



Showcase Support Initiative

Export Development Program for Music
Administered by Music Nova Scotia

Objective

The objective of the Export Development Program for Music is to expand market opportunities, to increase earned revenue potential and to increase the sale of music products through support for travel, showcasing and related marketing expenses.

Funding

The Showcase Support component of Export Development Program for Music can fund a non-repayable investment up to a maximum amount of \$2,500 for domestic showcases and \$5,000 for international showcases representing 50% of the total eligible budget not to exceed the total cash expenditure or the amount of the cash shortfall. Total combined federal and provincial government funding cannot exceed 75%. Financial need must be demonstrated and substantiated.

Deadlines for 2012

March 15, 2012
June 15, 2012
September 15, 2012
December 15, 2012

IMPORTANT:

Please note that we have transitioned to an online application system. Emailed and paper applications will no longer be accepted. The new online system is easy to use will aid in the administration of the program. Application requirements are outlined starting on page 10 of this document.

<http://musicnovascotia.ca/funding/funding-application>

Contact:

**Laura Simpson
Program Officer**

Export Development Program
Bringin' it Home
FACTOR Regional Evaluation Coordinator
Music Nova Scotia
(902) 423-6271 ext. 6
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Communities, Culture and Heritage

The Export Development Program for Music is funded by Nova Scotia Communities, Culture and Heritage. This commitment is made in support of Nova Scotia's Music Sector Strategy. Music Nova Scotia is pleased to work in partnership with the Department to develop and promote our cultural resources for all Nova Scotians.

Program Guidelines

Showcase Initiative - Music Nova Scotia Export Development Program for Music

The Program Guidelines are designed to outline the intent and details of the Export Development Program for Music Showcase Initiative and to provide answers to questions you may have. Please keep this section as a reference. We strongly recommend that you contact the Program Officer to discuss the proposed project before an application is submitted - 902 423-6271 ext.6, laura@musicnovascotia.ca

Introduction

The Export Development Program for Music (EDP) is designed for artists/groups and industry professionals who demonstrate a potential to succeed in new or non-established markets outside of Nova Scotia and are about to undertake an export project. The program is open to a diverse range of musical styles and cultures throughout Nova Scotia. You do not have to be a member of Music Nova Scotia to apply.

Who is eligible?

All applicants must have held primary residence in Nova Scotia for at least 12 months prior to the application deadline, be an emerging artist/group, export ready artist/group or exporting artist/group and have a confirmed showcase* at a relevant industry event (see Appendix A).

Residents of Nova Scotia - You are considered a resident of Nova Scotia if you meet both of the following criteria:

- Primary artist and/or the majority of the group has a permanent address in Nova Scotia
- Primary artist or registered company pays income tax to the Province of Nova Scotia

Emerging Artists/Groups - You are eligible as an emerging artist/group if you:

- Have not yet realized provincial, national or international sales or exposure
- Have not yet secured a manager, publicist, and/or record label deal
- Have not had significant exposure outside of Nova Scotia

Export Ready Artists/Groups - You are eligible as an export ready artist/group if you meet all of the following criteria:

- Marketing and business plan
- 1 recording released within the past two years
- Upcoming booking or contract for a current musical production, i.e. live performance; stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.
- Strong professional history
- Independent or established team/infrastructure

Exporting Artists/Groups - You are eligible as an exporting artist/ group if you meet 5 of the 7 criteria:

- Minimum 2 nationally distributed releases**. One of these recordings must have been released within the last 24 months.
- Minimum 1 internationally distributed release
- Minimum 10,000 total unit sales of all recorded music products
- Airplay, National charting on published charts, video play
- Management/Self-management team with proven history
- History of commitment to touring nationally and/or internationally
- Industry Recognition's (reviews· nominations· awards, etc.)

*Official showcase invitation letter must be included with application.

**Distribution contract must be provided with application.

Ineligible applicants are, but not limited to:

- Non-profit organization
- Presenter
- School choir
- Project administered or owned by Music Nova Scotia (ie, DRUM, Nova Scotia Music Week)

What will the Showcasing Program fund?

All projects must demonstrate financial need in order to be considered and they must meet the program objective.

Eligible projects are, but not limited to:

- Travel to a Music Nova Scotia recognized event (see Appendix A) and conference as an official showcasing artist or delegate

Ineligible projects are, but not limited to:

- An event in Nova Scotia that does not have a national or international component to its program
- Project administered or owned by Music Nova Scotia

What expenses are covered?

The Program can cover up to a maximum amount of \$5,000.00 for international showcases and \$2,500.00 for domestic showcases, which represents 50% of the total eligible budget not to exceed the total cash expenditure or the amount of the cash shortfall.

Eligible expenses are:

- Travel including transportation costs to, from, and within the target market(s)
- Accommodations
- Per diems
- Professional services
- Project promotional materials
- Registration fee(s)
- Administration costs

Restrictions to eligible expenses:

- Expenses must be incurred after the date the application is received through the Music Nova Scotia online application system and before the end-date specified in your application.
- Total combined federal and provincial **government funding** cannot exceed 75% of the total eligible budget.
- **Pre-showcase expenses** cannot exceed 15% of the total eligible expenses.
- **General administration fee** cannot exceed 15% of the total eligible expenses to a maximum of \$2000.00.
- **In kind contributions** will be recognized to a maximum of **25% of the total cash expenditure** excluding the admin fee. Music Nova Scotia will recognize "fair market value" for the donated service(s) provided.
- Best **economy rates** for flight, hotels, and vehicle rentals only.

- **Gas and mileage rate** of \$0.36/km when using a privately owned vehicle for ground transportation. You must be traveling a distance of more than 250km from place of residence.
- **Per diems** can reach a maximum of \$50.00 CAD (domestic) and \$100.00 CAD (international) per individual.
- **Management fees** to a maximum of 15% of performance fee. Need must be substantiated in written portion of application.
- **Promotional costs** are eligible if limited to project period. For new promotional initiatives or comprehensive marketing campaigns you are encouraged to apply under Music Nova Scotia Marketing Support Initiative program.
- If applicable, the applicant must declare at the time the application is submitted, the total expenses to be **paid by the promoter** in lieu of payment to the artist. To claim any such expenses, the applicant must also declare the promoter's contributions as revenue.

Ineligible expenses:

- Non-Canadian musician(s) fee
- Office rent
- Capital cost such as office equipment purchase or vehicle repair
- Office staff wage
- Web site domain fee
- Traffic violation
- Costume/wardrobe
- Vehicle rental when using a privately owned vehicle
- Manufacturing of cultural product (including but not limited to CD, DVD and video) except for promotional use
- Domestic recoupable taxes such as GST/HST

See Appendix B for more information.

How are the decisions made?

A panel of a minimum of three (3) industry professionals will review your submission. Your application form and the supporting materials should provide all the information the panel needs to know about you and your project.

The categories and values used in your application assessment are:

- 35% Project concept - The panel will look at what you plan to do.
- 35% Project plan - The panel will assess the thoroughness of your strategy, knowledge of the target market, investment versus gain, and your follow-up plan.
- 15% Project Team - The panel will want to know the experience of the members of your team and their function.
- 15% Financing - The panel will assess your financial ability to execute plan and realism of budget.

A Few Tips:

- ❖ Do not assume that the panel knows all of the details of your history.
- ❖ It is important as you prepare your application to bear in mind that you are building a case that will demonstrate how your project will meet the program's objective.
- ❖ Clearly state your goal(s) for the project. Music Nova Scotia needs this information in order to establish 'measures of success', and to report the efficacy of the Export Development Program to the province.
- ❖ Include a cover letter that introduces you and your project, and makes a strategic link between your proposal and the program's objectives.
- ❖ Type and single-space all proposals.
- ❖ Answer all questions in the order listed.
- ❖ Too much information is always better than too little information.
- ❖ Ask past successful applicants about their experience with the program.

Important Notes

- You may submit a maximum of two applications per artist per deadline.
- Incomplete applications will not be reviewed.
- New funding cannot be released if you have a Final Report that is overdue.
- You are required to use the budget template provided in the Application Form. Self-formatted budgets will not be accepted.
- Top applicants will receive investment support until funding for a particular competition runs out. Money left over will be held for the next round.
- Approved applicants are required to sign a Funding Agreement that outlines terms and conditions of funding.
- Approved applicants will receive 75% the approved funding upon the receipt of the signed Funding Agreement and the final 25% upon acceptance of a Final Report.
- Approved applicants are required to submit a Final Report within 60 days of their project end date.
- The Final Report must include a detailed financial statement of actual revenues and expenses accompanied with original receipts/invoices as supporting documentation (Original receipts/ invoices / cancelled cheques can be returned to the recipient upon request).
- Approved applicants will be expected to provide a summation of performance and music product sales and/or new bookings as a direct result of the project.
- Recipients are subject to provincial government audit. Please retain all supporting documentation.
- There are no established annual funding caps, but your program performance history will be considered with each application.
- Projects eligible under the Emerging Music Business Program/Export Development Program for Music will be ineligible under the Department of Communities, Culture and Heritage's Industries Program.
- It is strongly recommended that the Program Officer be contacted to discuss the proposed project before an application is submitted.

Requirements for Acknowledging Funding

Music Nova Scotia requires that funding recipients adhere to the following communications guidelines. Acknowledgment and Logo:

Support for this project must be acknowledged through the inclusion of the Music Nova Scotia and Communities, Culture, and Heritage logos in all electronic and print communications material, i.e., brochures and advertising. [The logos can be downloaded here:](#)

http://musicnovascotia.ca/images/MusicNovaScotia_logo_cmyk_border.eps

<http://musicnovascotia.ca/images/cch.eps>

The following is an example of text which may be used in press releases or anywhere a written acknowledgment of funding partners is used, "XYZ Organization/Artist recognizes the support of Music Nova Scotia's Export Development Program under the Department of Communities, Culture and Heritage"

If you are not represented in this program, there may be other sources of financial support targeting you and your type of project. Please contact Music Nova Scotia at 902-423-6271, laura@musicnovascotia.ca or the Culture Division at 902-424-4442, cultaffs@gov.ns.ca for more information.

**www.musicnovascotia.ca
www.gov.ns.ca/dtc/culture**

Appendix A: Music Nova Scotia Recognized Events

Please check the list below for events that are recognized by Music Nova Scotia. If your event is not listed, please call the Program Officer to discuss the value of the event you plan to attend.

Domestic events such as

Canadian Country Music Week
Canadian Music Week
CAPACOA
COCA
CONTACT
C.A.F.E
Contact East
ECMA
Folk Alliance Canada
Francofete
NXNE
New Music West
OCFF
Pop Montreal
Toronto Urban Music Fest
Western Canadian Music Conference

International events such as

CMJ
MIDEM
NEMO
North American Folk Alliance Conference
POPKOMM
Printemps de Bourges France
SXSW
Western Arts Alliance Conference
WOMEX
The Great Escape

Appendix B: Budget Notes

Please read the Program Guidelines for lists of eligible expenses, restrictions on eligible expenses, and ineligible expenses. The Budget Notes are intended to help you fill out the Music Nova Scotia budget form. If you have any questions, please do not hesitate to call the Program Officer at Music Nova Scotia, 902-423-6271 or email laura@musicnovascotia.ca.

NOTE: The "**Total Eligible Budget**" amount reported on the Budget Form (page 5 of the application form) is the amount reported on page 1 of the application form as the "**Total Expense of Project**". [If you report the "Total Cash Expenditure" as your "Total Expense of Project", you will not be accounting for the in-kind total.]

General

- ❖ All figures are estimates, but they should be based on research or quotes.
- ❖ Write all of your figures in **Canadian dollars** and do not include **GST/HST**.
- ❖ Claim **promoter buyout** under "other" in revenue and expense
- ❖ Please detail any items included under the expense budget line "**Other.**"

Revenue

- ❖ **Performance fee** is the total of payments you expect to receive during your tour or showcase.
- ❖ Music Nova Scotia will not count your recorded music products sales and other merchandise as a part of your budget, but we do need to know how much you plan to sell.
- ❖ **Recorded music products sales** is the dollar amount of CDs, DVDs, etc. you expect to sell during the project.

Expenses

- ❖ Music Nova Scotia will not recognize business class tickets, hotel rates or vehicle rentals that are not the lowest possible rate.
- ❖ **Travel** can include all forms of transportation, such as economy flights, cabs, vehicle rentals, and personally owned vehicles.
- ❖ If you need to claim an **expediting fee** for a work VISA, you need to explain why this was necessary.
- ❖ Do not include food or entertainment costs under **accommodations**.
- ❖ If you stay with a friend during your trip, you may claim a \$40 per group per night as compensation for your **billeting**.
- ❖ **Professional Services** includes all people or companies you have hired to work on this project, such as manager, booking agent, publicist, radio promotion company, etc.

Contribution From Others

If you have applied for government funding and have not received a response by the time you apply to Music Nova Scotia, write TBA on the amount line of the Contribution From Others section of the Budget.



Showcase Initiative - Application Requirements

The information outlined below must be addressed in the documents you submit via the online application system. The budget form given below must be submitted with your application as an attachment. You may not use your own budget form without prior approval from the Program Officer.

Project Proposal, Part 1 - Business and Marketing Plan

In your written proposal include the business plan for your project. This plan needs to present to the panel a clear idea of why you are investing in this project, a sense that you have the ability to capitalize on the opportunity you are creating, and more details regarding the expenses in your budget. The following questions are common ones that the panel will ask in their attempt to understand your strategies and goals. Provide the answers within your written proposal.

- How does your project fit within your, or your client's, overall business and marketing plans?
- What are your goals and plan of action for this project?
- With this project, what market(s) will you target and what are the opportunities for you or your client in this market(s)?
- Who are your business partners or contract employees specific to this project? Please indicate which ones are included in the budget.
- What is your Project follow-up plan?
- Attach a copy of the official letter of invitation including showcase date and location.
- Attach a list of showcase personnel and their functions.
- If the showcase is not a Music Nova Scotia recognized event, describe the event and explain its relevance in 1-2 sentences.

Submission checklist:

Have you included the following documents as attachments to your online application?

- Marketing/Business Plan
- Professional History
- Budget Form



Showcase Initiative - Budget Form

Applicant name: _____

Project Title: _____

<u>Revenue</u>	<u>Details</u>	<u>Cash</u>
Performance fee	_____	_____
Other performance (specify)	_____	_____
Total Revenue (performance only)		\$ _____

Artists/groups: Use this section to report what sales you expect as a direct result of this project.

Music product sales	#	titles x #	units x \$

Other merchandise _____			

<u>Expenses</u>	<u>Details</u>	<u>Cash</u>	<u>Inkind</u>
Pre-tour expense			
phone		_____	_____
mail/courier		_____	_____
other (please specify)		_____	_____
Travel			
flight	# _____ flight x # _____ ppl x rate \$ _____	_____	_____
vehicle rental	# _____ vehicle x # _____ days x rate \$ _____	_____	_____
privately owned vehicle	# _____ km x 0.36	_____	_____
cargo/freight		_____	_____
temporary work permit	# _____ ppl x fee \$ _____	_____	_____
Ground transportation			
airport transfers	# _____ cabs x # _____ trips x fare \$ _____	_____	_____
taxis	# _____ cabs x # _____ trips x fare \$ _____	_____	_____
Accommodations			
hotel	# _____ rooms x # _____ days x rate \$ _____	_____	_____
billet (\$40 max.)	# _____ house x # _____ days x rate \$ _____	_____	_____
Per Diem			
national (\$50 max.)	# _____ ppl x # _____ days x rate \$ _____	_____	_____
international (\$100 max.)	# _____ ppl x # _____ days x rate \$ _____	_____	_____
Musician fees			
primary artist or group	# _____ ppl x # _____ shows x fee \$ _____	_____	_____
hired musicians	# _____ ppl x # _____ shows x fee \$ _____	_____	_____

Professional Services Specify Name: _____ Cash Inkind

manager			
booking agent			
publicist			
radio promoter			
sound technician			
Promotional materials			
Promotional products			
Registration Fee			
Other (please specify)			
Subtotal Expenses	(total cash & in kind columns separately)		
		(Cash)	(In kind) Note: cannot exceed 25% of Cash
Administration Fee	(Not to exceed 15% of subtotal cash to a maximum of \$2000)		
Total Cash Expenditure	(Subtotal Expenses + admin fee)	\$	
Total Eligible Budget	(Total cash expenditure + In kind total)		
50% Total Eligible Budget			
Cash Shortfall	(total cash expenditure - subtotal revenue)	\$	
Request from MNS	(50% Total Eligible Budget not to exceed cash shortfall or total cash expenditure & maximum of \$5000 for international showcases and \$2500 for domestic showcases)	\$	

IMPORTANT!

Declaration of Other and Personal Contribution

Indicate other sources of funding, either from government or private industries.

Name

Amount

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

If your personal contribution in this project is sizable, where do you plan to find the capital.
