



GUIDELINES FOR APPLICANTS TO THE ARTIST DEVELOPMENT SUSTAINABILITY FUND

This program will allow artists to apply for one-time funding to support critical projects that will assist in developing and positioning their businesses for success.

Program Objectives:

This program will fund innovative projects and initiatives that support business continuity, protect/create jobs, provide an increased capacity for reopening and/or adaptation, assist in a safe reopening of the artist's business, and have a strong community impact.

Program Requirements for Applicants

Eligible applicants: The applicant must be an artist who is a Manitoba resident. The contact person can be a representative of the artist (e.g. manager, label, grant writer).

Ineligible applicants: Government departments, public agencies or other public institutions, and public or private broadcasting companies are not eligible. Not-for-profit organizations and charitable ventures are also ineligible.

Manitoba residency requirement: A Manitoba resident means an individual who is legally entitled to be and remain in Canada, is currently a resident of Manitoba, and has been a resident for no less than three hundred and sixty-five (365) days prior to the date of application to Manitoba Film & Music. In the case of partnerships, a minimum of 50% of the partnership must meet this residency requirement.

Minimum age: Please be advised that the minimum age for application to Manitoba Film & Music's programs is 18. In situations where the Artist does not meet the minimum age requirement, a parent or legal guardian may apply on their behalf, providing that they agree to the terms and conditions provided in the program guidelines and contract.

Artist/applicant in 'good standing': No new applications will be approved if an applicant or artist has a file overdue.

Business registration and bank information: The applicant must be registered as a business or incorporated in Manitoba. Contact the [Companies Office](#) to register your business name. In the case of applicants under the age of 18, a parent or legal guardian must be a signee on the business registration. This business/incorporation must have a valid Manitoba chequing account to be used for the project.

Currency: All monies indicated are in Canadian dollars.

Program Guidelines

Manitoba Film & Music investment: Manitoba Film & Music's financial participation may be up to 100% of total eligible costs to a maximum of \$10,000. **Applicants who were approved at the previous intake are eligible to apply.** Funds will be disbursed according to a prearranged schedule (70% in advance and 30% at the closing of the file) and satisfactory reporting requirements. Financial participation will be in the form of a one-time contribution.

Application details: All applicants must attach a detailed project plan which explains the initiatives they wish to undertake as part of this application. Applications will be evaluated and scored based on meeting

the program's priority areas.

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A detailed budget must be included with your proposal.

The following documents are required for a complete application:

1. A completed application form
2. A project proposal or business plan which includes the following:
 - a. Description of the projects and initiatives to be funded;
 - b. Details of funding utilization, including, without limitation, how it will support business continuity, protect jobs, provide an increased capacity for reopening, support the adoption of new business models, and assist in a safe reopening;
 - c. Budget – using Manitoba Film & Music template;
 - d. Artist biography;
 - e. Business registration (if not on file with Manitoba Film & Music).

Current release window: The application must support a commercially released single, EP, or full-length album that is widely available on all major digital music platforms. The application must be received within two (2) years of the recording's release in Canada or no more than six (6) months prior to the release. The release of the first single from an EP or album marks the beginning of the two-year eligible release window for that EP or album. Recordings must be mastered and ready for release at time of application. The confirmed release date must be indicated in the application.

Applications Process

Application deadline: Fully completed applications along with supporting documents must be submitted to Manitoba Film & Music prior to March 3, 2022 at 5:00 p.m. Applications may be submitted at any time prior to the program deadline.

Emailed applications only: Manitoba Film & Music is only accepting applications by email to music@mbfilmmusic.ca. Applications must be in a downloadable Google Drive or Dropbox folder and labeled "Artist Name – Program Applied For." All documents must be in PDF format, except the budget. Application materials will not be returned. All submissions become the property of Manitoba Film & Music.

Application forms: Applications must be completed on current Manitoba Film & Music-supplied application forms. Self-generated documents, such as Word documents or Excel spreadsheets, will not be accepted. Check our website for current editions of applications and guidelines. **Incomplete applications will be declined.**

Evaluation Process

Approvals: Approval of all applications is at the discretion of Manitoba Film & Music. Manitoba Film & Music may impose modifications to the budget submitted.

Evaluation: The level of financial participation will be determined on a case-by-case basis and determined by the overall strength of the submission, the artist's track record, the project's alignment with the program's goals, and the budgetary capacity of the program.

Processing and evaluation of applications will commence as soon as possible after the deadline date. All applicants will be notified of the results within eight weeks.

Eligible Expenses

Eligible expenses: All expenses must be set out in advance in a budget submitted along with the application and approved by Manitoba Film & Music. Expenses must have been incurred after January 1, 2022 to be considered eligible. Expenses must be related to the program's priorities and be directly in support of the artist's business and career.

General business-related expenses: Web costs, merchandise costs, hardware purchasing, consulting fees, professional services fees (third-party accounting, legal, publicity), subscriptions, registrations, product licenses, business-related services, etc. are eligible. Capital costs are capped at 50% of the budget.

Operating expenses: Operating expenses such as salaries, commissions, utilities, rehearsal space rent, etc. are eligible. Home-based businesses may claim mortgage/rent costs and related home business expenses based on the percentage used in their tax returns to calculate occupancy costs for their budget. Self-employed persons may claim salaries for the project.

Artist fees: Artist fees related to the project are eligible. Artist fees are set by the applicant and are not subject to Manitoba Film & Music's standard rates.

Content creation costs: All expenses related to content creation, such as video production, podcast production, or other media content related to the promotion of an artist or their recordings, may be eligible.

Concert presentation costs: All expenses related to livestream concert production are eligible, including production costs, venue costs, tech fees, promotional costs, and artist fees, etc. This is to assist in underwriting a livestream concert or concert series.

Marketing expenses: Marketing expenses are eligible, including, but not limited to, design expenses, web design and hosting costs, general marketing expenses, publicity, etc.

Admin fee: An administrative fee is recognized as an eligible cost. Manitoba Film & Music will recognize up to a maximum of 15% of the final accepted total costs of the project or \$1500, whichever is less, as the Administrative Fee.

Recording: Recording is not an eligible expense; applications for recording funding must be made to Manitoba Film & Music's recording funding.

Other funding: Expenses claimed under this program are neither eligible for funding from other Manitoba Film & Music programs, nor the Manitoba Arts Council's programs. The project and expenses must be unique to this application.

Financial Participation

Manitoba Film & Music credit and logo: Manitoba Film & Music's logo must be placed on all marketing and promotional materials and content produced for this project as credit for funding, and a copy of each item must be submitted with the final reporting documents. Please refer to the Resources section on www.mbfilmmusic.ca for print-ready graphics.

Project changes: It is the applicant's responsibility to inform Manitoba Film & Music of any changes to the original budget, the creative direction, or the financing structure of the project in order for the project to remain eligible for funding.

Funding schedule: Funds will be disbursed according to a pre-arranged schedule subject to satisfactory reporting requirements. The schedule will be as follows: 70% of the amount approved upon the completion of a satisfactory agreement with Manitoba Film & Music and 30% upon the completion and review of your completion report.

Final Reporting

Final Report Due: Final reports are due by December 1, 2022.

Completion report requirement: The program's reporting requirements will comprise a project report detailing the outcomes of receiving the funding, how the funding supported business continuity and sustainability, data on jobs created and/or maintained, and media content deliverables.

Applicants are required to complete a cost report form and project costs will be subject to a spot audit. Applicants are required to keep all invoices/receipts involved with this application, as well as their corresponding proofs of payment.

Manitoba Film & Music accepts only the following as satisfactory forms of proof of payment:

- Copy of credit card statement clearly indicating payee and amount disbursed, or
- FRONT AND BACK of a cleared cheque, or
- Copy of bank transfer, or
- Copy of money order.

Verification of services: Manitoba Film & Music will perform a test of invoices and canceled cheques, and this shall include contacting suppliers and/or payees for verification of submitted invoices and costs.

Receipt copies: Applicants must keep original copies of receipts submitted with their final reporting. Only scans of original receipts should accompany the final cost report. Any final reports submitted with original receipts will be returned to the applicant for resubmission in the proper format.

Payment types: Cash payments will only be accepted for those expenses that are less than \$150 and are substantiated by receipts from verified vendors. Cash payments to non-verified vendors or in amounts greater than \$150 will not be accepted. Artist Fees that are paid in cash are exempt from the \$150 payment limit.

**Manitoba Film & Music reserves the right to review and amend the
Artist Development Sustainability Fund program guidelines at any time.**

All required forms are available on the **Manitoba Film & Music** website under [music programs](#).