

# Artist Development Component

## Guidelines

### 2017-2018

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#### Artist Development Component Overview

1. The Artist Development component offers a \$4,000.00 investment toward one year of artist development activities including sound recording, touring & showcasing, video production, marketing and promotion. These activities must be detailed in an Artist Development Plan, which will be submitted to Music Nova Scotia as a required element of the application.

2. With your application, you must submit:

- An MP3 or streaming link of a recent demo along with lyrics, known as the Assessment Track
- A current Artist Biography (uploaded to your artist profile)
- An Artist Development Plan (online application form), which sets out all the intended artist development activities to be undertaken if the project is approved for investment
- A Guardian Consent Form if under the age of 18

3. At the end of the Artist Development year, successful applicants are required to deliver to Music Nova Scotia one new, previously unreleased, professional quality sound recording, called the Delivery Track.

4. You do not have to use this investment to produce a sound recording. However, at the end of the Artist Development year, you must deliver to Music Nova Scotia one new, previously unreleased, professional quality sound recording, called the Delivery Track.

5. Sound recording projects must include a mix of at least one (1) additional eligible activity. For clarity, a sound recording alone will not be considered an eligible project.

6. Music Nova Scotia will allow a claim for Artist Donated Services of up to \$500.00 for this investment component. Beyond that, Music Nova Scotia will only recognize costs actually paid to third parties. If you do not intend to spend money on third-party costs, you are not eligible for the Artist Development component.

#### Who is eligible?

- Developing Artist Level I
- Professional Songwriters
- Export-Ready Artists and Developing Artist Level II Artists **are not eligible** for this investment component.

7. For the Artist Development component, a Professional Songwriter means someone who writes songs primarily for sale to other artists and is a member of a Performing Rights Organization. If you write songs for yourself or your band to perform, you should apply as an Artist. Note that Professional Songwriters also require an Applicant Profile. The Applicant Profile should reflect their career as a professional songwriter.

8. Other parties such as artist managers, producers and music publishers may fill out the Application on behalf of an Artist or Professional Songwriter; however, the Artist or Professional Songwriter must be the named Applicant.

9. Applicants under 18 years of age must submit a signed Parent or Legal Guardian Consent Form with the application.

10. There can be only one Application per Artist submitted per deadline. Once the Applicant has been submitted a Completion Report that has been approved by Music Nova Scotia staff, another application can be submitted to this component.

11. An Artist or Professional Songwriter may receive one Artist Development investment per Music Nova Scotia fiscal year, to a maximum of three (3) Artist Development investments in the lifetime of the Artist Development component.

12. Record Labels may not apply for this investment component. Artists signed to a record label may apply; however, the Artist must incur the costs directly. The costs may not be incurred by the record label and then charged back to the Artist.

## **How the Artist Development Component Works**

13. The Artist Development component provides a \$4,000.00 investment that you can apply toward a broad range of costs incurred in the course of developing your career as an artist. In exchange for the investment, you will deliver to Music Nova Scotia one new, previously unreleased, high-quality sound recording, called the Delivery Track. This obligation exists whether or not you claim any investment related to the Delivery Track.

14. Your Artist Development Year, and the eligibility of your costs, begins on the day you submit the application and ends one year after the date of acceptance of the offer of investment. No extensions will be available to extend the Artist Development Year.

15. Eligible activities and costs in the Artist Development component can include:

a) Songwriting and recording

- i. Rehearsal space rental
- ii. Recording studio time, equipment rentals and recording personnel costs
- iii. Mixing, mastering, artwork, photography, design
- iv. Hired musicians' fees

b) Touring and showcasing

- i. Airfare, vehicle rental, gas, hotel rooms
- ii. Showcase registration
- iii. Third-party personnel costs (including road crew, publicists etc.)
- iv. Tour marketing and advertising costs

c) Video production costs, and general third-party marketing and promotion

- i. Music videos
- ii. Lyric videos
- iii. Promotional videos
- iv. Publicity and marketing personnel
- v. Advertising (including digital and social media, but excluding buying “likes,” “views,” and “followers”)
- vi. Website development

16. Artist Donated Services – In addition to your third-party costs, Music Nova Scotia will recognize up to a total of \$500.00 in donated services from the artist or members of the artist band for professional services provided during the Artist Development Year such as recording time, traveling to and playing live shows, working on the creation of marketing materials, performing in a video, and other activities for which the artist member would normally be paid a performance or appearance fee. To claim this amount, you must submit the **Artist Donated Services Form** along with your other expense documentation at the time of completion. Beyond that, Music Nova Scotia will not recognize any other donated services, in-house costs, or in-kind transactions related to your project.

17. As part of your application, you must submit:

a) An MP3 of a recent demo along with lyrics. This is called an Assessment Track. Your Assessment Track should be an original song or composition that has never been Commercially Released, and it must meet Music Nova Scotia’s MAPL requirements for Canadian content.

**See Business Policies: MAPL Certification.**

If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with Music Nova Scotia’s pre-approval. You may also, only with Music Nova Scotia’s pre-approval, submit a previously self-released version of your own song or composition, but only if your intention is to re-record, remix, and re-master it.

b) A current Artist Biography (must be attached to you Applicant Profile)

c) An Artist Development Plan. The Artist Development Plan is the online application form. This Plan should set out all of your intended artist development activities in the upcoming year, such as recording, touring, marketing, video production, and showcasing. It should be as detailed as possible. For every activity, you must outline where, when, why and how you intend to make your plan happen successfully. Please differentiate between activities and events that are confirmed, and those that might happen.

18. This is a juried component, meaning that all eligible Applications will be sent for evaluation to a Music Nova Scotia jury that will assess the commercial and artistic merit of the Assessment Track and the goals of the Artist Development Plan. The jury will be asked to consider whether the Artist Development Plan is executable and makes sense, given the artist's resources and what they've accomplished to date.

**Please see Business Policies: Assessment Process – Juried Component.**

19. If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.

20. To receive the full investment, you must complete the activities set out in your Artist Development Plan, provide Music Nova Scotia the Delivery Track and be able to prove that you incurred at least \$5,333.00 worth of eligible expenses during the Artist Development year.

21. After your application has been approved, you may decide to record a different track than the Assessment Track that you submitted with your application. This is acceptable as long as the Delivery Track conforms to the same requirements as the Assessment Track. In that event you will be required to update all the track information when you fill out the Completion Report.

22. You do not have to use the funds to produce a sound recording; however, it is a requirement of the investment that, along with your Completion Report, you submit a Delivery Track, which is one new, professional quality, mixed and mastered sound recording. The Delivery Track could be produced in a home studio at no cost, as long as it is in Music Nova Scotia's opinion a professional-sounding production. It must meet the same criteria as the Assessment Track: be an original song or composition that has never been Commercially Released, and it must meet Music Nova Scotia's MAPL requirements for Canadian content.

**See Business Policies: MAPL Certification.**

If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with Music Nova Scotia's pre-approval. Also, please keep in mind sound recording projects must include a mix of at least one (1) additional eligible

activity. **For clarity, a sound recording alone will not be considered an eligible project.**

23. The Delivery Track can be the same song or composition that you submitted as your Assessment Track. If you have made no changes to the Assessment Track, then you may upload the exact same recording on completion. However, if you are claiming costs related to the production of the Assessment Track, or if you indicated that you made changes to the Assessment Track, then the Delivery Track that you upload on completion must be the newly produced or modified track.

24. Artist residencies, creative and songwriting retreats, band practices and “woodshedding” are not eligible activities for this investment component.

25. Once the Application is approved, all significant changes should be approved by Music Nova Scotia to ensure the on-going eligibility of the project and costs.

## **How to Apply**

26. All Applicants should read Music Nova Scotia’s Glossary of Standard Terms and Business Policies before starting an application.

27. Required for application (online submissions only)

a) 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 you MUST 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.**

b) Step #2 – Complete online application webform by following this link:

[Artist Development Application](#)

c) Step #3 – Required attachments to web form:

- A url link to your Assessment Track Stream
- A PDF of your Assessment Track lyrics
- A Guardian Consent Form if under the age of 18

28. It is strongly recommended that you contact Music Nova Scotia to discuss your proposed project and the application requirements before you prepare and submit an application.

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

## How the Applications are Assessed

30. Please see **Business Policies: Assessment Process – Juried Component and the Jury Assessment Preparation Guide** for tips on how to better prepare your application.

31. This table shows how elements of the project are weighted and scored by the Jury:

Songs (Writing, Arrangement, Composition, etc.)	25
Vocals/Lyrics (style, range, *musical dynamic, *emotional impact of song, etc.)	25
Musicality (performance, skill, technique, *interpretation, etc.)	25
Artist Development Plan, Artist Biography and any additional materials submitted	25
Total	100

\*Jurors reviewing Assessment Tracks of Instrumental music or Jazz/Classical “standards” will consider these elements.

32. You are invited to submit additional material that you feel enhances your Application. It should be uploaded at the time of submission to this your **Applicant Profile**. Remember that Applicant Profiles should be updated at least one week prior to the annual Artist Development deadline of March 15.

Such material may include:

- Professional Photo
- Producer Biography and/or Credits
- Up to five press clippings
- Chart History
- Awards and Accolades
- Videos – provide URL/hyperlink to a site where the video is hosted.
- Tour Dates (past and upcoming)
- Up to five letters of support from agents, labels, distributors, promoters, radio DJs, etc.

## Eligible Expenses

33. This investment component provides an investment of 75% of your Eligible Costs up to \$4,000.00. To receive the full \$4,000.00 investment, you must demonstrate that you spent at least \$5,333.00 in Eligible Costs. With the exception of the Artist Donated Services as set out below, all of your

costs must be paid to third parties. This means you cannot claim payments to yourself or to Related Parties.

34. The Artist Development component allows a wide range of eligible costs including:

a) Artist Donated Services

- i. The Artist may claim up to \$500 in Donated Services in total (for all members and all activities). Donated Services must be claimed via an Artist's Donated Services Form.

b) Sound Recording

- i. Pre-production and rehearsal space rental costs of up to \$500 (must be paid to third parties)
- ii. Recording studio time, engineer, producer, mixing & mastering
- iii. Equipment rentals
- iv. Hired musicians
- v. Artwork design
- vi. Manufacturing costs are not eligible

c) Tour and Showcase

- i. Vehicle rental, airfare, hotels
- ii. Hired musicians and crew
- iii. Conference registration fees
- iv. Merchandise design (but not manufacturing)
- v. Per diems are not eligible for the Artist Development component

d) Marketing

- i. Publicity
- ii. Ad buys
- iii. Photography
- iv. Promotional material design and production

e) Video production

- i. Producer, director fees (must be paid to third parties)
- ii. Crew personnel
- iii. Location and equipment rentals

35. All Eligible Costs must be incurred with Nova Scotian third parties. For clarity, all of your Project spending must be with Nova Scotian businesses. Exceptions to this requirement include but are not limited to:

a) Costs incurred while traveling outside of Nova Scotia on a tour or showcase

b) Costs incurred in a domestic marketing campaign where the supplier is based outside of Nova Scotia (e.g. Facebook)

c) Costs incurred outside of Nova Scotia in an international marketing campaign.

For clarity: Music Nova Scotia will not recognize the cost of a non-Nova Scotian studios, music producers, video producers or directors, or other non-Nova Scotian personnel or costs except as noted above. Please discuss your non-Nova Scotian costs in advance with the Program Manager to be sure they are eligible.

36. The costs below are ineligible for the Artist Development component:

- a) Any per diems, meals or hospitality costs
- b) Any manufacturing costs including physical music formats and merchandise for sale or promotional.
- c) Equipment purchases
- d) Artist residencies, creative and songwriting retreats, cost-of-living expenses like rent and utilities
- e) Third party expenses incurred outside of Nova Scotia (excluding approved exceptions)

This is not an exhaustive list so please contact the Program Manager to discuss eligibility of any costs that aren't explicitly set out in these Guidelines.

37. Music Nova Scotia will only recognize costs actually paid to third parties for this component. This means that, apart from the maximum of \$500 for Artist's Donated Services, you cannot claim your own time or services, nor any other donated services or any in-house costs. If your Artist Development activities are such that you do not need to or expect to spend money on third-party costs, you are not eligible for this investment component.

38. No Administration Fees are available for this investment component.

## **Investment and Payments**

39. Applicants to every Music Nova Scotia investment component must declare any other Public Funding 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 Funding cannot exceed 100% of the project's Total Eligible Budget.

### **See Glossary: Public Funding**

40. Investment under the Artist Development component is paid 75% in advance when the application is approved and the General Agreement has been executed with the remaining 25% paid upon Music Nova Scotia approval of your Completion Report.



However, Music Nova Scotia reserves the right to remove any ineligible expenses from your Completion Report. This may lead to a reduction in the amount of funding for which you are ultimately eligible, and in some cases it may result in you having to return a portion of the advance. Please be sure that your costs are eligible and that you have the proper supporting documentation.

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 funding available, or for any other reason.

Please remember to retain the full \$4,000.00 investment; you must be able to demonstrate that you paid out at least \$5,333.00 in eligible costs including your third-party costs and any Artist's Donated Services that you are claiming.

## **Completion Reporting Requirements**

41. If approved, you will be given a completion deadline of one year after the date of acceptance of the offer of investment. Before that deadline, you must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the Music Nova Scotia Cost Report which can be downloaded from the Music Nova Scotia website. 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. Applicants should retain all their invoices, receipts and Proofs of Payment for seven years for Music Nova Scotia and Revenue Canada taxation purposes.

42. As part of your Completion Report, you must upload a link to your Delivery Track(s) and complete the Track Information table.

43. This investment only covers 75% of the Total Eligible Budget. To receive the full final payment, your Cost Report must show that you spent at least \$5,333.00 on eligible expenses (including third-party costs and the Artist's Donated Services if any) during your Artist Development year.

44. You must provide the appropriate Logo and Acknowledgment on any press and promotional material and any digital assets you create with the investment. You do not have to commercially release any of the material you record with this investment, but you can choose to do so if you wish. You can release it as a single, or as part of an EP or Album. If you do release it, you must credit Music Nova Scotia on all physical and digital copies of the release, and/or wherever production credits for the track are listed, such as in the artwork and the metadata of the digital file.

Please see Music Nova Scotia's **Logo and Acknowledgment Guide**.

45. The Completion Report is must be submitted to Music Nova Scotia no later than thirty (30) days after the end of your Artist Development Year. The Artist Development Year ends one year after the date of acceptance of the offer of investment. No extensions will be available to extend the Artist Development Year or the due date of the Completion Report.

## **Deadlines**

46. March 15, 2018

47. First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.

48. Deadlines CAN fall on the weekend. Online submissions will be allowed until 11:59 PM on the 15<sup>th</sup> day – NOT the Monday following the 15<sup>th</sup>.