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Briefing Note Advice to Minister

Date: July 3, 2019

Cliff #: 36711

Issue: 2019/20 BC Sport Participation Program (BCSPP) - Provincial and Community Sport Development Program grants

Background / Facts:

- The BC Sport Participation Program (BCSPP) provides grants to provincial and multi-sport organizations to strengthen physical literacy for youth and provide sport opportunities for under-represented populations (women and girls; Indigenous peoples; persons with disabilities, newcomers to Canada; 55+ population; lower-income families).
- The BCSPP is funded equally by the Province of BC and Sport Canada (\$624,565 each for a total of \$1,249,130 in 2019/20).
- BCSPP has two application-based programs which are administered by viaSport:
 - **Provincial Sport Development Program (PSDP)** – provides grants of up to \$30,000 (\$400,000 total) to organizations to deliver provincial or regional programs to increase sport participation within target population groups. There is one intake each year that opens in the spring.
 - **Community Sport Development Program (CSDP)** – provides grants of up to \$3,000 (\$145,000 total) to community organizations to deliver sport programs to increase sport participation. There are two intakes each year – one in April and one in September.
- Expert review panels (see Attachment 1) provide recommendations to the Ministry of Tourism, Arts and Culture for review and approval.

Analysis:

- The PSDP and CSPD (first intake) review process is complete.

Provincial Sport Development Program (PSDP)

- The 2019/20 intake received 31 applications seeking a total of \$783,953. The review panel recommends supporting 14 projects (see Attachment 2) totalling \$400,000.
- s.13

Community Sport Development Program (CSDP)

- 2019/20 first intake received 65 applications seeking a total of \$182,864. The review panel recommends supporting 36 projects (see Attachment 3) for a total of \$65,950. This leaves \$79,050 for the second intake.
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Conclusion / Next Steps (if any):

- Staff have reviewed both panels' recommendations and feel these projects provide good regional representation across the province and are targeted to reach key population groups including women and girls, Indigenous peoples, persons with disabilities, newcomers to Canada, 55+ population and lower-income families.
- Government Communications and Public Engagement staff will work with viaSport and Sport Canada to prepare the news release and backgrounder as well as advice regarding the appropriate notification process.

Attachments: 1. *Selection Process and Panel Members*
 2. *Provincial Sport Development Program projects*
 3. *Community Sport Development Program projects*

Contact: *Margo Ross, Executive Director, (778) 698-3371*
 Asha Bhat, Assistant Deputy Minister, (778) 698-1806

Attachment 1: Process and Panel Members

The 2019-2020 applications were screened internally at viaSport where eight Provincial Sport Development Program and 13 Community Sport Development Program applications were removed due to a failure to fit the grant criteria. The remaining applications were reviewed by an independent panel.

Panel representatives were selected for their extensive knowledge and expertise in different sport arenas. The composition of the review team ensured applications were viewed from a sport development, education, and recreation lens.

Provincial Sport Development Program Panel Members:

Kim Leming

- Provincial Coordinator, Sport for Life Programs, Indigenous Sport, Physical Activity and Recreation Council.

Stephanie White

- Athletic Director, Vancouver Island University

Kathryn Dawson

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Community Sport Development Program Panel Members:

Penny Gardner

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Michelle Webster

- Manager, Sport Development & Community Engagement; Indigenous, Sport, Physical Activity and Recreation Council

Dylan Crooks

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Kyler Nurmsoo

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Attachment 2. Provincial Sport Development Program Projects

Recipient	Program	Description	Communities Served	Grant Amount
BC Adaptive Snowsports	Snowbility - The Inclusion Project	The Snowbility program helps technical instructors, coaches, clubs and facilities integrate and deliver all elements of an adaptive snowsport program for individuals with cognitive and physical disabilities.	Agassiz, Comox, Fernie, Kamloops, Kelowna, Nelson, Osoyoos, Panorama, Prince George, Quesnel, Rossland, Smithers, Terrace, Vernon, Whistler	\$30,000
BC Amateur Athletics Association	BC Athletics Regional Track & Field Outreach	The BC Athletics Regional Track & Field Outreach project introduces youth in rural/remote communities to track & field and provide them with sustainable quality coaching opportunities through teacher training and mentorship.	Fraser Lake, Hixon, Nukko Lake, Prince George, Quesnel, Vanderhoof	\$30,000
BC Freestyle Ski Association	Girlstylerz	Funding supports a girls-only program support, a female coach mentorship program and the development of a resource manual that includes best practices and yearly training plan/schedule template for coaches and clubs.	Comox, Invermere, Kelowna, Kimberley, Penticton, Prince George, Smithers, Squamish, Vancouver, Vernon, Whistler	\$30,000
BC Lacrosse Association	BC Wheelchair Lacrosse Program	Funding will go towards purchasing eight additional sport wheelchairs and a trailer and further develop the discipline of Wheelchair Lacrosse with assistance from BC Wheelchair Basketball and Wheelchair Lacrosse USA.	Chilliwack, Cowichan Valley, Maple Ridge, Nanaimo, New Westminster, Port Coquitlam, Port Moody, Prince George, Surrey, Vancouver, Victoria.	\$30,000
BC Lions Society for Children with Disabilities	Easter Seals Camp Sports Program	The program introduces participants (ages 6-29) with physical and/or intellectual disabilities to sport and play by letting them try a wide variety of sports to discover their interests and learn how activities can be adapted to their unique abilities	Winfield, Shawnigan Lake	\$15,500
BC Snowboard Association	Little Riders In School Program	Program participants will learn basic fundamental snowboard skills (from certified snowboards coaches from local clubs) in a fun, safe environment through a versatile curriculum that can be delivered to fit the needs of each school and venue. The program also helps train teachers and parents for future program delivery.	Fernie, Courtenay, Comox, Invermere, Prince George, Kelowna, Vernon, Vancouver, Lower Mainland, Smithers, Kamloops	\$30,000
BC Wheelchair Basketball Society	School & Community Participation Program	Because of increased demand, BCWBS is expanding its School and Community Participation (wheelchair basketball) Program to reach three new regions and increase the number of Lower Mainland schools reached by 15%.	Comox, Duncan, Kamloops, Nanaimo, Prince George, Shawnigan Lake, Vancouver, Victoria	\$29,500

Recipient	Program	Description	Communities Served	Grant Amount
BC Wheelchair Sports Association	Bridging the Gap	The project will expand an equipment loan program and provides programming and leadership development for Tennis and Athletics, new beginner tennis opportunities for junior athletes in Kelowna and other leadership, officials and coach development events.	Abbotsford, Kamloops, Kelowna, Nanaimo, Prince George, Richmond, Victoria, Vernon	\$30,000
BC Wrestling Association	Beat the Streets	The program provides inexpensive wrestling programs to innercity youth, Indigenous and new Canadians in low income Vancouver and Surrey neighbourhoods and helps introduce participants to the sport at a younger age in a relaxed, fun environment.	Burnaby, Langley, New Westminster, Surrey, Vancouver	\$28,000
Canoe Racing BC	CKBC's Paddle-All Program	CanoeKayak BC's Paddle All program will develop partnerships between paddling clubs with local community support groups (e.g. Association for Community living, Canucks Autism Network and Special Olympics) to offer learn to paddle programs for individuals with intellectual impairments.	Langley, Maple Ridge, Nanaimo, Nelson, Pitt Meadows	\$30,000
Cerebral Palsy Sports Association of BC	Engage in Sport: Boccia, Para Ice Hockey, and Power Soccer	'Engage in Sport: Boccia, Para Ice Hockey, and Power Soccer' provides opportunities for new and existing athletes, coaches, and leaders across all three sports both inside and outside to participate in para sports through regional and centralized events and camps.	Abbotsford, Chilliwack, Coquitlam, Langley, Kamloops, Kelowna, Nanaimo, Prince George, Surrey, Victoria, Vancouver	\$30,000
Cross Country BC	Skill Development Program 'Ski Playgrounds'	This program aims to make the sport more fun and engaging via 'ski playgrounds' (i.e. terrain parks and related teaching-aid equipment, which instill physical literacy and fundamental sport skills via fun "natural learning") for kids aged 4 to 12.	TBD 36 clubs throughout B.C.	\$27,000
Northern Adapted Sport Association	Aurora borealis	Northern Adapted Sport Association working in conjunction with Engage Sport North Society will provide inclusive, adapted sport and healthy living programming and adapted equipment to elementary and high school students throughout Northern communities.	TBD northern BC (schools throughout northern health region)	\$30,000
Sport for Life Society	Aboriginal Long-Term Participant Development Pathway PSO Implementation	This project develops cultural awareness, organizational readiness, technical leadership and implementation strategies to help all clubs in B.C. support the Aboriginal Long-Term Participant Development Pathway. Funding supports the current participants (BC Snowboard, Basketball BC, BC Wheelchair Basketball, CanoeKayak BC, BC Rugby, Softball BC) and adds another provincial sport organization (TBD).	n/a provincial program	\$30,000
Total			14 projects	\$400,000

Attachment 3. Community Sport Development Program Projects

Recipient	Program	Description	Community	Grant
100 Mile & District Minor Hockey Association	Primary Hockey Program	The Primary Hockey Program is an introduction to hockey for Grade 1-3 students and will be delivered as part of schools' physical education program (during school hours).	100 Mile House	\$3,000
100 Mile House & District Figure Skating Club	Primary Skating Program	The Primary Skating program is an introduction to skating for Grade 1-3 students. Students will be taught skating skills by a nationally certified Skate Canada coaches and trained On-Ice assistants.	100 Mile House	\$2,000
Australian Football League British Columbia	AusKick School Program	The AFLBC will run AusKick sessions in selected elementary and high schools that will teach students the rules and how to play Australian Rules Football.	Vancouver	\$1,500
BC Amateur Athletics Association	BC Athletics Indigenous Cross Country Outreach	The project provides sustainable and quality cross country training and racing opportunities for Indigenous youth as well as teacher-coach training, and teacher-coach mentorship.	Chilliwack	\$3,000
British Columbia Golf	BC Golf, Musqueam Junior Golf League	In partnership with the Musqueam First Nation, British Columbia Golf will run a Monday night Junior Golf league and mentorship program for Musqueam youth.	Vancouver	\$900
Burnaby Caprice Synchronized Swim Club	Community Outreach and Integration into sport	The program will provide opportunities for young and older women to learn and try out the sport of synchronized swimming. Funding will assist in the facility rental costs for free try-it sessions.	Burnaby	\$1,000
Canoe Racing BC (dba Canoe Kayak BC).	Canoe Kayak BC WOW (Women on Water)	This funding will help create a female mentorship and skills clinic which will increase confidence, abilities and overall knowledge of the opportunities in the sport for women.	Langley	\$750
Capital Region Female Minor Hockey Association	All-Female Minor Hockey	This project will establish Victoria's first all-female minor hockey association (FMHA). The program will consist of team-based practices and games as well as age- and skill-specific sessions.	Victoria	\$3,000
Coal Hills BMX Association	Coal Hills BMX	Funding will go towards purchasing 2-3 track bikes for individuals facing financial barriers and for training more coaches so that the club can expand its programming.	Cumberland	\$1,000
Columbia Valley Youth Soccer Association	Soccer Youth Skill Development Program	With interest in soccer in the community greatly expanding, this funding will assist in the purchase of the equipment (additional balls, bags, pinnies, gloves, benches and tents) required to meet this growing demand.	Invermere	\$2,500
Comox Valley Curling Club	Junior Curling	Funding will go towards expanding the junior curling program so that more youth can participate, purchasing new equipment and training new coaches.	Courtenay	\$1,000
Cowichan Valley Thunder Speed Skating Club	Cowichan Valley Thunder Speed Skating Club	The Cowichan Valley Thunder Speed Skating Club is a new recreational and competitive speed skating club that offers learn to skate programs for all ages and abilities. Funding will go towards new equipment and coach training.	Duncan	\$3,000
Elevation Outdoors Experiential Programs Association	Live to Ride	The Live to Ride program is a 7-week long intro to mountain bike program that runs twice a week. This funding will assist in the purchase of bikes in order to enable program expansion.	Kelowna	\$2,500

Recipient	Program	Description	Community	Grant
Hope Curling Club	Junior Curling	Funding will go towards purchasing equipment and training 12 junior curling coaches to lead the Hope Curling Club's school curling program.	Hope	\$1,200
Kamloops Long Blades Association	Blade Buddies and Fast Friends	Blade Buddies and Fast Friends are new programs aimed at attracting children with mental or physical disabilities. Children of all abilities will be on the ice together, with programs adapted for children with a disability.	Kamloops	\$3,000
Kamloops Youth Soccer Association	Adaptive/Inclusive Summer Drop-In	Through working with the Canucks Autism Network (CAN), as well as other local partners, the KSYA will expand its programs to reach more and provide CAN workshops for coaches.	Kamloops	\$2,000
Kelowna Rowing Club	Youth Rowing	The inaugural season of this program will focus on teaching youth rowers the functional movement patterns used in rowing and introducing them to racing in the sport.	Westbank	\$600
Larch Hills Nordic Society	Larch Hills Jr Race Team Para Nordic Program	The Larch Hills Nordic Jr Race team will expand its programs to provide instruction and training to Para Nordic athletes as well as make specialized sit ski equipment available to the general public for use.	Salmon Arm	\$2,000
Nelson Boxing Club	Girls Box	The program introduces girls (aged 6-18) to basic aspects of non-contact boxing and 30 local girls will be given a free one month voucher to participate in child or youth boxing classes at the Nelson Boxing Club.	Nelson	\$600
Nelson Paddling Club (formerly Nelson Kayak and Canoe Club)	Abilities Group	The Nelson Paddling Club, partnership with the Nelson and District Community Complex (NDCC)'s Barrier Free group, will expand its program for individuals with disabilities. Funding will go towards coaching and safety equipment.	Nelson	\$3,000
Nelson Skating Club	Adult Learn To Skate	This program fills a recognized gap in the community by offering Skate Canada CanSkate lessons solely to adults. This program teaches a series of balance, control and agility skills that will prepare skaters for any further ice skating sport or recreational skating.	Nelson	\$1,500
Nelson Tennis Club (NTC)	TennisBC Community Coach Certification and Junior Development Program	This program provides a Community Coach Certificate Course aimed at increasing the number of coaches for junior players in West Kootenay communities. The project will also provide a Summit to bring together community tennis champions from across the region to share ideas, coordinate programs, and plan competitive inter-community play.	Nelson	\$2,000
Northern Adapted Sports Association	Prince George Frost Bites Para Ice Hockey program	This funding will allow the Para Ice Hockey program to purchase personal protective equipment for its participants thereby increasing the opportunities for healthy living for those with physical disabilities within the Northern Communities.	Prince George	\$3,000
Oliver Curling Club Society	Curling Rocks Oliver!	Curling Rocks Oliver! will invite residents of Oliver, the large surrounding rural area, and nearby communities to try out curling in fun and free Learn to Curl clinics.	Oliver	\$1,500
Powell River Curling Club	Stick Curling - Seniors Staying Active	This program provides low-cost introductory stick curling instruction aimed at bringing seniors back on to the curling sheet in a safe welcoming environment.	Powell River	\$2,100

Recipient	Program	Description	Community	Grant
Powell River Gymnastics & Cheer	Karyne Bailey	Due to changing Gymnastics BC regulations, a Level 2 Certified Trampoline Coaches are now required in order to offer the trampoline component of gymnastics. This program seeks to train the club coaches to that level so that the trampoline component can continue to be offered by the club.	Powell River	\$800
Revelstoke Nordic Ski Club	After-School Nordic	The After-School Nordic program will provide an opportunity for all elementary students within the local school district to attend a weekly on-snow session at the Revelstoke Nordic Ski Club.	Revelstoke	\$2,000
Richmond Jets Minor Hockey Association	Intro to Hockey	Intro to Hockey is a low-cost, low barrier initiation program enabling children and youth to learn to play hockey. The program has a focus on new Canadians who typically take up the game at an older age.	Richmond	\$2,000
Skeena Paddle Club	Learn to Paddle	This program provides youth in community schools and local after-school care programs opportunities to learn to paddle canoes and kayaks. The program will also train and certify new coaches at the "CanoeKids" level.	Terrace	\$2,000
Smithers Minor Hockey Association	Give-N-Go Hockey Training Aids	The "Give-N-Go" program provides players with puck-handling and shooting skills through fun and engaging practices and provides training for Technical Directors/Head Coaches to teach these skills.	Smithers	\$1,500
Sproat Lake Water Sports Association	Community Junior Development Program	This funding will assist Sproat Lake Water Sports Association in purchasing new wakeboarding equipment which will be used for the learn to ride program.	Port Alberni	\$1,000
Squamish Paddling Club	Mom's & Daughters Outrigger Paddling	This program provides for a mom and daughter paddling program that offers an affordable outdoor activity and will strengthen family ties by offering a shared experience.	Squamish	\$3,000
Surrey United Soccer Club	Super Soccer Program	This adaptive soccer program pilot will provide training that will help the club provide ongoing soccer programs for players with disabilities (emotional, intellectual, physical) as well as complementary after school adaptive soccer programs in local community schools.	Surrey	\$2,000
Tkemplups te Secwepemc	Archery	The archery program is a progressive class to enhance skills in propelling arrows with the use of a bow. Participants will increase precision in aiming at targets of varying distances while improving hand-eye coordination, balance and mental concentration.	Kamloops	\$1,000
Whistler Sport Legacies	Multi-Sport After School Program	This program provides multi-sport experiences that help develop the fundamental movement skills needed for life-long participation in sport. Trained coaches will be leading physical activities in a variety of environments – the gym, snow/ice, air, indoors and outdoors.	Whistler	\$2,000
Williams Lake Youth Soccer Association	Fall Soccer	This funding will go towards buying equipment, training and providing more coaches so that the Association can expand its programming into a second fall season.	Williams Lake	\$1,000
Total			36 Projects	\$65,950



Decision Note Advice to Minister

Date: June 24, 2019

Cliff #:36820

Issue: Public release of BC Music Fund summary report

Background:

- On February 11, 2016, the Province announced the creation of the BC Music Fund (BCMF), a \$15M investment to support growth and activity in B.C.'s music industry.
- Over a two-year period, Creative BC designed, launched and administered eight funding programs with the goals of stimulating direct investment, job creation and music tourism, increasing regional activity and exporting B.C. music.
- Creative BC developed partnerships with Music BC and the First Peoples' Cultural Council to deliver BCMF programs. BCMF also played a key role in building the profile of B.C. musicians and industry by funding the 2018 JUNO Awards.
- In December 2018, Creative BC submitted a final report to the Ministry on BCMF impacts.
 - The report outlines the economic impacts of this provincial investment and the significant role that the funding played in mobilizing B.C.'s music industry towards greater economic and creative success. It also identifies lessons learned and future opportunities.
- Creative BC has drafted a summary document of the key findings of this report for public release and they are seeking approval on its public release.

Analysis:

- The BCMF report highlights how the provincial investment in B.C.'s music and sound recording industry has stimulated economic activity, employment, IP creation, and significant investment.
- The report outlines how the Province's \$15M investment resulted in three key outcomes:
 - The Fund stimulated \$45M in direct economic impact, building exponential capacity for B.C.'s music industry;
 - The Fund leveraged \$4M in federal investment and \$27M in private sector expenditures (ratio of 1:3 on every dollar invested), increasing B.C.'s share of federal funding; and
 - The sector employed 6,596 people through BCMF projects, with 79 new hires at B.C. music companies.

Other outcomes

- **Recording:**
 - Supported 278 sound recording projects for B.C. artists across 21 different genres.
 - Triggered 6,101 days of recording across 69 B.C. studios and \$4M into the recording industry, attracted 12 out-of-province artists to record in B.C., including Jann Arden and Alan Doyle.
- **Performance:**
 - Funded 258 music videos, 106 marketing initiatives and 3,070 performance opportunities for B.C. artists.
 - Generated \$1.8M in artist fees and performed for audiences of over 500,000.

- **Diversity:**
 - Invested in 453 artist projects, funding a diversity of recipients including: 285 women, 122 people of colour and 35 Indigenous people.
 - Supported Indigenous creators in partnership with the First Peoples' Cultural Council and engaged industry through Music BC programs.
- **Sector supports:**
 - Attracted \$10M out-of-province dollars to B.C.-related projects and supported 28 international and domestic trade missions.
 - Supported four research projects, 36 industry initiatives and 800+ training opportunities for 8,000+ participants.
- **JUNOS:**
 - Secured Vancouver as the host for the 2018 JUNOS, showcasing 28 B.C. music events and attracting 25,000 attendees. Hosting the JUNOs yielded a \$10.9M economic impact.
- The summary report provides an overview of the program design, outreach and consultation undertaken. It also highlights key recipient stories and how the fund successfully transitioned into the Amplify BC program in 2018.
- Ministry staff do not have any concerns related to the contents of this report being made public.

Recommendation:

- With Estimates complete, and the recent renewal of Amplify BC, the Ministry recommends a soft release of the *BC Music Fund: From Design to Impact* summary report on the Creative BC website.
- This will provide the public with key information on the impact of this investment, as well as a baseline by which to measure the future impacts of Amplify BC funding.
- No news release or promotion of the report will be undertaken.

Attachments: **Attachment 1:** *The BC Music Fund: From Design to Impact*

Contact: *Asha Bhat, Assistant Deputy Minister, Creative, Multiculturalism & Sport
(778) 698-1806*

THE BC MUSIC FUND:

from design to impact

creativeBC





DEHI 2 DUBLIN AT BREAKOUT WEST 2018



Q'EMCIN 2 RIVERS REMIX / BILLY JEAN GABRIEL

DESIGN

To ensure accountability and facilitate two-way communication, Creative BC established a BC Music Fund Advisory Committee, consisting of a broad range of music companies, artist-entrepreneurs and industry partners at provincial and national levels to advise on program design and delivery.

The BC Music Fund allowed Creative BC to design and further links and channels for collaboration across the province. Creative BC delivered 32 information sessions in eight regional locations and the Lower Mainland with over 900 attendees learning about funding programs and how to apply. In addition, Creative BC worked with the Regional Film Commissions for outreach in their respective jurisdictions and with the Chamber of Commerce network to promote regional uptake on BC Music Fund grants.

Promotion and engagement activities were aimed at funding a diversity of funding recipients, a key priority across all programs. Creative BC

committed to supporting the full range of B.C.'s music industry, including activity across B.C.'s regions, the many genres and business activities within the music industry, and representation of gender, Indigenous peoples, and the diverse cultural communities in B.C. Funds were directed to projects serving gaps in the music industry, resulting in support for activities outside traditional industry pathways.

Additionally, BC Music Fund programs were designed to align with core national funding available to the commercial music industry through FACTOR, the national music funding body; Canadian Heritage, and other sources. The ability to stack investments at both levels of government in turn enabled creators and entrepreneurs to offer attractive investment opportunities to the private sector, ultimately generating a 1:3 economic return.

Every \$1 of BC Music Fund triggered \$0.28 in federal funding and \$1.84 in private sector investment, supporting projects to benefit B.C.'s music industry.

FROM DESIGN TO IMPACT

On February 11, 2016, the Province of British Columbia announced a new \$15 million fund to grow and expand activity within B.C.'s music industry, the BC Music Fund.

The first music program of its kind in B.C., the BC Music Fund was designed, launched and administered over a two-year period by Creative BC (2016-2018). The BC Music Fund stimulated direct investment in B.C.'s music industry, created jobs, promoted music tourism and helped increase the export of B.C. music. Over 1,000 applications for funding came in from across British Columbia, a 64% oversubscription on program funds.

The \$15 million BC Music Fund investment resulted in \$45 million in expenditures (ratio of 1:3 on every dollar invested) and employed 6,596 people through projects. Overall, 558 projects were supported, funding artists, companies and industry development.

Now complete, the following summary provides a look back at the BC Music Fund.

Creative BC consulted with industry stakeholders before designing the programs, these included:

60+
B.C.-Based Organizations

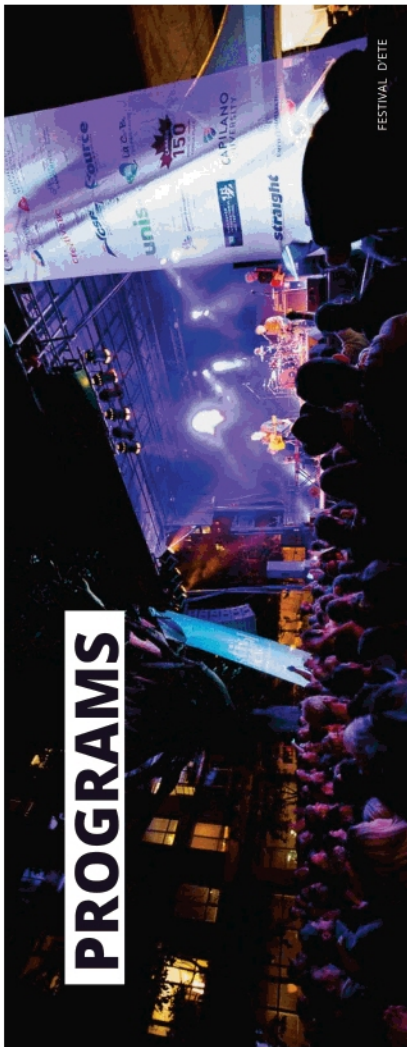
20
National Organizations

16
Agencies, Funders and Partners



NANAIMO INTERNATIONAL JAZZ FESTIVAL

The \$15 million BC Music Fund investment resulted in \$45 million in expenditures and 6,596 jobs.



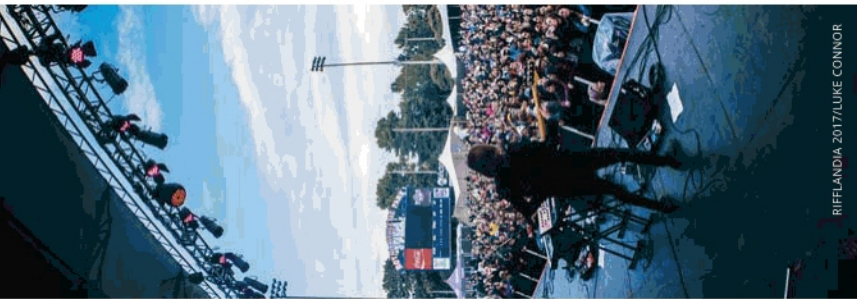
PROGRAMS

Within the BC Music Fund, Creative BC launched eight funding programs to support different facets of the music industry, including artists, live music, music companies, and the broader industry.

SOUND RECORDING	286 projects funded	Funded sound recording projects at B.C.-based studios to attract domestic and international business to B.C. recording facilities.
Careers of B.C. Artists	111 projects funded	Supported marketing initiatives and music videos to build local and international audiences for B.C. artists.
Signature Artist	6 projects funded	Focused on the growth of B.C.'s music industry by attracting internationally renowned artists from Canada and abroad to implement large scale projects in B.C., creating jobs and economic impact.
Live Music	69 projects funded	Supported the expansion of live music presentation and business development initiatives for B.C.-based live music events, festivals and venues.
Music Company Development	36 projects funded	Funded business development initiatives to grow and build the capacity of B.C.'s music companies.
Innovation	10 projects funded	Focused on the development of innovative ideas that explored cross-sector collaboration and the use of technology.
Industry Initiatives	36 projects funded	Supported industry development projects, including export activities and artist showcases, training and professional development, and collaborative business initiatives.
Research	4 projects funded	Funded research projects to increase knowledge and inform the growth, evolution and innovation of B.C.'s diverse and distinct music sector.

In addition to the above programs, the BC Music Fund provided funding to strategic industry partnerships and special projects.

B.C.'s music industry responded to the programs with high demand, demonstrating an eagerness to grow the scale and scope of their endeavors with matching private investment. The impacts of the BC Music Fund were felt across the music industry. For example, artist-entrepreneurs invested significant funding in creating new sound recordings, music videos and marketing assets to grow their audiences, creating jobs for recording studios, publicists, radio promoters, and video companies. Music companies hired additional staff, and live music presenters created more performance spots and grew their production teams.



DIVERSITY OF RECIPIENTS

Creative BC funded a diverse range of artists, companies and projects through the BC Music Fund.

- 453 approved artist projects involved 285 women, 35 Indigenous, 122 visible minority and 23 persons with disabilities, as self-identified
- 3,070 performances were supported through the Fund; 2,322 were women, 610 were Indigenous, 1,493 were visible minorities and 406 were from under-represented groups as self-reported by live music events.

TRAINING

The music industry is comprised of many small companies and entrepreneurs building revenue streams in a landscape of technological change and new business models. Many artists struggle with the economic pressures of building a career in music. To address this need, BC Music Fund invested significantly in artist development and training, providing opportunities for artists to gain business skills and learn tools to grow their audiences.

- Over 8,000 industry professionals and artist-entrepreneurs participated in 800+ training opportunities.

The Sound Recording program supported Victoria based artist Art d'Ecco to create his third full length album Trespasser produced by Jason Corbett at Jacknife Sound and Raincity Recorders. Art d'Ecco was later signed to Paper Bag Records for the album's release.

PARTNERSHIPS



Creative BC developed partnerships with Music BC and the First Peoples' Cultural Council (FPCC) to deliver programs as part of the BC Music Fund and played a key role in building the profile of B.C. musicians and industry through funding the 2018 JUNO Awards.

Partnering with FPCC created the opportunity for funding programs to be self-directed and shaped by Indigenous peoples, and benefit from FPCC's significant expertise and longstanding relationships with First Nations across B.C. After stakeholder consultations, FPCC developed new programs with a focus on increasing opportunities for Indigenous music industry professionals to participate in and influence B.C.'s music industry, including:

21

emerging and established artists participated in the first Indigenous Music Retreat, strengthening artistic and business skills through workshops and mentorship.

4

emerging Indigenous music industry professionals benefitted from mentorship/mentorship projects, growing skills in the areas of event planning, live music promotion and entrepreneurship.

4

projects developed the capacity of independent, Indigenous-controlled recording studios and recording professionals, supporting training, equipment purchases, and participation in recording projects relevant to Indigenous musicians and communities.

The BC Music Fund enabled Creative BC to collaborate with Music BC to support the design and delivery of distinct and complementary initiatives to those offered through Creative BC. Music BC delivered funds to support training, professional development, export and showcasing, business travel and tour support for artists, which included:

238

funding recipients for tour support and business travel

1,300+

artists and industry professionals benefitted from training, panels and workshops, business development programs, showcases and export activities, building audiences, expertise and business capacity

24

trade missions, international and export events

4

a focus on specialized topics, genres and four new export markets: Seattle, Denver, India and Singapore

The Indigenous group, Snotty Nose Rez Kids, attended the FPCC Indigenous Music Retreat and were nominated for a 2019 JUNO Award and made the 2018 Polaris Prize short list.

Market development initiatives led by Music BC helped form a Cascadia Music working group with industry associations from Vancouver, Seattle, Portland, Idaho and Alaska.

27 music company owners and leaders participated in the Phoenix Training & Professional Development program, delivered by Music BC, developing business acumen and strategy with support from FACTOR and SFU's Beedie School of Business. After two rounds in B.C., the Phoenix program was launched nationally by the Canada Music Fund.

The 2018 JUNOS in British Columbia

A highlight of the BC Music Fund's success was leveraging federal and national opportunities to draw Canada's attention to the west coast at the 2018 JUNO Awards, shining a spotlight on British Columbia and its talented artists and music infrastructure.

The economic impact of the JUNOS is calculated by their team at CARAS at \$10.9M, including \$2.7M in contributed out-of-province investment and \$1.2M in direct expenditures for B.C. labour, employing 1,005 people from B.C. A portion of the JUNO Award attendees were out-of-province visitors and B.C. artists were front and centre at 90 live music events, garnering high visibility and made up 28% of all performances.

The 2018 JUNO Awards Host Committee in partnership with Music BC received \$150,000 through the Fund to feature B.C. talent at local showcases through the province, on the JUNO tour to Victoria and Kelowna, and at the family-friendly 'Let's Hear It LIVE! Celebration Site at the Vancouver Art Gallery, spreading the economic benefits regionally.



JOSHUA BERSON PHOTOGRAPHY



JOSHUA BERSON PHOTOGRAPHY



JOSHUA BERSON PHOTOGRAPHY



JOSHUA BERSON PHOTOGRAPHY

FROM THE BC MUSIC FUND TO AMPLIFY BC

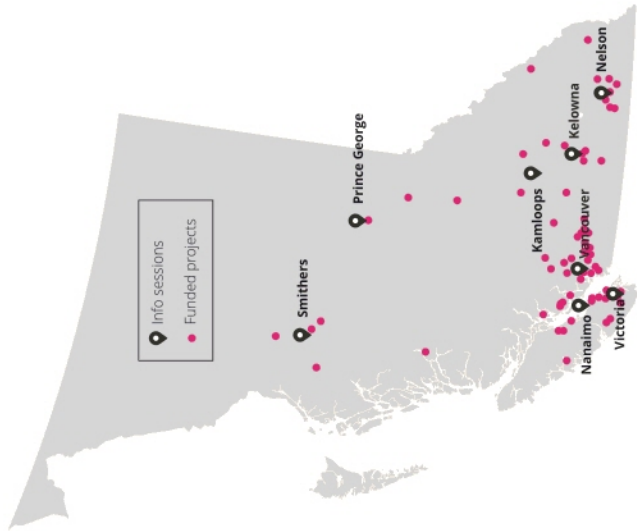
CURRENT SWELL

The creation and delivery of the BC Music Fund unified stakeholders across B.C.'s music industry. This community of competitive professionals and niche companies responded to new funding opportunities with speed and high demand. Industry stakeholders continued to collaborate as the BC Music Fund created resources and opportunities for companies to grow.

Funding for industry events, professional development, research and business collaborations created added incentive for stakeholders to envision and work together towards the future of B.C.'s music industry. Stakeholders repeatedly mention that the galvanization and collaboration in B.C.'s music industry is unprecedented and one of the biggest impacts of the BC Music Fund.

In 2018-19, Creative BC leveraged its experience and expertise to improve funding programs and launch the new \$7.5M Amplify BC Fund with provincial investment renewal in 2019-20. To design the new fund, extensive consultation with 250+ industry stakeholders was conducted through surveys and in-person meetings; and the Advisory Committee continues to meet to provide ongoing feedback. Funding programs have been streamlined from eight programs to four in order to simplify programs for applicants and administration.

Creative BC held **32** information sessions online, in Vancouver and **8** regional communities, presenting to over **900** industry stakeholders.



Success Stories

"Amplify BC has given us a competitive advantage in the global marketplace and sets the B.C. music sector up for future success in an evolving landscape."
- Rob Calder | Founder of Secret Study Projects

After securing a new location in Burnaby, Studio Cloud 30 used their funding to add three new hires to their team, increasing their potential teaching capacity by 275%. They also launched a label services division, which has created job opportunities and generated \$15,000 in additional revenue so far.

Core Music Agency hired a new full-time agent and expanded their reach by launching a new division specializing in music composition for gaming and interactive media. Core now boasts a more robust roster of composers and is looking to set up a second office in Los Angeles.

Upstream Music Fest was launched in Seattle in 2018, with a Summit for industry professionals and festival of over 30,000 attendees. Secret Study, Music BC, FACTOR, The Government of Canada and Creative BC partnered to create Canada House, a venue showcasing 11 B.C. artists.

The Western Front received support through the Innovation program for Telepresence, a virtual reality experience by Kiran Bhumber and Nancy Lee featuring JP Carter.

The Good Brothers and The Washboard Union recording their duet in the studio the Canadian Country Music Hall of Fame Then and Now, Volume 1, a compilation featuring Hall of Fame inductees in duets with top names in Canadian country music, including Ian Tyson, Michelle Wright, Brett Kissel and Jess Moskaluke. Funded through the Signature Artist program.

Bass Coast improved the sound and staging environment of their Cantina stage. In a survey completed by 1,800 attendees, this stage became a new festival favourite, and the improved sound system and shaded environment received great feedback from attendees. Bass Coast reported an economic impact of \$1,063,250 in Merritt.

The Wise Hall, a Vancouver music venue, received funding through the Live Music program to upgrade the sound and lighting systems. The photo shows a live performance by Ford Pier.

The Smithers Chamber of Commerce launched a Music City Strategy to inventory music activity and create recommendations to growth and strengthen the music sector in the Smithers area.

Dear Rouge topped Canadian Alternative Rock Charts with "Live Through The Night" in August 2018.

Pennan Brac, a songwriter, actor, and screenwriter, wrote, performed and recorded the entire soundtrack for The Astronaut, a feature length film in which he also stars as the lead actor. The film has since been nominated for 46 awards and won 36, including Best Film Score. The album was recorded at Blueprint Studios in Vancouver.

The New Forms Festival Symposium hosted workshops on electronic music gear and DJ skills, with priority for women, non-binary, and people of colour (there is a corresponding picture).

Staying in Tune: A Study of the Music Industry Labour Market in British Columbia was funded through the Research program. This research report was one of four projects supported, building business intelligence in the sector.

ABOUT CREATIVE BC

Creative BC is an independent society created and supported by the Province of BC to sustain and help grow B.C.'s creative sector (film and television, digital and interactive media, music, and magazine and book publishing industries).



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Thank you

Thank you for sharing knowledge, expertise and best practices as BC Music Fund programs were designed and delivered:

- Music BC
- BC Arts Council
- Ontario Creates
- FACTOR
- Canada Music Fund
- Manitoba Film & Music
- Community Radio Fund of Canada
- Sadira Rodrigues, Consultant

Thank you to the BC Music Fund Advisory Committee:

- Alex Cuba, Artist, Smithers, B.C.
- Amy Terrill, EVP, Music Canada
- Asha Bhat, Executive Lead, Multiculturalism and Creative Ministry of Tourism, Arts and Culture
- Bruce Allen, Bruce Allen Talent
- Bryan Adams, Artist
- Catherine Runnals, President, Brandlive
- Jenna Robson & Kesi Smyth, 604 Records
- Nick Blasko, Nick Blasko & Piers Henwood Artist Management
- Patrick Aldous, Music BC
- Prem Gill, Creative BC (Chair)
- Sarah Fenton, Watchdog Management

Thank you to the industry professionals that participated on advisory panels and assisted with the evaluation of BC Music Fund applications. Panels are chosen to represent a variety of business activities, industry backgrounds, genres and demographics, and provide expertise representing the applicant pool for each program.

- Aidyl Jago, Sound Factory
- Amanda Schweers, The Feldman Agency
- Barbara Sedun, SOCAN
- Bob Pritchard, Assistant Professor, Music Technology, UBC
- Christine Hunter, Shambhala Music Festival
- Curtis Pope, Country 107.1
- Gregory Adams, Journalist
- Jennifer Anderson, Digital Marketing Manager, Bruce Allen Talent
- Jennifer Roworth, Production Supervisor, NFB
- Jo Beattie, The Damer Agency
- Joel Guralnick, Bron Studios
- Melissa Mowat, Ticketmaster
- Michael Dawson, Sask Music
- Michael P Falk, Winnipeg Jazz Festival,
- Phillip Djwa, Agentic Digital Media
- Phyllis Stenson, Consultant
- Prevail, Kitsilano Records
- Rob Wright, The Feldman Agency
- Robert Kerr, City of Toronto
- Ry Boelstler, BroadbandTV
- Simon Fallick, Whitecaps FC
- Stefania Paterak, Massey Hall & Roy Thomson Hall
- Steve Pratt, Pacific Content