



Career Investment Program

Check Music PEI website for current deadline

www.musicpei.com

902-894-6734

Objective

The **Career Investment Program** is designed to make a substantial investment in Export-Ready and Exporting artists who have demonstrated a commitment to a career in the Music Industry and are currently exporting their product to markets outside of PEI.

Investing

The Career Investment Program provides successful applicants with a non-repayable investment worth up to \$10,000.00 over 1 year.

Note: *Successful applicants will receive 75% of the eligible expenses for the approved budget within 30 days of Music PEI receiving their Letter of Acceptance/Investing Agreement. The remaining 25% of the grant will be paid out within 30 days of the Completion Report and financial documentation being submitted to the Music PEI office and approved.*

Eligibility

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, Napster, or Rhapsody. Mail order or sales limited to your own website will not qualify.
- You must have 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.
 - 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 providers reports (3 digital downloads constitutes one unit sold).
- 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:

1. A minimum of 1 nationally distributed release. One of these recordings must have been released within the last 24 months.
2. 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, Napster, or Rhapsody. Mail order or sales limited to your own website will not qualify.
3. 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.
4. Currently exporting out of the country.
5. Airplay, national charting on published charts, or video play.
6. Have an up to date marketing and business plan, please include a copy.
7. Management/Self-management team with proven history.
8. 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 applicant has been a 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: *The Program Officer and the Jury will make the final decision on eligibility for the Emerging Music Program.*

Ineligible Applicants

If applying as an Exporting or Export Ready Artist, ineligible applicants include, but are not limited to:

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

What Will the Program Invest In?

The “Career Investment Program” will invest in all eligible expenses up to:

- 60% for Tour & Festival Support
- 80% of Product Development
- 80% of Showcase Support
- 80% of Marketing and Promotion
- 100% for Live Performance Production Enhancement

Eligible Expenses

Examples of eligible expenses 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 strictly for promotional purposes. The invested recordings cannot be sold commercially for a period of six months after the applicant’s final report is approved by Music PEI.*

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.)
- Music Lessons (not to be confused with “Performance Coaching”)

Investment Criteria

The goal of the “Career Investment Program” is to help applicants in the following four categories:

1. Product Development
2. Market Access: Domestic and International Showcases & Festivals
3. Market Access: Domestic and International Touring
4. Marketing and Promotion

The following is a breakdown of each category, and the specific “eligible expenses” associated with each:

1) Product Development

The goal of product development support is to begin the process of becoming export ready and enhance the ability to follow through. This will allow artists/groups to compete in the global marketplace by becoming more showcase ready, tour ready, and export ready. In order to achieve this, we have broken the product development support section into 2 key components:

- Performance Enhancement
- Legal, Accounting and Professional Business Services

Performance Enhancement

The success of all other programs hinges upon a quality product. Until an artist has a product that will compare favorably with, or exceed the current world market standard, they have a limited commercial value. As a result, the performance enhancement initiative addresses the need for professional development opportunities for artists.

The goal is to assist artists in achieving world class professionalism by allowing them to hire professionals to enhance and develop stage presentation and performance skills. This will enable them to compete in a global marketplace, as well as, assist the artist in becoming export ready, showcase ready and tour ready.

Intensive one on one sessions can be delivered by recognized and genre specific industry professionals working on a contract basis. These professionals will guide the clients through an analysis of their current product and work with them to identify and implement improvements.

The Career Investment Initiative will cover up to 100% of the eligible expenses of the approved budget for the Performance Enhancement component of Product Development up to the maximum non-payable investment.

Note: *Eligible performance coaches must be approved by the Music PEI Program Officer. Please contact the office prior to submission.*

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: *Participants may also be asked to fill out a post participation survey.*

Eligible expenses under the “Performance Enhancement” section may include, but are not limited to:

- Fees to hire a Music PEI approved performance coach.
- Rehearsal space expenses such as, rent, sound tech, video equipment for those sessions.
- Venue rental for album launch.
- Expenses to record coaching sessions and convert to DVD.

Legal, Accounting and Professional Business Services

Product Development support should also enable and encourage artists/groups to become more professional in their business dealings within the music industry

Music PEI believes a strong foundation in stage presentation and performance skills augmented by strong business skills and structures will enhance the ability of artists/groups to achieve goals and dreams. A strong foundation now will save time and money down the road.

The Career Investment Initiative will cover up to 80% of the eligible expenses of the approved budget for the Legal, Accounting and Business Services component of Product. Successful applicants will be expected to cover 20% of the budget expenses for this component.

The Completion Report must provide Music PEI with the information required to measure the success of the performance enhancement activities against the goals of becoming more export ready and professional.

Eligible expenses under the “Legal, Accounting, and Professional Services” section may include, but are not limited to:

- Legal fees for band partnership agreements or incorporation
- Hiring qualified professionals to write a business plan and/or marketing plan
- Hiring qualified professionals to prepare financial statements
- Hiring qualified professionals to assist with creating proposals designed to leverage assets. (Ex. Canada Council of the Arts, FACTOR, ACOA, Tech PEI, etc.)
- One to one mentoring costs with qualified industry professionals
- Membership fees related to your professional development (i.e. SOCAN, Songwriters Association, etc.)

Note: *Music PEI memberships are not eligible as a “membership fee” expense.*

2) Market Access Support - Domestic and International Showcases

A showcase is defined as a performance targeted primarily at music/entertainment industry professionals. Showcases are typically conducted in an effort to secure live performances, a distribution deal, an agent/manager, a record label deal, film placement, a publishing deal, etc.

Music PEI will support project proposals from artists/groups who secure a performance slot at a recognized domestic or international showcase. Consideration will also be given to artists/groups who are invited to participate in an ECMA/MIA showcase initiative at a recognized showcase or conference.

Note: *If an applicant's submission for a festival or showcase is pending, the jury will give consideration to the application for investing provided proof of correspondence between the applicant and the booking agent/programmer is provided via E-mail, SonicBids printout, etc.). However, priority will be given to applicants who have confirmed bookings.*

Note: *If a booking for a showcase, festival or venue(s) is pending, but not confirmed at the time of applicant's approval, Music PEI will hold the applicant's advance until the booking is finalized. For complete details see below.*

Career Investment Guidelines for Showcase Support "ON SPEC"

Showcase support will be given "on speculation" for potential showcases that will take place prior to the next deadline and/or within 30 days of that next deadline without proof of confirmation or contracts.

The intent of this approach is to enable artists to factor in travel costs before they know whether or not they have been accepted for a showcase. In effect they will know that some of their basic costs are covered, so there is flexibility (when applying for showcases) in order to make the initiative work.

We want our artists working and promoting themselves as much as possible. Planning around various deadlines and/or time frames to apply for investment support is often difficult due to deadlines that don't match up. Music PEI is attempting to solve that issue with this approach.

The following must be demonstrated to the satisfaction of the Music PEI assessment jury:

- Proof of the showcase application.
- A budget that shows the costs associated with the showcase.
- The applicant must meet all other Career Investment Program requirements.

If the event that an applied for “on spec” showcase does not happen, the following two options are available:

- The approved investment being held by Music PEI will be returned to the investment pool.
- An alternative tour, festival or showcase may be allowed, provided the applicant has requested in writing to the Music PEI office to redirect investments PRIOR to the event. Redirection of investments WILL NOT be allowed after the fact.

Eligible expenses under the “Market Access – National/International Showcases” section may include, but are not limited to:

- Travel and transportation
- Accommodations
- Per Diems
- Side Musicians for Solo Performers/Singer-Songwriters
- Conference Registration Fees
- Agent or managerial travel expenses. (Only considered if the professional is attending a showcase to represent the applicant in business meetings.)

Note: *The “Market Access – National/International Showcases” portion of the Career Investment Initiative will cover up to 80% of the eligible expenses of the approved budget for showcase support.*

Note: *Artists will be expected to cover the remaining 20% of eligible expenses for showcases.*

Note: *Applicants who have been approved “On Spec” will not receive their advance until they can provide proof of confirmation of the Showcase.*

Note: *The Completion Report must provide Music PEI with the information required to measure the success of the showcase or festival booking opportunities and other industry related activities. Since priorities and opportunities can change, redirection of investment may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.*

3) Market Access Support - Domestic and International Touring

A fully developed product needs to get to market to be effective in generating a return on investment. The best way for an artist to achieve this is through touring. This component of the “Career Investment Program” will address some of the challenges in the overall ability of PEI artists/groups to go on the road by providing tour support. Tour Support helps artists/groups to begin the touring process by helping with travel expenses.

Under this program a “tour” is defined as one string of 5 or more paid performances in 5 separate towns or cities within a reasonable period of time. At least 4 of the performances must have taken place off Island. In addition, a tour in conjunction with other artists or groups, with a minimum of 5 dates under the same conditions is also considered an eligible tour. Proof of confirmation of performances is required when requesting investment for tour support.

Note: *If an applicant's submission for a festival or tour is pending, the jury will give consideration to the application for investment provided proof of correspondence between the applicant and the booking agent/programmer is provided via E-mail, SonicBids printout, etc.). However, priority will be given to applicants who have confirmed bookings.*

Note: *If a booking for a festival or venue(s) is pending, but not confirmed at the time of applicant's approval, Music PEI will hold the applicant's advance until the booking is finalized. For complete details see below.*

Career Investment Guidelines for Tour Support "ON SPEC"

Tour support will be given "on speculation" for potential shows that will take place prior to the next deadline and/or within 30 days of that next deadline without proof of confirmation or contracts.

The intent of this approach is to enable artists to factor in travel costs before they know whether or not they have been accepted for tour dates. In effect they will know that some of their basic costs are covered, so there is flexibility (when booking shows) in order to make the initiative work.

We want our artists working and promoting themselves as much as possible. Planning around various deadlines and/or time frames to apply for investment support is often difficult due to deadlines that don't match up. Music PEI is attempting to solve that issue with this approach.

The following must be demonstrated to the satisfaction of the Music PEI assessment jury:

- The applicant has engaged in negotiations/discussions in the form of some kind of offer that may lead to a festival date being secured or a minimum 5 date tour being booked for the artist outside the region.
- If it is a tour, at least one date must be secured prior to applying and confirmation provided.
- The applicant must meet all other Career Investment Program requirements.

If the event that an applicant applied for "on spec" showcase does not happen, the following two options are available:

- The approved investment being held by Music PEI will be returned to the investment pool.
- An alternative tour, festival or showcase may be allowed, provided the applicant has requested in writing to the Music PEI office to redirect the investment PRIOR to the event. Re-direction of the investment WILL NOT be allowed after the fact.

Eligible expenses under the "Market Access – Domestic and International Touring" section may include, but are not limited to:

- Travel and Transportation
- Accommodations
- Per Diems

Side Musicians for Solo Performers/Singer-Songwriters

Note: *The "Market Access – Domestic/International Touring" portion of the Career Investment Initiative will cover up to 60% of the eligible expenses under the approved budget.*

Note: *Artists will be expected to cover the other 40% of eligible expenses.*

Note: Applicants who have been approved “On Spec” will not receive their advance until they can provide proof of confirmation for the tour/festival.

Note: The Completion Report must provide Music PEI with the information required to measure the success of the tour with regard to booking opportunities and other industry related activities. Since priorities and opportunities can change, redirection of investment may be allowed during the course of the project providing you request and receive approval from Music PEI in advance.

Note: You will be asked to upload your tour itinerary on the online application form.

4) Marketing and Promotion Support

The objective of Marketing Support is to expand market opportunities, increase earned revenue potential, and increase the sale of music products. This is achieved through for marketing support.

The program designed for artists/groups and industry professionals who demonstrate a potential or willingness to succeed in new or non-established markets outside of Prince Edward Island.

Eligible expenses under the “Marketing and Promotion” section may include, but are not limited to:

- Design
- Printing
- Electronic and Paper Press Kits (e. g. Sonic Bids)
- Photography
- Videotaping/Filming Production Costs for Promotional Use in an EPK or DVD
- Website Upgrades
- Publicists
- Digital Distribution (e.g. Drop Cards, Promo Net Pro)
- Showcase or Festival Application/Submission Fees
- Promotional Products for Give-Aways (i.e. CDs, DVDs, Poster, etc.)

Ineligible expenses under the “Marketing and Promotion” section may include, but are not limited to:

- Expenses incurred before the date the application is received at the MUSIC PEI office.
- Items produced for commercial sale are not eligible.

Note: The “Marketing and Promotion” portion of the Career Investment Initiative will cover up to 80% of eligible marketing expenses.

Note: Successful applicants will be expected to cover 20% of the marketing budget expenses.

Note: Retail items such as T-Shirts etc. are not eligible- for more details please contact the Program Officer.

General Application Notes

Note: *Career Investment applicants are only able to submit 1 application per deadline.*

Note: *In the event that the applicant is unsuccessful in attaining investment through the Career Investment Initiative, they may also submit a modified proposal (with adjusted budget) in the Export Development Program.*

Note: *Applicants who are successful in attaining investing through the Career Investment Program will not be able to access Music PEI investing for a period of 6 months after the project end date.*

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

Mix and Match Your Proposal!

When putting together a project proposal, applicants are free to apply under different categories and “mix & match” within their proposal to access different eligible expenses. The various combinations are up to you.

Keep in mind that what you propose needs to make sense to the assessment panel, and must be clearly tied together and documented in your proposal.

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/investmentprogram>

Note: *If your projected start date is earlier than the investment deadline, you must submit your proposal on or before the projected start date. Your proposal will then be adjudicated during the next round of investment. 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? (Export Ready/Exporting 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.*

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/Investment 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/Investment 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 investing.
1. 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.

Note: *All decisions by the jury will be final and appeals will not be accepted.*

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 \$0.45/km are to be used.
 - When using a 12-15 van or larger, gas and mileage rates of \$0.55/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 under the investment program section to access the form. It is imperative for the future success of the investment program that Music PEI is able to provide a detailed return on investment to our investors.

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.

- o Please provide a detailed list, in spreadsheet form, of all expenses, the percentage covered by Music PEI and the totals.
- o 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.
- 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.