

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

Effective April 20, 2020 - Updated July 29, 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.

- We are now accepting applications for the **Live Performance** component and the next deadline has been extended to **August 17, 2020** (6 PM AST). Please review the updates to this component below.
- The **Showcase** component remains suspended until further notice and we are not accepting applications at this time. For video captures to be used for online showcases, please refer to the **Marketing, Promotion & Digital Initiatives** component.
- The **Emerging Artist, Marketing, Promotion & Digital Initiatives** and **Professional Development and Business Travel** components have been temporarily modified and the changes are in effect for the upcoming 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.*

Changes to the **Live Performance** component:

- The minimum number of confirmed dates required at the time of application for the Atlantic provinces has been changed from three (3) to one (1). At the moment, we are not accepting applications for international tour dates (including the US).
- Eligible expenses previously funded at 50% are now funded at 75%.

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

- The name has been changed to **Marketing, Promotion and Digital Initiatives**.
- Examples of eligible projects include
 - Projects developed through digital means or platforms (co-writing, consulting, post-production, website development, branding etc.)
 - Projects meant for digital delivery (marketing campaigns, advertising, Electronic Press Kit (EPK) development, website hosting, etc.)
 - Live performances for audio/video capture meant for online ticketed concerts, social media/online promotion, online showcases, 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.)
 - Production costs related to the audio/video capture of live performances.

Notes for projects involving audio/video capture of live performances: artists or music businesses applying must provide these details in their application:

- A partnership or agreement between the artist and the venue/production company;
- The Covid-19 Operational Plan of the production company or venue partner. All parties involved must follow current health and safety measures as recommended by the GNB;
- Description of how the performances are to be captured (if not specifically outlined in the Operation Plan.)
- 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:

- Applications related to Business Travel within New Brunswick and the Atlantic provinces are now accepted.
- 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%.

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