business of, professionally employed to provide such services, or have previous experience. Proof may be required.*

If you have any questions, please contact the MID Program Officer at mid@musicnb.org.