



COVID-19 Response Program

Guidelines

2020-2021

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1. Overview

- The COVID-19 Response Program is a one time program created to help artists and music businesses respond to interruptions caused by the outbreak of COVID-19 and to increase the capacity of artists and music businesses to grow once COVID restrictions are lifted. The COVID-19 Response Program is available to artists rated Artist III, Artist II, and Export Ready companies.
- Music Nova Scotia may provide an investment of 75% of the Total Eligible Budget to a Program maximum (per deadline) of:
 - \$3,000 for Artist II
 - \$5,000 for Artist III and Export Ready Eligible Music Companies

All applications are subject to possible proration based on the available budget.

2. Application Deadlines

- July 15, 2020
- First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.
- Applicants who wish to change levels must update their profile no later than fourteen (14) days prior to an application deadline and must contact the Program Manager by email and request to change levels.

- Costs incurred prior to submitting an Application will not be considered eligible, unless you have submitted these costs to the Investment Program Manager and had them approved.
- **Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 p.m. on the 15th day – NOT the Monday following the 15th.**

3. Who Can Apply?

- Artist II, Artist III, and Export Ready Eligible Music Companies.
- If the Applicant is an Artist, Artist Managers may fill out the Application on behalf of the Artist, but the Artist must be the Applicant.

4. How to Apply

- All Applicants should read Music Nova Scotia's [Glossary of Standard Terms and Business Policies](#) before starting an application.

Application Requirements:

Step 1

Complete the Applicant Profile webform at least one (1) week prior to submitting an application by following this link:

[Applicant Profile](#)

If you have already completed an Applicant Profile under the previous suite of Music Nova Scotia investment programs please do not create a new Applicant Profile. However, it is required that you update your pre-existing Applicant Profile at least one (1) week prior to submitting an application. If for any reason you no longer have access to your pre-existing Applicant Profile or if you are unsure if you have created an applicant profile before please contact the Program Manager for renewed access.

Step 2

Complete online application webform by following this link:

[COVID-19 Response Program](#)

Step 3

Attach the following required documents to the web form:

- A clear and defined Impact Plan detailing what activities you intend to undertake, what value and impact these activities have for your career or business, and how you will measure the results of your project. Your plan must include a budget of all expenses you will incur. We also ask that you include a short (under 500 words) summary of how your business has been immediately impacted by COVID-19 and what losses you have sustained as a result.

The jury's evaluation of your project will be based on your Impact Plan and how your project meets the goals of the COVID-19 Response program.

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

An incomplete application will be deemed ineligible and will not be considered for investment.

Due to the wide range of eligible costs in this program, no deviation from the submitted budget will be accepted without prior approval of the Investment Program manager.

5. Eligible Activities

Investment under the COVID-19 Response program can be used to support a range of activities that the artist or business deems beneficial.

- **Recording**
- **Professional Development and Online Learning**
- **Music Video Production**
- **Live Streaming**

This list is non-exhaustive. This program is designed to respond to needs identified by artists and music businesses. It is imperative that your Impact Plan address how your intended activities will meet the goals of the program.

6. Eligible Expenses

Applicants are strongly advised to read and understand these sections, and to contact the Program Manager prior to submitting an Application to ensure eligibility of the proposed costs.

- Recording studio hours, mixing, mastering, and hired musician fees.
- Online learning programs, tutorials, and sessions.
- Subscription services for necessary software or web applications.
- Capital purchases are permitted up to 50% of total eligible project budget. For clarity, no more than half of your costs may be spent on capital purchases. Capital purchases in the COVID-19 Response Program are defined as any asset that is purchased and would have value upon resale.
- Administration Fees for the Marketing Support component are allowed at 15% of total Eligible Costs to a maximum of \$750 for Artist III applicants and \$450 for Artist II applicants.

7. Ineligible Expenses

- In-House or in-kind costs
- Any costs for initiatives previously claimed within another Music Nova Scotia supported project
- Although capital purchases are permitted in the COVID-19 Response Program, purchase of instruments are not permitted.

8. Investment and Payments

- Music Nova Scotia may award the full amount requested in the Application, but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music Nova Scotia investment component must declare any other Public Investment received or expected to be received toward the same

project costs they are claiming to Music Nova Scotia. Music Nova Scotia's contribution plus any other Public Investment cannot exceed 100% of the project's Total Eligible Budget. See [Business Policies: Glossary - Public Investment](#).

- Music Nova Scotia may remove any ineligible costs from the final Completion Budget. This may lead to a reduction in the final payment, and in some cases it may result in the Applicant having to return a portion of the Music Nova Scotia Advance. Please be sure that your costs are eligible!
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a Music Nova Scotia supported project. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding. I didn't see this clause included with the marketing component.

The Music Nova Scotia investment is paid out in two stages:

1. An Advance equal to 50% of the amount of approved investment is paid out once the application is approved and Music Nova Scotia and the Applicant have executed the investment agreement.
2. The remainder of the investment is paid out when the Completion Report has been received, reviewed and accepted by Music Nova Scotia.

9. Completion Reporting Requirements

- Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the Music Nova Scotia [Cost Report](#).
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proofs of payment must either follow each receipt or invoice or be grouped together at the end of the PDF. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.

- Applicants must then upload the [Cost Report](#) along with all related payment documentation, then complete and submit all other sections of the online [Completion Report](#).
- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and a proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- Cash payments are acceptable for all components under the following conditions:
 - Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
 - Personnel costs, fees for personal services and per diems paid in cash to individual persons must be supported by a Music Nova Scotia-provided [Receipt for Services](#) form signed by the payee.
- Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.
- Music Nova Scotia reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- Completion Reports must be submitted to Music Nova Scotia no later than thirty (30) days after your project has been completed.