



# Artist Development Component

Guidelines

2021-2022

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## 1. Overview

- The Artist Development component of the Music Nova Scotia Investment Program offers a \$3,000.00 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.
- 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](#), 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
- 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.
- 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.

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

## 2. Application Deadlines

- March 15
- First-time applicants must submit their Applicant Profile at least one (1) week before the application deadline.
- **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>.**

## 3. Who Can Apply?

- Artist General
- Artist II and Artist III Artists are not eligible for this investment component.
- 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.
- Applicants under 18 years of age must submit a signed [Legal Guardian Consent Form](#) with the application.
- There can be only one Application per Artist submitted per deadline. Once the Applicant has submitted a [Completion Report](#) that has been approved by the Program Manager, another application can be submitted to this component.

- An Artist 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.
- 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.

## 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 you 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:

[Artist Development Application](#)

#### Step 3

Attach the following required documents to the 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

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.

## 5. Eligible Activities

- Songwriting and recording
  - Rehearsal space rental
  - Recording studio time, equipment rentals and recording personnel costs
  - Mixing, mastering, artwork, photography, design
  - Hired musicians' fees
  
- Touring and showcasing
  - Airfare, vehicle rental, gas, hotel rooms
  - Showcase registration
  - Third-party personnel costs (including road crew, publicists etc.)
  - Tour marketing and advertising costs
  - For clarity, no costs related to Nova Scotia Music Week are eligible.
  
- Video production costs, and general third-party marketing and promotion
  - Music videos
  - Lyric videos
  - Promotional videos
  - Publicity and marketing personnel
  - Advertising (including digital and social media, but excluding buying "likes," "views," and "followers")
  - Website development
  
- 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.
- As part of your application, you must submit:
  - An MP3 of a recent demo or song along with lyrics. This is called an Assessment Track. Your Assessment Track must be an original song or composition that has been Commercially Released no more than 6 months prior to your application submission date or which has never been Commercially Released; the assessment track 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.
- b) A current Artist Biography (must be attached to your [Applicant Profile](#))
- 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.

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.

See [Business Policies: Assessment Process – Juried Component](#)

- If your application is successful, you must enter into an Investment Agreement that sets out the terms of the investment.
- 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 \$4,000.00 worth of eligible expenses during the Artist Development year.
- 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](#).
- 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.
- 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.
- Artist residencies, creative and songwriting retreats, band practices and "woodshedding" are not eligible activities for this investment component.

- Once the Application is approved, all significant changes should be approved by the Program Manager to ensure the on-going eligibility of the project and costs.

## 6. Eligible Expenses

- Artist Donated Services
  - 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](#).
- Sound Recording
  - Pre-production and rehearsal space rental costs of up to \$500 (must be paid to third parties)
  - Recording studio time, engineer, producer, mixing & mastering
  - Equipment rentals
  - Hired musicians
  - Artwork design
  - Manufacturing costs are not eligible
- Tour and Showcase
  - Vehicle rental, airfare, hotels
  - Hired musicians and crew
  - Conference registration fees
  - Merchandise design (but not manufacturing)
  - Per-Diems are not eligible for the Artist Development component
  - Costs related to Nova Scotia Music Week are not eligible
- Marketing
  - Publicity
  - Ad buys
  - Photography
  - Promotional material design (but not manufacturing)
  - Posters and Handbills
- Video production

- Producer, director fees (must be paid to third parties)
- Crew personnel
- Location and equipment rentals
- 50% of all Eligible Costs must be incurred with Nova Scotian third parties. For clarity, 50% of all of your Project spending must be with Nova Scotian businesses. Exceptions to this requirement include but are not limited to:
  - Costs incurred while traveling outside of Nova Scotia on a tour or showcase
  - Costs incurred in a domestic marketing campaign where the supplier is based outside of Nova Scotia (e.g. Facebook)
  - Costs incurred outside of Nova Scotia in an international marketing campaign.

For clarity: Music Nova Scotia will only recognize the cost of non-Nova Scotian studios, music producers, video producers or directors, or other non-Nova Scotian personnel or up to 50%. Please discuss your non-Nova Scotian costs in advance with the Program Manager to be sure they are eligible.

## 7. Ineligible Expenses

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

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.

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

## 8. How the Applications are Assessed

See [Business Policies: Assessment Process – Juried Component and the Jury Assessment Preparation Guide](#) for tips on how to better prepare your application.

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
Developing Songwriter/Producer 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.*

- 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](#). Please note 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.

## 9. 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 75% 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.

## 10. Completion Reporting Requirements

- If approved, you will be given a completion deadline of one year after the date of acceptance of the offer of investment.
- 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. Applicants should retain all their invoices, receipts and Proofs of Payment for seven years for Music Nova Scotia and Revenue Canada taxation purposes.
- 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.
- 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.

- As part of your Completion Report, you must upload a link to your Delivery Track(s) and complete the Track Information table.
- 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 \$4,000.00 on eligible expenses during your Artist Development project.
- 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.

See Music Nova Scotia's [Logo and Acknowledgment Guide](#)

- The Completion Report 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.
- If your completion report has not been submitted by the completion report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your completion report is past-due.
- Upon notification, you will have 28 days to submit your completion report to the satisfaction of the Investment Program Manager. Failure to submit your completion report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.