



# The Emerging Music Program

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Check Music PEI website for current deadline

Music PEI

902-894-6734 | [www.musicpei.com](http://www.musicpei.com)

## **Objective**

**The Emerging Music Program** is designed to help new and less established artists gain a foothold in the Music Industry. This is achieved by investing in projects that will enhance the applicant's sales and marketability, as well as foster the development of the applicant's business skills.

## **Funding**

The Emerging Music Program provides successful applicants with a non-repayable investment worth 75% of eligible expenses (up to \$1,000.00).

If an applicant wishes to invest in "Live Performance Enhancement" (i.e. performance coaching) The Emerging Music Program will cover 100% of eligible expenses (up to \$1,000.00).

## **Eligibility**

**Only "Emerging Artists/Groups" and "Music Industry Professionals (MIP's)" are eligible under this program!**

### **Eligibility: Emerging Artist/Group**

An "Emerging Artist/Group" is defined as an artist or group who has not yet realized substantial provincial or regional exposure. Such artists have not yet secured a manager, agent, publicist, or record label.

### **Eligibility: Music Industry Professional (MIP) Description**

**In order to qualify as a "Music Industry Professional" you must meet all of the following 5 criteria:**

1. You must support at least 1 artist who has released a commercial CD within the past 12 months.
2. You must support 1 export ready or exporting artist/group (as defined for this program on your roster) in your client base.
3. You must own a registered Prince Edward Island business that has been active in the music business for at least 1 year.
4. You must have a dedicated commercial bank account, registered in the company name.
5. You must be currently working with at least 1 PEI artist.

**Note:** Examples of eligible expenses for MIP's under the "Export Development Program" are:

- Development of Marketing Material (for the company not individual artists)
- Travel to attend conferences and showcases on behalf of signed artists. (I.e. flights, mileage, hotels, etc.)

- Travel (same as above) to attend business meetings on behalf of artists
- Website development (for the company not individual artists)

**Note:** *Industry professionals who operate their business from PEI and represent artists from outside of PEI are eligible for funding under this program. However, funds cannot be directed at artists living outside of PEI.*

**Note:** *“Self-Managed” artists are not eligible as “Industry Professionals” under this program.*

**All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria!**

- The primary artist and/or the majority of the group must have a permanent address in PEI.
- The applicant has been resident of PEI for at least one year.

**You must be a current member of Music PEI to apply!**

Membership applications can be found at <http://www.musicpei.com/become/form.php>

**Note:** *Applicants in this program may receive up to a maximum of four grants. After this time, applicants must graduate to the “Export Development Program.” However applicants can graduate to the “Export Development” level at any time, provided that they meet the eligibility criteria.*

**Note:** *The Program Officer and the Jury will make the final decision on eligibility for the Emerging Music Program.*

## **Ineligible Applicants**

**Ineligible applicants include, but are not limited to:**

- Non-Profit Organizations
- Presenters
- School Choirs
- Non-Commercial Groups

## **What Will the Program Fund?**

**Examples of eligible activity under this program include but are not limited to:**

- The creation of a “Targeted Demo” (max three songs) up to \$1,000.00
- Touring/Showcase Support (primarily regional projects)
- Promotional Video
- Venue/facility rental (i.e. Album launch/rehearsal space)
- Design (Posters, CD Cover/Jackets)

- Printing Costs
- Electronic and Paper Press Kits
- Photography
- Web Development
- Live Performance Production Enhancement (performance coaching)
- Promotional Products (i.e. Give-aways, posters, drop cards, promo CDs and DVDs)
- Band Agreements (legal fees)
- General Marketing expenses (advertising, publicist fees etc.)

**Note:** *“Targeted Demos” are to be used for strictly promotional purposes. The funded recordings cannot be sold commercially for a period of six months after the applicant’s final report is approved by Music PEI.*

**Note:** *If applying for “Live Performance Production Enhancement,” all sessions must be videotaped in their entirety. A copy of **THE ENTIRE** coaching session must be submitted to Music PEI as part of the final report. Lack of recording of the sessions will be considered a default and incompleteness of the project.*

**Note:** *In order for expenses to be covered by “The Emerging Music Program,” they must be incurred after the date the application is received at the Music PEI office.*

**Note:** *Recipients are expected to spend the funds allocated each year in the fiscal year they are allocated.*

**Note:** *Under this program a “tour” is defined as one string of three (3) or more paid performances in at least two (2) separate towns or cities within a reasonable period of time. At least two (2) of the performances must have taken place off Island. In addition, a tour in conjunction with other artists or groups, with a minimum of three (3) dates under the same conditions is also considered an eligible tour. Proof of confirmation of performances is required when requesting funding for tour support.*

## **What Won’t the Program Fund?**

**Examples of ineligible activity under this program include but are not limited to:**

- Commercial Recordings (audio or video)
- Retail Items (i.e. T-Shirts, wrist bands, bandana’s, stickers, etc.)

## **How Do I Apply?**

**All applicants must submit a proposal through the online application process. Here you will need to provide the following:**

- Contact Information
- The Proposed Project

- Support Materials
- A Link to Recorded Music
- An Artist Biography
- A High Res Artist Photo
- A Website and/or Links to All Other Online Profiles
- A Detailed Budget
- A Business Plan (including a critical path as well as a marketing plan)

A link to the online application form can be found at <http://www.musicpei.com/funding/>

**Note:** *If your projected start date is earlier than the funding deadline, you must submit your proposal on or before the projected start date. Your proposal will then be adjudicated during the next round of funding. No expenses may be eligible that are incurred before the application is submitted to the Music PEI office.*

**Note:** *Applicants will be informed of grant decisions by e-mail usually within 30 days of the deadline.*

### **Some Tips for Filling out Your Application**

1. Do not assume that the jury knows all of the details of your history.
2. Build a case that will demonstrate how your project will meet the program's objectives.
3. Show how by completion of this project, you will increase your earnings from the music business
4. Clearly state your goal(s) for the project.
5. Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
6. Provide all pertinent and necessary information.
7. A proper budget listing all expenses, as well as proof of quotes from suppliers **must** be included.

### **Who Will Judge My Application?**

A jury of Industry Professionals will review your submission. These confidential jurors are selected based on industry experience and knowledge. Your application and the supporting materials should provide them with all of the information they need to know about you and your proposal.

**Note:** *The Directors and Staff of Music PEI do not sit on any of these juries. In addition, all jurors go through a screening process to ensure that no conflicts of interest are present while judging applications.*

## **How Will My Application Be Scored? (Emerging Artists)**

All application scores are based on the following criteria:

### **Career Growth/Logical Next Steps - 30%**

- Does the proposed submission outline a plan that is in line with the artist's career path up until this point?
- Has the applicant shown that he/she has a good understanding of where the proposed project will position them in their artistic future?
- Does the submission show how the artist has grown?

### **Gut Feeling - 15%**

- After reading the submission, how do you react?
- Does your intuition tell you that the submission should be awarded?

### **Measuring Success - 5%**

- Has the applicant outlined a clear and decisive plan for measuring the success of the project?
- Has the applicant set reasonable goals which can be quantified and measured?

### **Marketability - 30%**

- How marketable is the applicant's product?
- Does the applicant's artistic work show a high degree of quality?

### **Presentation of Application - 20%**

- Has the applicant participated in the suggested consultation session with MPEI?
- Has the application been completed in full?
- Does the applicant show a good overall understanding of the grant process?
- Does the applicant possess the necessary skills to fulfill the requirements of the application?

**Note:** *Although not required, it is to your advantage to submit six (6) physical CD's for the jurors. This allows them to get familiar with your music before the day of adjudication. However, if you do choose to provide CD's, please keep in mind that they will not be returned.*

**Note:** *Previous "successful applicants" in this program may also be adjudicated based on past performance.*

## **How Will My Application Be Scored? (MIP's)**

All application scores are based on the following criteria:

### **Career Growth/Logical Next Steps - 30%**

- Does the proposed submission outline a plan that is in line with the professional's career path up until this point?
- Has the applicant shown that he/she has a good understanding of where the proposed project will position them in their professional future?
- Does the submission show how the professional has grown?

### **Achievement in Excellence: 15%**

- This is the jury's opportunity to rate the quality of the applicant's work

### **Measuring Success - 5%**

- Has the applicant outlined a clear and decisive plan for measuring the success of the project?
- Has the applicant set reasonable goals which can be quantified and measured?

### **Marketability - 30%**

- How marketable is the applicant's product?

### **Presentation of Application - 20%**

- Has the applicant participated in the suggested consultation session with MPEI?
- Has the application been completed in full?
- Does the applicant show a good overall understanding of the grant process?
- Does the applicant possess the necessary skills to fulfill the requirements of the application?

**Note:** Previous "successful applicants" in this program may also be adjudicated based on past performance.

## **What Happens If My Application is Selected?**

If your application is successful, the following ensues:

1. You will be notified by Music PEI.
2. You will be asked to visit the MPEI office and sign a "Letter of Acceptance/Funding Agreement." This must be completed within thirty (30) days of receiving your acceptance notification.
3. Successful applicants will receive 75% of the eligible expenses for the approved budget within 30 days of Music PEI receiving their Letter of Acceptance/Funding Agreement.
4. After the project is completed (as per applicants "suggested" completion date) you have 60 days to submit a "Completion Report", as well as, all financial documentation to the Music PEI office. If you cannot submit your Completion Report within this timeframe, you must inform the Program Officer prior to the deadline to request an extension.

Failure to do so could result in forfeit of final payments and could jeopardize future funding.

5. The remaining 25% of the grant will be paid out within 30 days of the Completion Report and financial documentation being submitted and approved by the Music PEI office.

## **What Happens If My Application isn't Selected?**

**If your application is unsuccessful, the following ensues:**

1. You will be notified by Music PEI.
2. Music PEI will offer feedback on your application.

## **Notes on the Budget**

A proper budget must be included in all applications. Budgets must list all expenses, and need to be accompanied by quotes from suppliers. Here are some further notes:

### **General**

- All figures are estimates, but they should be based on research or quotes. Be sure to include copies of quotes.
- Write all of your figures in Canadian dollars and do not include GST/HST.

### **Expenses**

- "Promo Products" can include all formats (i.e. CD, DVD, EPK, video, etc.)
- "Videotaping or Filming" costs are not eligible unless they are created for promotional purposes i.e. EPK live performance footage.
- "Targeted Demo" recording costs may include side musicians, studio rental, engineering, mastering, and producer fees.
- "Professional Services" should include anyone you have hired to work on your project (i.e. graphic designers, web designers, publicists, lawyers, social media consultants, etc.)
- Live Performance Production Enhancement (performance coaching) can include, but is not limited to:
  - Fees to hire an industry professional qualified to develop stage presentation and presence (performance coach.)
  - Rehearsal space expenses (i.e. rent, sound tech, video equipment, etc.)
- "Showcase and Tour Support" can include things such as travel expenses (mileage or vehicle rentals), per diems, side musicians, accommodations, showcase registration fees, etc.
- When documenting "Showcase and Tour Support," please make note of the following:
  - Best economy rates for flights, hotels, and vehicle rentals must be provided.
  - In order to claim gas and mileage, you must be traveling a distance of more than 250 km from place of residence.



- When using a privately owned car or minivan, gas and mileage rates of \$0.36/km are to be used.
- When using a 12-15 van or larger, gas and mileage rates of \$0.45/km are to be used.
- Per Diems can reach a maximum of \$50.00 in Canada and \$70.00 internationally.

## **Notes on the Completion Report**

Each project must have a “Completion Report” when submitting for final payments. Completion reports must now be **completed online**. Please visit [www.musicpei.com](http://www.musicpei.com) under the funding section to access the form. It is imperative for the future success of the funding program that Music PEI is able to provide a detailed return on investment to our funders.

### **Each Completion Report must include:**

1. A full written summary of the project.
2. Measures for the success of your project. (i.e. how did your project achieve the following outcomes):
  - Increased quality and marketability of music products and live performance
  - Increased professionalism
  - Increased business skills
  - Increased exposure provincially and regionally
  - Increased overall income from music business
3. Copies of all expenses and invoices.
  - If claiming ground travel expenses, please provide mileage at the approved rate from point to point. You do not need to provide gas receipts.
  - Be sure to provide copies only of your invoices. Originals are not necessary.
  - Please provide a detailed list, in spreadsheet form, of all expenses, the percentage covered by Music PEI and the totals.
  - Per diems only are required for meals, not meal receipts.

## **Important Notes**

- Your application will not be reviewed if you have a Final Report from a previous project that is overdue.
- In your budget, you are asked to report the full cost of the project, i.e. all expenses incurred even if some are ineligible under this program. This information will aid Music PEI in calculating the private investment in each project, as well as, help analyze the amount of investment PEI music initiatives truly need.
- Recipients are subject to provincial government audit. Please retain all supporting documentation.
- Your program performance history will be considered with each application.
- It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted.

- For further questions, you may contact the Music PEI office at any time at 902-894-6734 or via email at [music@musicpei.com](mailto:music@musicpei.com).
- Unsuccessful applicants may resubmit eligible projects at the next grant deadline.
- We Strongly Encourage You To Buy Locally Whenever and Wherever Possible. Help Grow the PEI Music Industry.



*The Emerging Music Initiative is funded by the Prince Edward Island **Department of Tourism & Culture** under its Sound Investment Program. This commitment is made in support of the PEI Music Industry Strategy. MUSIC PEI is pleased to work in partnership with the Department to develop and promote our cultural resources for the benefit of all residents of Prince Edward Island.*