



GUIDELINES FOR INDIVIDUAL MICRO GRANT

The Individual - Micro Grant program is designed to provide project-based financial assistance to artists and professionals in the Alberta music industry who have been adversely impacted by the Covid-19 pandemic. Funded by the Government of Alberta, this program will allow individuals to apply for one-time partial, or complete funding of a project or initiative up to a maximum of \$1,500. These funds are intended to support innovative creation, education, promotion, and management projects and artist's businesses that fall within the scope of the music industry.

An applicant may only submit one application between May 17 and September 30, 2021. All projects are to be completed by March 31, 2022. 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.

Grant Amount: \$1,500

IMPORTANT DATES:

Applications open: **May 17, 2021**

Application deadline: Applications will be received until **September 30, 2021**

Final report: Projects can be ongoing with a final reporting deadline of **March 31, 2022**

ELIGIBLE APPLICANTS:

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.

Minimum age: The minimum age of the applicant is 18. If the applicant does not meet the minimum age requirement, a parent or legal guardian may apply on their behalf and they must agree to the terms and conditions provided in the program guidelines.

Program Guidelines:

ELIGIBLE EXPENSES/ACTIVITIES:

A budget must be submitted with your application.

- **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. Videos must be a live performance, not traditional (actors, storyboard, animation, 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;

INELIGIBLE EXPENSES:

- Operating expenses that are not directly associated with professional endeavors, including mortgage, rent and other home business expenses, utilities, and rehearsal space;
- Cash payments;
- Any expenses incurred before the date the application is submitted are not eligible.
- Traditional music video expenses (including actors, storyboard, animation, etc).

The Applicant and the Applicant's representatives covenant and agree to indemnify and save harmless Alberta Music, its directors, officers, agents, employees, contractors, subsidiaries, affiliates and licensees ("the indemnities") from any and all liability, loss or damage the indemnities or some or any of them may suffer or be liable for as a result of claims, demands, costs, or judgments against the indemnities or some or any of them in any way arising from or connected with the operations, services, or activities contemplated hereunder by the Applicant or its representatives or servants or licensees thereof.

Applicants are solely responsible to obtain any and all insurance necessary for the performance of the project, events, and/or activities undertaken by the Applicant.

APPLICATION PROCESS:

Applications may only be submitted using the online form provided by Alberta Music at www.albertamusic.org. Completed applications must be submitted by September 30, 2021 by 5:00 pm MST. Application forms may be submitted at any time prior to the deadline date. Incomplete applications and self-generated applications will be declined. Any questions about the application can be emailed to: grants@albertamusic.org.

The following documents are required for a complete application:

- Application form;
- Website and social media platforms;
- Professional biography;
- One-page project summary/plan;
- Project Budget (using the provided template).

DIVERSITY, INCLUSION, EQUITY:

Alberta Music recognizes the barriers that marginalized and underrepresented communities face and are committed to representing an organization that values equity, inclusion, and access. Music is a collaborative art, evolving and thriving when diverse perspectives come together. Respecting and including all of Alberta's voices makes our music community stronger.

APPLICATION EVALUATION:

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.

Alberta Music will stagger the allocation of funding and a running total of funding committed will be kept up to date on Alberta Music website. All applicants will be notified about the results of their application in writing via email.

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.

PROJECT CHANGES:

Program changes are permitted. If approved, the applicant must inform Alberta Music of any changes to the original budget or changes in the project in order to remain eligible for funding. 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.

FINAL REPORTING:

Applicants are required to submit a final report once the funded project is complete. Final reports are accepted on an ongoing basis but are due no later than March 31, 2022. Alberta Music will provide a final report template form. 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.

LOGO AND ACKNOWLEDGEMENT:

Successful recipients are required to publicly acknowledge the Government of Alberta and Alberta Music in all promotional materials associated with the project and/or on social media.