



MANITOBA | Musique et Film
Film & Music | MANITOBA

GUIDELINES FOR APPLICANTS TO THE MUSIC RECORDING PRODUCTION FUND Level 1 Demo, Level 1 Commercial Release, Level II, Level III

Objectives

To encourage culturally relevant and commercially viable music production activity in the Manitoba music recording industry by providing financial support for costs associated with music recordings. To encourage development of the Manitoba music recording industry's infrastructure by increasing production levels, marketability of projects, and improving skill levels.

Applicants may apply under one of four different program levels which are described below.

MFM Program Requirements for Applicants

Eligible applicants: The artist and applicant must be a Manitoba resident. The applicant can be the artist or a representative of the artist (e.g. manager, label).

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 not eligible.

Manitoba residency requirement: A Manitoba resident means an individual who is legally entitled to be and remain in Canada and is currently a resident of Manitoba and has been for not less than three hundred and sixty-five (365) days prior to the date of application to MFM. 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 MFM'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 they agree to the terms and conditions provided in the program guidelines.

First time applicants: We want to help you create the best application possible. Please set up a one-on-one consultation with us to ensure you understand our programs and all the requirements. Please contact the Programs Manager or Programs Administrator prior to applying.

Artist/applicant in 'good standing': No new applications will be approved if an applicant or artist has a file overdue and/or is behind in their loan repayments to MFM.

Business registration and bank information: The applicant must be registered as a business or incorporated in Manitoba. Contact the Business Name Registration Department, 405 Broadway, 10th Floor, (204) 945-2500 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 this project.
Personal bank accounts, credit cards, and lines of credit are not permitted.

Other funding: Applicants to MFM must also apply to FACTOR, Canada Council for the Arts, and/or MUSICACTION if they meet these agencies' eligibility requirements, and indicate the amount applied for on the application. Manitoba inquiries to FACTOR may be directed to the agency's regional evaluation coordinator at Manitoba Music (204) 942-8650.

Recording Program Guidelines for All Levels

Eligible recording projects: All types and genres of commercially viable music recordings are eligible to apply. Compilations by artists, record labels, management companies, and other such groups are not eligible. Live theatre or film projects directly not tied to a commercially released soundtrack recording are not eligible. Soundtracks must be commercially released and sold separately from the theatre or film project.

Unreleased Songs: The songs submitted with the application to the Recording Program and intended for the finished project must be unreleased.

Ownership: Copyright in completed projects must be beneficial and equitably owned by eligible Manitoba residents or eligible Manitoba companies.

MFM accredited studios: Only recording and mixing expenses accrued and paid in Manitoba will be recognized by this program. The recording and mixing facilities must each be properly registered in the Province of Manitoba as a commercial recording studio and be approved by MFM. Studios or producers seeking accreditation should visit www.mbfilmmusic.ca for more information.

Three application rule: An application is only eligible to be submitted three times to the juried recording program. After being declined for the third time the artist would only be eligible to apply to the Music Recording Production Fund with a different recording project.

One application per deadline: Applicants may only apply to one Music Recording Production Fund level per deadline and may only be approved to each Recording level once per fiscal year (April 1st – March 31st).

2 year release window: Artist must release completed recording within two years of receipt of the letter of commitment. If artist fails in this, the funding awarded may be cancelled and all advanced funds returned. If the funds are not returned the artist will be placed in default.

Deadlines for Applications

Application deadlines: MFM shall endeavor to hold juries 3 times a year. Current recording program deadlines are posted on www.mbfilmmusic.ca. Fully completed applications must be submitted in hard copy before 5:00 PM for each scheduled deadline. MFM does not accept applications submitted by email. Incomplete applications, or applications received after the deadline will be declined.

All applications must be submitted to MFM prior to the commencement of the project or before costs are incurred to be eligible.

Application forms: Applications must be completed on current MFM-supplied application forms. Self-generated documents, such as Word documents or Excel spreadsheets, will not be accepted. Check our website for the current editions of all applications and guidelines.

LEVEL I - DEMO or COMMERCIAL RELEASE SINGLE/EP

Level 1 Objectives

To encourage the production of a high quality recording by individual Manitoba recording artists or groups, which may be used as a Demo, or released commercially. Applicants may apply to record between one (1) and four (4) songs.

Demo: A Demo is defined as a recording not intended for release or sale through any medium, including streaming. The project plan will highlight what the demo will be used for, including studio experience; soliciting an agent, manager, publicist, etc.; application to festivals, and so on.

Commercial release: A Commercial Release is defined as a recording intended for sale through any and all media. The marketing plan will highlight where it will be released, how it will be promoted, tour plans, etc.

Level 1 Financial Details

Production support is available up to 75% of the total approved budget, to a maximum of **\$2000**. MFM's contribution will be in the form of a grant unless the songs are released commercially and will then be subject to recoupment. The Manitoba applicant/artist applying is solely responsible for all reporting and repayment for this project. Artists may only access this program once per fiscal year (April 1st – March 31st).

LEVEL II PROGRAM - EP or FULL LENGTH ALBUM

Level II Objectives

To encourage the production of recordings of five (5) or more songs by individual Manitoba recording artists or groups, to be released for sale, through any and all media.

Level II Financial Details

MFM's contribution will be in the form of a recoupable loan and may be up to 60% of a project's total budget, to a maximum of **\$10,000**. The recording must be commercially released following its completion. This is a recoupable loan. The Manitoba applicant/artist applying is solely responsible for all reporting and repayment for this project.

LEVEL III PROGRAM - FULL LENGTH ALBUM

Level III Objectives

To encourage the production of full length recordings (minimum six (6) songs or twenty (20) minutes of music) by individual Manitoba recording artists or groups, to be released for sale, through any and all media.

Level III Financial Details

MFM's contribution will be in the form of a recoupable loan and may be up to 50% of a project's total budget, to a maximum of **\$20,000**. The recording must be commercially released following its completion. This is a recoupable loan. The Manitoba applicant/artist applying is solely responsible for all reporting and repayment for this project.

Level III Additional Eligibility Criteria

For Level III applications, the artist must have MFM-recognized distribution **AND** have attained a minimum number of approved sales in order to apply for the program. MFM-recognized distribution and minimum sales requirements may be achieved in the following ways:

1. **MFM-recognized distributor:** The artist must be party to an executed agreement assuring national distribution of the proposed recording. Please see the list of approved distributors on MFM's website.
2. **Minimum sales requirement:** The artist must have sold a minimum of 750 units of their most recent release through any combination of physical sales and monetized downloads. These are quantified as follows:
 - a) Physical Sales
 - i) Each CD sold is equivalent of one unit sold
 - b) Download Sales and Streaming
 - i) Full album sales – Each paid full-album download is the equivalent of one unit sold
 - ii) Individual track sales – 5 paid individual track downloads is the equivalent of one unit sold
 - iii) Streams -1500 on demand album streams is the equivalent of one unit sold

**Must be supported by a current download service provider report*

Evaluation Process, All Levels

Jury procedures and assessment: All projects will be submitted to a jury of peers for evaluation and must be approved by two juries unanimously. All submissions are evaluated based on the quality of the music, lyrics, vocals, musicianship, originality, radio airplay and sales potential, production team, artist history, touring plan, and particularly the marketing plan.

Timeline for approvals/decline notices: Processing and evaluation of applications will commence as soon as possible after the deadline dates. MFM will endeavor to notify all applicants of the results within eight weeks.

Eligible Expenses

Eligible expenses: All expenses directly related to the production of the recording may be eligible (for example: Manitoba recording studio and mixing costs, artist fees, producer fees, mastering, manufacturing, etc). These expenses must be set out in advance in a budget submitted along with the application, and approved by MFM prior to the commencement of recording.

Any expenses incurred before the application is submitted will not be accepted.

In-house costs: In-house costs are not accepted as eligible expenses.

Manufacturing costs: When a label pays for manufacturing and bills the artist at above manufacturing cost rates (eg. wholesale), MFM will only allow the artist to claim the actual per unit manufacturing cost.

Self-producing artists: In cases where the artist is self-producing the recording, the producer fee is capped at \$150 per day. In cases where the artist is eligible for both artist fees and producer fees, only one may be claimed.

Out of Province producer fees: If an artist has engaged an out of province producer, the producer's fees and travel expenses for working in an accredited Manitoba studio are eligible. Prior approval of such expenses by MFM is required.

Per diems and artist fees: Per diems are capped at \$45 per artist, per day in the studio. Artist fees are capped at \$150 per day or session. These may be paid in cash and submitted for cost reporting purposes on a single signed receipt per person, for the full amounts paid out. Artist fees may be included as a donated service, paid expense, or a combination of the two, not to exceed \$150 per day or session*. In order to claim artist fees and per diems, a valid receipt signed by the recipient must be included in the final reporting.

**Artist fees paid in full with a valid receipt and verified proof of payment are allowable at higher rates, providing they are pre-approved by MFM, and are in compliance with reasonable Canadian Federation of Musicians demo session rates.*

Donated Investment: Donated investment will be recognized as an eligible cost. MFM will recognize up to a maximum of 25% of the final accepted total costs of the project in donated investment. Artist fees may be donated to a maximum of \$150 per day, per person performing, and a valid signed receipt must be submitted for cost reporting. If the full artist fee is claimed as donated, then no paid portion will be eligible. Only those donated expenses which appear on invoices shall be accepted.

Admin fee: An Administrative Fee is recognized as an eligible cost. MFM 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.

Financial Participation

Verification of financing: Applicants must demonstrate the financial ability to manage and complete the project based on the budget submitted. This includes written proof of financing for this project, which can be a bank statement or screenshot of the company's business account balance showing enough funds to cover the budget of the project. The screenshot must indicate the name of the company the account belongs to as well as the financial institution.

Funding contributions: Applicants must disclose all other sources of financial assistance for the project. MFM's contribution to the project combined with any other funding, including Government or terrestrial radio programs cannot exceed 100% of the Total Eligible Budget.

MFM credit and logo: MFM's logo must be placed on all materials produced for this project as credit for funding, and include the phrase "Produced with the financial participation of Manitoba Film & Music". Please refer to the Downloads section on www.mbfilmmusic.ca for print ready graphics.

Approvals: Approval of all applications is at the discretion of MFM. MFM may impose modifications to the budget submitted.

Project changes: It is the applicant's responsibility to inform MFM 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.

Recoupment rules: Level 1 Demo is considered a grant. Level 1 Commercial Release, Level 2, Level 3 and Out of Province Artist programs are recoupable loans.

Any music recordings commercially released on CD, or any other physical formats, are subject to a recoupment amount payable to MFM of \$1.00 Per Unit sold. MFM will also be entitled to recoup 10% of digital sales and all other revenue paid to the applicant from the sale of Masters recorded under this program. This revenue may include but shall not be limited to online sales, and licenses for film and television. *The Manitoba applicant/artist applying is solely responsible for all reporting and repayment for this project. Reports are due twice annually until loan is fully recouped.*

Subsequent recording projects: For MFM to fund subsequent albums by the same artist, MFM must recoup to the following minimum levels on previously funded commercial releases:

2 nd CD Project	Recouped at least 10% on previous recording project
3 rd CD Project	Recouped at least 15% on previous recording project
4 th CD Project	Recouped at least 20% on previous recording project
5 th CD Project	Recouped at least 40% on previous recording project

Final Reporting

Completion report requirement: All invoices and receipts directly related to the project, as well as their corresponding proof of payment, are required to be submitted for the completion of the project.

MFM accepts only the following as satisfactory forms of proof of payment:

- Copy of the **FRONT AND BACK** of a cleared cheque or
- Copy of Credit Card statement clearly indicating payee and amount disbursed or
- Copy of Bank Transfer/eTransfer or
- Copy of Money Order

Verification of services: MFM 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 photocopies of original receipts should accompany the final reporting paperwork. 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.

Please Note

Please do not use any bindings for your application materials.

Application materials will NOT be returned. All submissions become the property of MFM.

MANITOBA FILM & MUSIC reserves the right to review and amend the Music Recording Production Fund Program Guidelines at any time.

All required forms are available on the **Manitoba Film & Music** website under Music Programs:
www.mbfilmmusic.ca

as well as at our office:
410-93 Lombard Ave
Winnipeg, MB R3B 3B1

Hard copies of applications and all supporting documents must be dropped off at, or mailed to, MANITOBA FILM AND MUSIC's office. If you are mailing the application, it must arrive in the office by 5 p.m. on the day of the deadline in order to be eligible. Applications submitted via email will not be accepted.