



# Emerging Music Program

Check Music PEI website for current deadline

[www.musicpei.com](http://www.musicpei.com)

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## 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.

## Investing

The Emerging Music Program provides successful applicants with a non-repayable investment worth up to **\$1,000.00** over one (1) year.

## Eligibility

**Only "Emerging Artists" are eligible under this program.**

### Eligibility: Emerging Artist Description

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.

**Note:** Applicants in this program may receive up to a maximum of four (4) 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.

**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 (1) 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>

## **Ineligible Applicants**

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

- Non-Profit Organizations
- Presenters
- School Choirs
- Non-Commercial Groups (Community Groups)

## **What Will the Program Invest In?**

**The “Emerging Music 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
- 80% of Commercial Recordings
- 100% for Live Performance Production Enhancement

## **Investment Criteria**

**The goal of the “Emerging Music Program” is to help applicants in the following categories:**

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

**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 two (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 Emerging Music 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.

**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.

**Note:** *If applying for “Live Performance Production Enhancement,” a video clip must be provided as proof that the coaching session(s) took place.*

## **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 Emerging Music 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.

**Eligible expenses under the “Market Access – Domestic and International Showcases & Festivals” 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.)

**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 “Emerging Music 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 three (3) or more paid performances in three (3) 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 investment for tour support.

**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

## **Emerging Music Guidelines for Showcase/Tour Support “ON SPEC”**

Showcase/Tour support will be given “on speculation” for potential shows that will take place prior to the next deadline and/or within thirty (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:**

### **“On Spec” Tour Support:**

- 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 five (3) date tour being booked for the artist outside the region.
- At least one date must be secured prior to applying and confirmation provided.
- The applicant must meet all other Emerging Music Program requirements.

### **“On Spec” Showcase/Festival Support:**

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

**If the event that an applied for “on spec” showcase/tour 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.

**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:** If applying for Market Access Support, the Completion Report must provide Music PEI with the information required to measure the success of the tour/showcases 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.

#### **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.

The program is 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:**

- The creation of a “Targeted Demo” (max three [3] songs) up to \$1,000.00
- 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.)

**Note:** Any recordings, including Targeted Demos, funded by the Emerging Music Program can now be used commercially at any time.

**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 (aside from recordings) produced for commercial sale (t-shirts, stickers, etc.)

## **5) Commercial Recordings**

The objective of Commercial Recording support is to assist artists in the sound recording and production expenses of studio singles, EPs, and albums.

**Eligible expenses under the “Commercial Recording” section may include, but are not limited to:**

- Studio rental
- Producer fees
- Mixing
- Engineering
- Session musician fees
- Mastering costs

**Ineligible expenses under the “Commercial Recording” section may include, but are not limited to:**

- Manufacturing (for retail purposes)
- Capital purchases

## **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
- An 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:

<https://www.musicpei.com/programs/investment-applications.php>

**Note:** Artists are not required to submit physical copies of their CD to the Music PEI office this year. However, if an artist would like to add their CD to the Music PEI archive, they can mail or deliver a maximum of two (2) physical copies of their CD. These CD's may be used for promotional purposes.

**Note:** If your projected start date is earlier than the investment program deadline, you must submit your proposal before any expenses are incurred.

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

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

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

- It is strongly recommended that Music PEI be contacted to discuss the proposed project before an application is submitted.

**Note:** Emerging Music applicants are only able to submit one (1) application per deadline.

## 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?

**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 they have a good understanding of where the proposed project will position them in their artistic future?
- Does the submission show how the artist has grown?

### **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?

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

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

### **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?
- Does the applicant possess the necessary skills to fulfill the requirements of the application?

**Note:** Previous successful applicants to this program may be adjudicated based on past projects with Music PEI (ie. previous funding contracts, career development programs, etc.).

## **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 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 thirty (30) days of Music PEI receiving the signed Letter of Acceptance/Investment Agreement.
4. Recipients are expected to spend their investment within one (1) year of receiving funding.
5. After the project is completed, you have sixty (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.
6. The remaining 25% of the grant will be paid out within thirty (30) days of the Completion Report and financial documentation being submitted and approved by the Music PEI office.

**Note:** Applicants who are successful in obtaining funding through the Emerging Music Program are allowed to apply for the round of investment funding that immediately follows, providing they have no outstanding project reports.

## 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 on request.

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

*Note: Unsuccessful applicants may resubmit eligible projects at the next grant deadline.*

## 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 tax.
- 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 and the amount of investment PEI music initiatives truly need.
- **If you have received any public funding (i.e. FACTOR, Canada Council) towards the same costs you are claiming in this submission, it must be notated in your budget.**

### **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.
- “Commercial Recordings” can include things such as side musicians, studio rental, engineering, mastering, and producer fees.

## **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 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):

- o Increased quality and marketability of music products and live performance
  - o Increased professionalism
  - o Increased business skills
  - o Increased exposure provincially and regionally
  - o Increased overall income from music business
3. Copies of all expenses and invoices.
- o If claiming ground travel expenses, please provide mileage at the approved rate from point to point. You do not need to provide gas receipts.
  - o 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.

**Note:** *Your application will not be reviewed if you have a Final Report from a previous project that is overdue.*

**IMPORTANT:**

- Recipients are subject to provincial government audit. Please retain all supporting documentation

## **Final Encouragements**

We strongly encourage you to use local products and businesses whenever and wherever possible. Help grow the PEI Music Industry!

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).

*The Emerging Music Initiative is funded by Innovation PEI through the Department of Economic Growth, Tourism and Culture. 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.*