

Business Development Component

Guidelines

2019-2020

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Business Development Component Overview

1. The Business Development component of the Music Nova Scotia Investment Program supports Eligible Music Companies by investing in corporate development projects. Investment is available for initiatives that are not artist-specific, but that support the marketing and promotion of the company, full roster and its services.
2. Music Nova Scotia may provide an investment of 50% of the Total Eligible Budget to a maximum of \$5,000 per Applicant per project.
3. Review of Applications takes four (4) to six (6) weeks from the date of Application.

Application Deadline(s)

4. March 15, 2019

Who Can Apply?

5. Developing and Export-Ready Businesses (Eligible Music Companies).

How This Component Works

6. The investment provided under the Business Development component is intended to assist Eligible Music Companies in paying for a wide range of corporate development activities in the areas of web and social media development and company-branded marketing initiatives. Funding may be used to purchase media subscriptions, professional affiliation fees, royalty and sales reporting software and upgrades, and towards certain trade show and company promotional costs.
7. Applicants must submit a detailed budget (via online Application form), including projected revenue and expenses. Once the Application is approved, changes to the proposed activities having a budget impact of 25% or less of Eligible Costs may be made without Music Nova Scotia preapproval, provided that the investment offer and any set maximums are not exceeded. All other changes must be approved by Music Nova Scotia.
8. Applicants are advised to discuss their proposed project in advance with the Manager.

9. For this component, Music Nova Scotia will only recognize expenses incurred in the fiscal year of application (April 1 - March 31).

How to Apply

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

11. 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:

[Business Development Application](#)

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

- Your Business Development Plan, which sets out all the intended business development activities to be undertaken if the project is approved for investment
- Current Marketing Plan

12. 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.

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

Eligible Costs

14. The Eligible Costs in this section are specific to the Business Development component. Applicants are strongly advised to contact Music Nova Scotia prior to submitting an Application to ensure eligibility of the proposed costs. Eligible Costs for this component include, but are not limited to:

a) In-House and Related Party costs to a maximum of 50% of the Total Eligible Costs. Applicants must disclose all In-House and Related Party (non-arm's length) transactions in the Project Application Budget and in the Completion Report.

b) Web maintenance costs that are not Artist-specific at a maximum Music Nova Scotia contribution of \$500 per month.

c) Various types of consulting fees will be considered on a case-by-case basis but must be approved in advance by Music Nova Scotia.

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

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

16. Please discuss your non-Nova Scotian costs in advance with the Program Manager to be sure they are eligible.

17. Ineligible costs include:

a) Any Artist-specific costs or costs incurred by or on behalf of a specific Artist.

b) Corporate overhead costs such as: staff salaries, day-to-day office, equipment and supplies costs, rent and occupancy costs.

c) Any costs related to a person who is also being claimed as an Eligible Traveler in a Showcase or Tour Support application.

d) Legal fees.

e) General or administrative training courses.

f) Travel and registration costs for industry events (see: Business Travel component).

g) Costs associated with company parties or receptions.

h) Subscriptions to music streaming services such as Spotify, etc.

i) All Donated Services and In-Kind Transactions.

18. No Administration Fees are available for this component.

Investment and Payments

19. 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.

20. Applicants to every Music Nova Scotia Investment Program 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.

21. 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.

22. 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!

Completion Reporting Requirements

23. 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, which can be downloaded from the Music Nova Scotia website.

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.

24. 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.

25. Cash payments are acceptable for all components under the following conditions:

- a. Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
- b. 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.

26. 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.

27. In addition to the completion requirements, to complete the project and receive the final payment, Applicants must:

- Complete the online Completion Report for the project, including Goals and Results and Budget.

28. Completion Reports must be submitted to Music Nova Scotia no later than thirty (30) days after your project has been completed.

Application Deadline

28. March 15, 2019

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

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