



GUIDELINES FOR MUSIC BUSINESS INNOVATION MICRO GRANT

The Music Business Innovation Micro Grant program is designed to provide one-time funding to live music venues and other music industry businesses who have incurred financial losses due to the COVID-19 global pandemic. Funded by the Government of Alberta, this program supports projects that aim to sustain venues and businesses during the pandemic and innovative initiatives, platforms, and services that address the needs of Alberta's music industry. This program encourages creativity in business and the fostering, protection, and creation of jobs within the music sector in Alberta.

This one-time, project-based funding may cover up to 100 percent of the applicant's proposed budget, to a maximum of \$25,000. An applicant may only submit one application between May 17 and July 2, 2021. A single application may be for one or multiple projects, which can be ongoing and take place over multiple dates. All projects are to be completed by March 31, 2022. The proposed project 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.

Minimum Grant: \$5,000
Maximum Grant: \$25,000

IMPORTANT DATES:

Applications open: **May 17, 2021**

Application deadline: Applications will be received until **July 2, 2021 at 11:59 PM MST**

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

ELIGIBILITY REQUIREMENTS:

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 venues include: clubs, rental halls, theatres, and outdoor concert spaces. 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.

INELIGIBLE APPLICANTS:

Ineligible applicants include: Government departments, arenas who host a professional sports organization, public agencies or other public institutions, radio and television broadcasters, music streaming services (including online platforms). Not-for-profit organizations and charitable ventures are also not eligible. Not-for-profit festivals, professional arts series (arts presenters), and other applicants that will be supported by the other two Stabilize Program streams, will not be eligible.

Program Guidelines:

ELIGIBLE ACTIVITIES:

Projects shall adhere to all provincial, federal, and municipal laws, policies, rules, regulations, public orders, and Covid-19 guidelines and protocols that are in effect on the date that the project occurs.

Projects may be one-time events/initiatives or they may be reoccurring or ongoing. Examples of eligible initiatives that meet the programs objectives include, but are not limited to, the following:

- Adopting or developing new technologies and/or digital platforms to increase audience/customer reach;
- Upgrading or procuring equipment, technology, hardware, software, facility, or infrastructure;
- Training/adopting new skills and/or the implementation of best business practices;
- The implementation of new strategies or services that will grow the business' revenue stream.

- Assistance for the safe and financially viable reopening of a place of business;
- Increasing a venue's capacity or the adaptation of an existing space for the purpose of safely distanced live programming, once it is deemed possible;
- Strategies for creating or sustaining a long-term, positive community impact;
- The development of new methods, strategies, services, or equipment for online content creation and/or distribution;
- Facilitating the delivery of high quality online performances for artists or ensembles.

ELIGIBLE EXPENSES:

Each application must include a projected budget to be approved by Alberta Music. Expenses must be incurred after the application is submitted. Expenses must relate to the Music Business Innovation Micro Grant program and directly support the applicant's business and the funded project. A detailed budget must be submitted with your application.

- **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;
- **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.

INELIGIBLE EXPENSES:

- Dividends, bonuses or other extraordinary compensation for company shareholders or owners;
- In-kind transactions and donated services;
- Interest on late payments;
- Hospitality expenses;
- Recoverable taxes and similar charges;
- Cash payments;
- On-going operation costs not specifically associated with the project.

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 indemnittees") from any and all liability, loss or damage the indemnittees or some or any of them may suffer or be liable for as a result of claims, demands, costs, or judgments against the indemnittees 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 July 2, 2021 by 11:59 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 with company information;
- Description of the projects or initiatives and details on execution;
- 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. Results will be available after applications are reviewed by the end of July, 2021.

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:

- Project scope;
- Details and logistics of proposed plan;
- Applicant's ability to successfully complete the proposed project;
- Diversity, equity, and inclusion: Does this project promote equity, support an underserved region or group

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 Province of Alberta and Alberta Music in all promotional materials associated with the project and/or on social media.