



Stabilize Program Live Music Grant: Individual Micro Grant

FREQUENTLY ASKED QUESTIONS Updated July 21, 2021

BACKGROUND

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.

What is the purpose of this grant and who does it support?

The purpose of this grant program is to stimulate work within Alberta's music sector. It is not intended to replace lost income directly, but to fund projects that generate work within the music industry.

If you work in Alberta's music industry, you may be eligible to apply for this grant to fund a project; if your work typically supports but does not initiate projects, you may be hired by someone funding a project through this grant.

Individuals and businesses who are not creating new projects are encouraged to collaborate with others who are, to maximize the amount of direct and indirect support to Alberta's music industry.

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

The Government of Alberta will provide these funds to 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.

APPLICATION PROCESS

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. Applications submitted before June 25, 2021 will be reviewed in July, 2021. Applications will be open 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 for applications submitted before June 25, 2021 will be reviewed in July, 2021.

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.

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 until the total budget is spent. Applications submitted before June 25, 2021 will be reviewed in July.

I just applied for the grant, what happens next?

Applications will be received by Alberta Music staff and sent to a qualified independent panel for review at the end of each month. Results for applications submitted before June 25, 2021 will be available in July, 2021.

Can I call to receive the results of my application?

No, Alberta Music staff cannot inform you of program results by phone. Formal notifications are sent by email. Please ensure your email address is correct in your application.

ELIGIBILITY

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.

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.

Capital Expenses: Capital purchases that specifically relate to the project.

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.

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.

What kind of music video is eligible for my project?

Music videos must be live performance, and do not include traditional videos (actors, storyboard, animation, etc).

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.

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 I use this financial support exclusively for my operating expenses?

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

Will this grant money affect my ability to collect CRB payments?

The grant money is considered employment or self-employment income.

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 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 I am part of a band, can each band member apply?

Yes, however each band member must submit their own application and include separate expenses. Please note that each application is being adjudicated individually and is not guaranteed 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.

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.

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 for.

What if my event is cancelled?

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

BUDGET

I don't have any projected revenues, do I have to fill out the revenue section on my budget template?

All expenses and revenues in your budget are estimates for your project. If you do not have any projected revenue, you do not have to include this in your budget, just clarify that on your budget.

What if my budget changes after my application gets approved?

Budget changes in terms of revenues can be reported in your final report. Budget changes with expenses need to be approved by Alberta Music at grants@albertamusic.org.

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. If you do not have projected revenue, please note this in your budget template.

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. These changes can be emailed to grants@albertamusic.org.

Is there a cap on artist fees?

Live performance fees may not exceed \$100.00 per artist per show and per diems may not exceed \$50.00 per day.

SUMMARY

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!