



**Stabilize Program Live Music Grant:
Individual Micro Grant and Music Business Innovation**

FREQUENTLY ASKED QUESTIONS

Updated May 16, 2021

What is this new initiative and where does the funding come from?

In May 2021 the Government of Alberta announced a \$2 million investment into the live music sector. This \$2 million comes from \$15 million allocated by the Government of Alberta to the Stabilize Program in provincial Budget 2021. Grants of \$1,500 will help musicians and other live music professionals prepare for a return to live performances. Grants up to \$25,000 for for-profit music venues will support innovative projects to help Alberta's music industry adapt and relaunch.

Who will be responsible to administer the funding for the music industry?

The Government of Alberta will provide these funds to the Alberta Music and Alberta Music will administer the grant program.

What is the maximum amount of funding a recipient can receive?

Applicants will only be awarded funding from each program ONCE.
The maximum amount of funding a recipient can receive through the Individual Micro Grant is \$1,500. The Business Innovation Grant has a minimum of \$5,000 and the maximum of \$25,000 per recipient. Note that even if an individual or business is eligible, submitting an application does not guarantee funding. Further, funding being limited, Alberta Music will allocate funding on a competitive basis assessing the merits of the application.

How do I apply for funding?

Program guidelines and applications for both programs can be found at <https://www.albertamusic.org/grants/>

How will funding be distributed?

As of May 17, 2021, applicants will be able to access the guidelines for this initiative and submit an application. They will be reviewed every 3-4 weeks, as they come in until August 31, 2021 until the total budget is spent.

How will applications be assessed?

Applications will be received by Alberta Music staff and sent to a qualified independent panel for review at the end of each month. Results will be available approximately every 3-4 weeks.

Individual Micro Grant: Total funding amounts are limited and related to the application in conjunction with the quality of the supporting material. Applications do not guarantee funding and requests may be adjusted based on: Artistic merit; Project scope; Community benefit; Originality, creativity, and innovation; Demonstration that the costs are reasonable and are directly and clearly related to the proposed project.

Business Innovation: Total funding amounts are limited and related to the application in conjunction with the quality of the supporting material. Applications do not guarantee funding and requests may be

adjusted based on: Project scope; Details and logistics of proposed plan; Applicant's ability to successfully complete the proposed project; Diversity, equity, and inclusion.

Who can apply for funding/ are there other specific eligibility criteria to meet?

Individual Micro Grant: Applicants must be an Alberta music industry professional who has earned 55 percent of their income from music related activity for a minimum of two consecutive years and has a primary residence in Alberta for at least 6 months prior to applying. Music industry professionals include, but are not limited to: musicians/artists, independent promoters, independent agents, music engineers, and producers. Proof of residency may be requested.

Businesses Innovation: Applicants must be a registered, for-profit, Alberta business that has live music performances/showcases as a primary business activity and/or revenue stream. Majority ownership must be held by residents of Alberta (having resided in Alberta for a period of six months prior to application) and residents of Alberta must be Canadian citizens or permanent residents of Canada. Eligible businesses can include but are not limited to: clubs, rental halls, theatres, and outdoor concert spaces, etc.

Venues must have an existing infrastructure for musical performances and gatherings, such as a stage, sound and lighting system, and so forth. Small-to-medium sized venues, with a maximum capacity of 5000, are eligible.

What expenses are eligible for funding?

Applicants and/or projects shall adhere to all provincial, federal, and municipal laws, policies, rules, regulations, public orders, and Covid-19 guidelines and protocols that are in place on the date(s) that the project occurs.

Eligible expenses include but are not limited to the following examples:

Individual Micro Grant:

Music and content creation: All expenses related to music recording (studio, performance, and video) are eligible, including production, studio fees, venue and promotional costs, tech fees, and artist fees, etc.

Artist/professional fees: Artist fees for performances or recordings (live or studio) are eligible. The commissioning of composers and arrangers, and the hiring of producers, engineers, radio promoters, and **publicists are eligible;**

Marketing expenses: Marketing expenses are eligible, including design expenses, general marketing expenses, and publicity, etc.;

Business-related expenses: Website expenses, hosting costs, merchandise costs, subscriptions, registrations, product licenses, etc. are eligible;

Professional development: Costs related to online courses, mentoring, and conference registration are eligible. Research costs for artistic endeavors are eligible.

Business Innovation:

Operating expenses: Operating expenses such as salaries, utilities, rent, etc. that are related to the project may be included. Applicants must calculate the amount as it relates directly to the project. Ongoing operating expenses that are not specifically related to the project are not eligible;

Capital costs: Capital costs that relate to the project are eligible;

General business-related expenses: Website expenses, hardware purchasing, consulting fees, professional-services fees, business-related services, miscellaneous supplies, PPE, etc. are eligible;

Marketing expenses: Design expenses, advertising costs, general marketing expenses, publicity, etc. are eligible;

Artist fees: Artist fees related to the project are eligible;

Content creation and production costs: All expenses related to video production, podcast production, or other media content, including the production of live, in-person, or online streaming concerts, are eligible, including venue costs, tech fees, promotional costs, etc.;

Administrative fee: An admin fee will be an eligible expense and Alberta Music will recognize up to 15% of final total costs of the project as the admin fee projected expenses.

What if an activity or expense isn't listed?

If you have any questions regarding an eligible activity or expense please reach out to Alberta Music at grants@albertamusic.org.

If I want to partner with another person/group for a project, what is the maximum funding we can receive?

We encourage partnerships and collaborations however the maximum an applicant can receive for the Individual Micro Grant is \$1,500 and \$25,000 is the maximum for the Business Innovation Grant.

Can I use this financial support exclusively for my operating expenses?

Operating expenses not specifically related to the funded project are not eligible for funding.

What do I do if I am unable to present a live music event because they are prohibited in my region?

Applicants and/ or projects must adhere to all the provincial, federal and municipal laws, policies, rules, regulations, public orders, and Covid-19 guidelines and protocols that are in place on the date(s) that the project occurs. Should your event need to be postponed or cancelled please contact Alberta Music at grants@albertamusic.org.

If I only receive partial funding or full funding, but need to make changes to the project, who do I contact?

Program changes are permitted. If applicants receive partial funding for their project, or are unable to fulfil the project as outlined, funding recipients may submit changes to be assessed and accepted by Alberta Music prior to proceeding.

If the project is an online performance, does it matter who owns the IP?

Applicants do not need to own the IP but must have permission to the appropriate rights.

If my project generates revenue, would my funding amount be deducted?

No. However, both your projected revenue and expenses must be included in your application, which will be assessed.

My organization is not eligible – can we partner with an eligible organization to apply?

Yes. Eligible applicants can partner and collaborate with other businesses and organizations in the live sector that may not be eligible.

Can multiple companies apply for the different parts of the same event?

No. An event can only be supported once through this initiative. Businesses are encouraged to collaborate however you can only have one individual / business as the lead and one application will be submitted for that event.

I own multiple companies that present projects that would be eligible for this initiative.

Can I submit separate applications for each company?

A group of companies in which the same person, group of persons has control of these companies is allowed to apply separately for this initiative. However, each application must be for a distinct event or events.

What defines a "project" versus programming and booking of three days of concerts?

If normally funded for your annual programming, the project for this program must be separate from your annual programming.

If I hire the same technician for multiple events, do I count them once or multiple times in my application?

You must include them for each proposed event they are used.

Must you have all your talent confirmed to apply?

No, however we ask that you submit a proposed list in your application.

Are conferences eligible for business development?

No, this initiative is for the preparation or presentation of live music events.

What if my event is cancelled?

If your event is canceled please contact Alberta Music at grants@albertamusic.org.

What is the Admin fee?

An administration fee is recognized as an eligible cost in the Music Business Innovation Grant. Alberta Music will recognize up to a maximum of 15% of the final accepted total costs of the project as the admin fee. The 15% must be included in the \$25,000 as that is the maximum amount. Administrative fee can be used on a grant writer, admin support etc.

If I am unsuccessful can I submit again?

Yes, unsuccessful applicants may apply again.

Can I apply for something that I have already started?

Existing/ ongoing projects may be considered however only eligible expenses incurred after an application has been submitted may be considered.

If I wait to submit, will there be any funds left?

Applications will be reviewed as they come in (every 3-4 weeks) until the total budget is spent.

If I am part of a band, can each band member apply? (Individual Micro Grant)

Yes, however each band member must submit their own application. Note, that even if an individual submits an application, it does not guarantee funding.

Can an applicant receive other Federal, Provincial or Municipal funding for this same initiative?

Yes. However, organizations may not claim funding from multiple sources to cover the same costs.

What is required for the final report?

All applicants are required to submit a final report once the funded project is complete. A brief but detailed description on final activities and the impact of the financial contribution that was received. Alberta Music will provide a template for this process. Final reports are accepted on an ongoing basis but are due no later than March 31, 2022. No receipts or proof of payments will be required for the final report but may be requested in the case Alberta Music is audited. Failure to submit a final report will make the applicant ineligible for future Alberta Music funding.

Was your question answered? Have more questions?

If your question wasn't answered on this FAQ or you require any clarification please reach out to Alberta Music. We are working remotely so please use grants@albertamusic.org and someone will get back to you shortly!