



Artist Creation Program

Guidelines

2021-2022

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1. Overview

- The Artistic Creation Program of the Music Nova Scotia Investment Program offers a \$1,250.00 investment toward the creation and marketing of musical and audio-visual artistic creations, including but not limited to recordings, performance videos, & music videos. Your application should set out what you intend to create and, if applicable, your marketing plan.
- The Artistic Creation Program is only available to applicants who identify as BIPOC.
- The Artistic Creation Program is only available to applicants who have never received funding in other Music Nova Scotia Investment Programs. For clarity, if you have been funded by Music Nova Scotia in any other program, you are ineligible to apply for the Artistic Creation Program. However, if you have applied for funding with Music Nova Scotia previously and have not been awarded funding, you may apply in the Artistic Creation Program. Furthermore, if you apply to the Artistic Creation Program, you may submit applications to any other program for which you are eligible.
- With your application, you must submit:
 - An MP3 or streaming link of a recent demo along with lyrics, known as the Assessment Track
 - A short summary of who you are as an artist, your project, your audience/potential audience, and how you plan to spend the money.
 - A [Guardian Consent Form](#) if under the age of 18

- Music Nova Scotia will allow a claim for Artist Donated Services of up to \$250.00 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 Artistic Creation Program.
- You may begin to incur eligible costs on the day you submit the application.

2. Application Deadline

- February 15, 2021
- **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.**

3. Who Can Apply?

- The Artistic Creation Program is only available to applicants who identify as BIPOC.
- The Artistic Creation Program is only available to applicants who have never received funding in other Music Nova Scotia Investment Programs. For clarity, if you have been funded by Music Nova Scotia in any other program, you are ineligible to apply for the Artistic Creation Program..
- 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.
- An Artist may only receive one Artistic Creation Program investment.

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 online application webform by following this link:

[Artistic Creation Application](#)

Step 2

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 Investment Program Manager, [Darryl Smith](#) 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

- Recording
 - Recording studio time, equipment rentals and recording personnel costs
 - Mixing, mastering, artwork, photography, design
 - Hired musicians' fees
- 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 \$250.00 in donated services from the artist or members of the artist band for professional services provided such as recording time, 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 along with lyrics. This is called an Assessment Track. Your Assessment Track should be an original song or composition that is unreleased or has been released in the past 6 months, 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.
- An **Artistic Creation Program Written Application**.
- In the written application you will have to answer the following questions:
 - Who are you? (Tell us about yourself, your project, and your audience (or potential audience))
 - Artistic Creation Plan (What will you spend MNS money on and why? Provide an estimated budget for your activities.)

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 artistic merit of the Assessment Track and the Artistic Creation 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 Artistic Creation Plan and be able to prove that you incurred at least \$1,250.00 worth of eligible expenses during your project.
- Upon completion of your project, you will be required to provide to Music Nova Scotia streaming links of what you've made (recordings or videos) and documentation of the expenses you incurred, including receipts/invoices and proofs of payment. This information will be entered into your [Completion Report](#).
- 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 \$250 in Donated Services in total (for all members and all activities). Donated Services must be claimed via an Artist's Donated Services Form. ([link](#))
- 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
- Marketing
 - Publicity
 - Ad buys

- Photography
- Promotional material design

- Video production
 - Producer, director fees (must be paid to third parties)
 - Crew personnel
 - Location and equipment rentals

- 100% of all Eligible Costs must be incurred with Nova Scotian third parties. For clarity, 100% of all of your Project spending must be with Nova Scotian businesses. Exceptions to this requirement include but are not limited to:
 - 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.

7. Ineligible Expenses

- Any per diems, meals or hospitality costs
- Any manufacturing costs including physical music formats and merchandise for sale or promotional.
- 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)

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 \$250 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 the song, etc.)	25
Musicality (performance, skill, technique, *interpretation, etc.)	25
Artistic Creation Plan	25
Total	100

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

- **Optional** - You are invited to submit additional material that you feel enhances your Application. If you choose to provide support material, It should be uploaded at the time of submission to the Letter of Support portion of your application.
- 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.
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The Music Nova Scotia investment is paid out in two stages:

1. An Advance equal to 80% 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.
- 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.
- In addition to the completion requirements, to complete the Marketing project the Applicant must provide Music Nova Scotia with verification of a confirmed Commercial Release Date.
- As part of your Completion Report, you must upload a link to your Delivery Materials (songs or videos made with Artistic Creation Program funds) and complete the Track Information table.
- 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.