

Music PEI New Business Growth Program Eligibility Criteria

Only “Export Ready Artists” and “Exporting Artists” are eligible under this program.

Eligibility: Export Ready Artist Description

In order to qualify as an “Export Ready Artist” you must meet the following criteria:

- You must have an up to date marketing and business plan.
- You must have at least one (1) recording released (minimum 6 song or 30 minutes) within the past two years.
- * If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Bandcamp or CDBaby. Mail order or sales limited to your own website will not qualify.
- * Minimum sales of 500 units. You may be asked to provide proof. If self- distributed you must provide a combination of the following:
 - * A manufacturing receipt to prove how many CD’s you had manufactured. o Affidavits from retail outlets attesting to the number of units sold.
 - * A log or ledger of off-stage sales signed by each venue manager.
 - * Festival sales reports for off-stage sales.
 - * Digital download service provider’s report (3 digital downloads constitutes one unit)
- * You must have upcoming bookings or a contract for a current musical production (i.e. live performance, stage production, song-writing collaboration, composition/soundtrack interest from film/TV, etc.)
- * You must have a strong professional history (bio).
- * Must have an independent or established team/infrastructure. (A list of team members, their function, and bios must be included.)
 - For groups, band agreements are mandatory.
 - For solo artists, you must have a commercial bank account in place.

Eligibility: Exporting Artist Description

In order to qualify as an “Exporting Artist” you must meet 5 of the following 8 criteria:

- A minimum of 1 nationally distributed release. One of these recordings must have been released within the last 24 months.
- One internationally distributed recording.
- If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Bandcamp, or CDBaby. Mail order or sales limited to your own website will not qualify.
- * A minimum of 2,000 total unit sales of all recorded music products. (3 digital downloads constitutes one unit sold). You may be asked to provide proof.
- * Currently exporting out of the country.
- * Airplay, national charting on published charts, or video play.
- * Have an up to date marketing and business plan.
- * Management/Self-management team with proven history.
- * Industry Recognition (nominations· awards, etc.)

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 industry professional must be a permanent resident of PEI
- The applicant has been resident of PEI for at least one year.

All applicants must be a current member of Music PEI to apply!

Membership applications can be found at

<http://www.musicpei.com/become/form.php>

Ineligible Applicants- If applying to this program, ineligible applicants include, but are not limited to:

- Emerging Artists
- Non-Profit Organizations
- Presenters
- School Choirs
- Non-Commercial Groups
- Retail Music Business's
- Musical Theatre

Scoring Criteria

- Describe your career as it currently is and how you think this program will assist you in further development. 15%
- Current team structure- do they have an agent, publicist, social media coordinator, radio tracker, etc. or if run in house by the band how is it structured) 15%
- Level of career activity (number of shows in past 12 months, social media activity...). 30%
- Accomplishments (award & nominations, showcases, radio play/charting, song placements, playlists, reviews) 30%
- Annual Gross revenue range- \$5k to \$10K, 10K to 20K, 20k 50K, over \$50k. 10%