

Ontario Music Fund - Music Company Development

Original Application Deadline: December 9, 2013

****New Deadline: Thursday, December 12, 2013**

Eligible Timeline for Activities and Costs: May 2, 2013- August 31, 2014

Eligible Applicants: Domestic music companies (record labels, music publishers, music managers, artist entrepreneurs); multinational (≠majors) record labels

NOTE: The information contained in these guidelines is specifically related to applications being submitted to the Music Company Development stream of the Ontario Music Fund (OMF) and is in addition to the information and eligibility criteria set out in the Ontario Music Fund Overview (OMF Overview). The guidelines and OMF Overview should be reviewed in tandem.

Information Session Dates

Information sessions and webinars will be held throughout the month of November. Dates and locations will be posted on the website in the near future; please check for updates.

Program Stream Objectives

The Music Company Development stream of the OMF is intended to provide Ontario-based music companies with funding to support new or expanded business activities that meet the following objectives:

- Encourage investment and build competitive, sustainable, music companies in Ontario;
- Assist companies in expanding their artist rosters, investing in professional recording and production, increasing sales and building market share;
- Provide an incentive for the foreign-owned major record labels to increase their investment and development of Canadian artists in Ontario;
- Grow company capacity by investing in financial management and business planning and other business development activities;
- Facilitate job and revenue growth;
- Support export development activities by investing in international marketing and promotional initiatives and encouraging alliances with international partners; and
- Facilitate digital and organizational innovation and related efficiencies that assist companies in streamlining their activities.

Funding will be based on **company business plans**, submitted once annually, to access funding for a slate of activities aimed at achieving the objectives.

Business activities eligible for Music Company Development support vary between **domestic music companies** and **multinational record ('majors') labels**, as described below.

To receive further information on OMDC programs please contact the Program Coordinator, Ontario Music Office

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Funding Assistance Available

Funding is provided in the form of direct grants towards a share of the costs of eligible activities. Contributions are non-refundable except in the case of default.

Domestic Music Companies: Funding is provided towards the costs of carrying out specific, eligible business and market development activities, identified by the applicant and placed in the context of the company's overall business plan for the time period for which funds are requested. Funding may not exceed 50 per cent of the total eligible costs of activities.

Major Record Labels: Funding is provided towards the costs of carrying out eligible recording, editing, mixing, mastering, marketing and promotion activities for new recordings by Canadian artists signed to the applicant company, or for the recording, editing, mixing and mastering costs for new recordings by non-Canadian artists signed to the applicant company's roster or the roster of its international parent company, using local talent where possible. Funding may not exceed 50 per cent of the total eligible costs of activities.

Total funding to a single company (or companies associated by ownership or control) may not exceed **\$1.5 million** per year.

Eligible Applicants

To be eligible to submit an application for the Music Company Development stream an applicant must meet all General Applicant Eligibility criteria as set out in the OMF Overview, and the specific requirements set out for each applicant class below:

Record Labels – Domestic and Majors

Establishments primarily engaged in record production. These establishments contract with musical artists, and arrange and finance the production of original master recordings. Establishments hold the copyright to the master recordings and derive most of their revenues from the exploitation of these recordings. Record companies may also produce master recordings themselves, or obtain reproduction and/or distribution rights to master recordings produced by record production companies or other integrated record companies.

Eligibility Requirements

- Core business activities include recording, marketing and selling sound recordings and artist development;
- Minimum Annual Eligible Revenues of over \$100,000 from core business activities;
- Have existing distribution for the Canadian market;
- Hold the master copyright, or license, for a minimum of four Canadian-artist releases or four Canadian releases as defined by CRTC Canadian Content regulations;
- Have released at least one Canadian-artist recording within the last 12 months; and
- Eligible companies must contribute a minimum financial investment (non-recoupable) of 50% of the total budget that they are applying with.

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Eligible Revenue

- Revenues for products (CD/DVD/digital downloads/merchandise) sold net of trade discounts for returns and allowances (domestic and international);
- Revenues from licensing and sale of rights and permissions (domestic and international); and
- Revenues from commissions and fees from related activities.

Applicants in the following categories must be Canadian-controlled:

Artist Entrepreneurs

An artist-entrepreneur is in control of the Artist's career and holds and controls the majority of the Artist's copyright and intellectual property. The artist-entrepreneur manages the day-to-day business, including, but not limited to, contract negotiations, managing or organizing the Artist's financial affairs, arranging and financing the production of original master recordings. The artist-entrepreneur derives revenue from the exploitation of these recordings, from live performance, licensing, royalties, merchandise or other product sales and other fees paid to artists.

Eligibility Requirements

- Must be an Ontario-based artist with permanent residence in Ontario;
- Have a minimum two years track record in the music industry;
- Have at least one commercial release within the last 24 months; and
- Contribute to the Ontario economy as a job-creator ó i.e. hire musicians to tour

Eligible Revenue

- Revenues for products (CD/DVD/digital downloads/merchandise) sold net of trade discounts for returns and allowances (domestic and international);
- Revenues from licensing and sale of rights and permissions (domestic and international); and
- Revenues from commissions, fees and performances.

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Applicants must submit proof that all of the above criteria have been met.

Music Managers

Establishments or incorporated individuals primarily engaged in representing or managing musicians and musical groups. These establishments represent their clients in contract negotiations, manage or organize their client's financial affairs, and generally manage the careers of their clients.

Eligibility Requirements

Core business activity is artist management, including:

- Must manage at least two artists; although exceptions may apply to managers with one artist should the artist's career be at an advanced, international level;
- Guiding the professional careers of artists in the domestic and international entertainment industry by overseeing their day-to-day business affairs;

- Advising and counseling the artist concerning professional matters, long-term plans and strategic decisions which may affect their career;
- Marketing, promotion and consulting on all facets of an artist's career; and
- Current artist roster must be at minimum 50% Canadian artists.

In addition, the music manager must meet two of the following criteria:

- At least one artist has commercially released an album within the last 24 months.
- Sum of all artist's paid engagements over the last 24 months is at least 50 paid engagements (domestic and/or international).
- At least one artist has sold a minimum of 5,000 units of an album.
- At least one artist has signed directly or licensed product to a record label. (independent or major) with a distribution deal in place.

Eligible Revenue

- Revenues for products (CD/DVD/digital downloads) sold net of trade discounts for returns and allowances (domestic and international);
- Net revenues from licensing and sale of rights and permissions (domestic and international); and
- Net revenues from commissions and fees from related activities.

Music Publishers

Establishments primarily engaged in acquiring and registering copyrights in musical compositions, and promoting and authorizing the use of these compositions in recordings, on radio and television, in motion pictures, live performances, print, multimedia or other media. Establishments in this industry represent the interests of songwriters or other owners of musical compositions in generating revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners.

Eligibility Requirements

- Have an active roster of at least two Canadian songwriters in addition to any principals in the company;
- Must own a minimum of 100 original works in the catalogue with at least 50% or equivalent of those works created by Canadian songwriters; and
- Must have published a minimum of 10 new complete Canadian works or equivalent, per year for the past two years, by 2 or more songwriters who are not shareholders or owners of the publishing firm, deemed by the publisher to be worthy of commercial exploitation, and with consequent demonstrable efforts to do so.

Eligible Revenue

Annual Eligible Revenue is defined as the total of the following:

- Revenues from licensing and sale of rights and permissions (international and domestic); and
- Revenues from commissions and fees from related activities.

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Companies applying to the Music Company Development stream of the OMF must designate a Key Contact who is a full-time key decision-maker of the applicant. This individual will act as the activity manager and oversee the applicant company's or consortium's participation in the program. The Key Contact will be the point of contact for all communications with Ontario Music Office (OMO) during application adjudication and, if the application is successful, for the duration of the activity. OMO will not discuss potential or actual applications with external grant writers or practitioners.

Eligible Activities

To be eligible for the Music Company Development stream, activities must be related to a company's business plan and fall into the following categories:

Domestic Music Companies:

Recording and Production

The recording, editing, mixing and mastering of music performances by a Canadian or foreign artist signed to an Ontario-based, Canadian-controlled music company in an Ontario facility, including professional services of Canadian sound engineers, producers and session musicians.

Marketing and Promotion

Activities to promote an artist or recording for which the applicant company has the rights. This can include advertising, point-of-sale promotion (on a fixed cost basis), social networking services, special events and appearances, publicity services and radio tracking and song plugging.

Touring and Showcasing

Artist touring activities where the applicant takes the financial risk and participates financially in the tour. Touring and showcasing activities and costs supported through the Music Company Development stream will not be eligible for funding under the Live Music stream.

Business Development

Activities that contribute to the expansion of a company's capacity to sign/work with more artists (A&R development), increase its marketing activities, obtain financial and business administration services or training, develop new revenue streams related to music, acquire market research/intelligence, attract investment, innovate in digital services or other technology-enabled areas, create new revenue streams.

Major Record Labels:

Recording and Production

The recording, editing, mixing and mastering of music performances by a Canadian or foreign artist signed to the label in an Ontario facility, including professional services of Canadian sound engineers, producers and session musicians.

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Marketing and Promotion

Activities to promote recordings created in Ontario by a Canadian artist for which the applicant company has the rights. This can include advertising, point-of-sale promotion (on a fixed cost basis), social networking services, special events and appearances, publicity services and radio tracking and song plugging.

For all applicants, the Fund will not support activities that:

- are not concluded by August 31, 2014; and/or
- are also receiving support through other Ontario Music Fund streams.

Budget and Financing Requirements

A detailed company business plan including financial statements and a budget for eligible activities is required as part of the application.

The maximum amount of funding available through the Music Company Development stream of the OMF is \$1.5 million per year, capped at 50% of the total eligible costs of activities. Applicants will be required to fund a minimum of the total activity costs using non-government sources (e.g. applicant and partnership contributions, sponsorships, donations, earned revenues and fees). Up to 40% of the applicant's contribution may be in the form of in-kind costs provided these are reasonably valued. Applicants bringing a higher percentage of non-government funding will be considered more favourably.

Budgets

Applicants will be required to submit two distinct sets of financial information: an overall company financial plan (=:Company Budget) and a Budget for the specific new eligible activities in the Music Company Development request for funding, including sources of financing and detailed cost information (=:Activities Budget). The Activities Budget must be completed using the template provided by the OMO.

The Company Budget will allow OMO to review overall corporate expenditures and revenues, including government funding, within the eligible time period.

The Activities Budget will allow the evaluation of the OMF funding request in relation to the overall Budget of the company.

Eligible Costs

Eligible costs in the Activities Budget include, but are not limited to:

Domestic Music Companies

- **Sound Recording**: studio rental costs, remuneration to Canadian technical staff, recording engineers, session musicians (all staff must be employed in Ontario), recording supplies, mixing, mastering, art and copy costs, costs of preparing music recordings for digital distribution (excluded: cost of manufacturing product).
- **Marketing and Promotion**: direct costs of advertising, creation and production of promotional materials, online and mobile marketing, event costs (facility rental, permits,

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fees, signage and technical services) for events that are solely intended to market the company, its artists or releases (excluded: food and hospitality).

- Touring and Showcasing: direct costs for tour for an artist signed to the applicant company such as marketing, promotion, audio/visual and stage design, technical services, travel, transportation, crew employed by the artist or applicant company (excluded: hospitality and accommodation).
- Business Development: direct, external costs paid to consultants or other vendors/suppliers for goods and services that enhance the capacity of the company to develop artists, expand marketing/promotional/export activities, introduce IT and digital resources to aid in the administration of the business and distribution of its products, gain better financial control and business planning capability, marketing data or analysis services, or form partnerships with other businesses that lower costs or expand sales.

For domestic companies, the following costs are also eligible:

- Administrative and overhead costs, including staff salaries, office space and corporate services that are directly used in the delivery of the planned activities;
 - Administrative and overhead costs are capped at **35%** of the total budget;
 - a business rationale and detailed breakdown showing specific costs and shares of personnel time must be submitted. Real estate and leasehold improvements are not eligible.
- The cost of new equipment, materials and software where necessary and appropriate may be included as outlined below:
 - Equipment and Materials - pro-rated or amortized at market value for duration of use (24 month straight depreciation method) or at actual rental cost
 - Software - Pro-rated or amortized at market value for duration of use (50% of cost or 12 month straight depreciation method, whichever is less)

Major Labels:

- Sound Recording for Canadian or international artists signed to the label: studio rental costs, remuneration to Canadian technical staff, recording engineers, session musicians (all staff must be employed in Ontario), recording supplies, mixing, mastering, art and copy costs, costs of preparing music recordings for digital distribution (excluded: cost of manufacturing product).
- Marketing and Promotion for Canadian artists signed to the label: direct costs of advertising, creation and production of promotional materials, online and mobile marketing, event costs (facility rental, permits, fees, signage and technical services) for events that are solely intended to market the company, its artists or releases (excluded: food and hospitality).

All labour and goods must be supplied in Ontario, and must be directly related to the new/expanded activities. Certain costs incurred outside Ontario, such as marketing and promotion in national and international markets, and showcasing outside Ontario, may be eligible where a business case exists to show necessity of the costs and the benefits to the applicant company.

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Eligible costs must be incurred between May 2, 2013 and August 31, 2014.

Sources of Funding for Eligible Activities

The eligible Activities Budget must contain complete information as to how the company will pay for the new Activities. The total amount of financing must therefore match the total cost of eligible activities. Specifically, the financing component of the Activities Budget will indicate all sources and amounts from corporate investment (cash in the bank), financed investment (e.g. Line of Credit, investor), projected revenue (derived from execution of the activity), confirmed funding from government or other private funding bodies and anticipated funding from government or other funding agencies ó including the request for OMF-Music Company Development funding.

As indicated above, financing from public/private funding agencies does not need to be confirmed at the time of application. However, unconfirmed funding from other sources should be supported with information, timeline and documentation to support the expected success of such funding. For example, a company with a history of receiving funding from the Canada Music Fund ó Music Entrepreneur Component would include the last approval letter from CMF-MEC, and a projection of how much the company will receive in the next round, and an estimated date for when the company would be notified of the CMF-MEC decision. Similarly, a company with a history of receiving FACTOR funding would indicate what programs would be applied to at FACTOR, the projected amount of funding and the date by which the company would be notified of the decision.

Should confirmation of projected or additional government funding occur after OMO approval, the OMO will reconcile upon receipt of the final report. However, should the non-government percentage of funding become less than 25% of the total activities budget, the company may be required to return the excess funding to the OMO.

If an Artist is contributing in any way (e.g. as a partner or participating in the cost-sharing) to the financing of a company's Activities Budget, the company must declare that contribution. For example, if an artist receives FACTOR or OAC funding for a recording, and the company requests funding for the same recording through the Music Company Development stream, then that funding must be declared as part of the financing.

Companies and their affiliates may submit one application per fiscal year to the OMO-Music Company Development. Please refer to the OMF Overview for a description of associated corporations.

Please note that the amount claimed under the Ontario Sound Recording Tax Credit may be reduced for activities that are funded through the Music Company Development stream.

Ineligible Expenses

Ineligible expenses include costs associated with:

- expenses incurred outside of the program funding cycle

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- recoupable expenses
- expenses incurred over the course of the activity that were not in the original budget and which did not receive pre-approval by the OMO
- salaries and wages of staff not directly related to the activities
- staff benefit costs
- occupancy costs, unless otherwise stated in program stream guidelines, real estate costs and leasehold improvements
- capital costs related to permanent structures
- alcoholic beverage
- general business liability insurance (event insurance for specific performances is eligible)

Application Process

The updated deadline for applications is **Thursday, December 12, 2013 by 5 p.m.**

Applications will be based on activity plans as defined below.

Company Business Plans ó Overview

Business Plans are a requisite for all eligible Applicants applying to the Music Company Development stream.

Business plans generally contain the total projected revenues, expenditures and profits for the Applicant, and include forward-looking information on plans for company growth, supported by a discussion of competitive strengths, artist development strategies, human resources, corporate financing and other key details.

The OMF may support multiple eligible activities when the Applicant's business plan presents a rationale and business case for the Music Company Development investment. Therefore, business plans must provide a business case for OMF funding and its contribution to company investment, growth and long-term potential. The OMO recommends an 18 month time horizon for business plans. Business plans should be submitted or revised on an annual basis based on Music Company Development stream timelines.

While applicants have the flexibility to structure their plans on the basis of their activities and business profiles, business plans submitted for review must contain the following components:

- Applicant profile;
- Overview of business activities and short/long-term goals;
- A budget for the overall business; and
- Revenue, expense and profit projections from May 2, 2013 and forward for the next 12 - 18 months, compared with actual results for the most recently ended fiscal years.

Business Case for Eligible Activities to be Funded

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As part of the business plan, or in an accompanying document, the applicant must indicate and explain the specific activities for which the company is requesting Music Company Development funding, including:

- Business case for OMF funding including market and growth analysis, SWOT analysis;
- Activity budget identifying the costs of the specific Music Company Development-funded activities and the sources of funding, including Music Company Development, that will be applied to the activities;
- Activity timeline;
- Activity resourcing including human resources; and
- Milestones and measures.

A complete list of required application materials is outlined in the application form on the **Online Application Portal (OAP)**. The following application components are required for this program stream:

- Activities Budget Template;
- Financing Template (for eligible activities);
- Incorporation/BIN documents; and
- Corporate Financial Statements for the most recent two years

Other application materials may be required and applicants should refer to the application form.

All applications must be submitted electronically through the Online Application Portal (OAP) at <https://apply.omdc.on.ca/>.

Applicants that do not have a user account on OAP, should go to <https://apply.omdc.on.ca> and click on "Register". For assistance, please see OMO's website for the "OAP Quick Start Guide".

Applicants are encouraged to register on the OAP well in advance of submitting an application to the stream.

Applicants that are already registered will see the OMF program stream deadline in their dashboard. To start the application, click on "Start New Application" and follow the directions through the five step wizard to access the application form. For technical assistance, please contact the OAP Helpdesk at applyhelp@omdc.on.ca.

Application Assessment

Applications will be reviewed and evaluated by OMO. Some evaluation functions may be outsourced to experts as appropriate.

In some cases applicants may be required to provide clarification or to make changes to their activities before a decision is made. OMO is not obligated to provide applicants with the opportunity to include additional information or to adjust their application.

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All OMO decisions are final. OMO reserves the right to alter program guidelines with general public notice to all potential applicants and to refuse any application for any reason. The OMO is not required to make any minimum number of awards. Subject to the Freedom of Information and Protection of Privacy Act, all information contained in the application will remain strictly confidential. All inquiries pertaining to the Ontario Music Fund are to be directed to OMO staff only.

Decision Criteria

This is a competitive program. Applicants are advised to ensure that they meet all eligibility requirements before submitting an application. Applicants should also ensure that their application material clearly conveys the strengths of their application with respect to the program guidelines. The number of applicants who will receive funding and the amount of funding received is dependent on the quantity and quality of the applications selected and the individual needs of each applicant.

Once applicant and activity eligibility have been confirmed, applications will be assessed according to the following criteria:

- Financial stability of the company and experience/capabilities of the principals;
- Degree to which the proposed activities are feasible, appropriate and achievable for the company;
- Degree to which the proposed activities will contribute to the growth and sustainability of the company and the music industry;
- Degree to which the proposed new activities would not be possible without public support through the OMF (measured against the cash resources and working capital of the company);
- Innovation, quality and creativity of the overall business plan and specific activities; and
- Potential for critical and commercial success as a result of the investment.

Further to the above, applicants will be required to provide projections on measurable outcomes which are outlined in the OMF Overview.

Applicants should note that approval of a business plan in one fiscal cycle does not guarantee funding in future years.

Obligations of Successful Applicants

Successful Applicants will receive a non-refundable contribution to be paid out at intervals during the course of the term of activities, triggered by meeting pre-determined milestones and deliverables. The OMO will determine the deliverables and payment schedule based on the company's Business Plan activities and timeline. At minimum, the following will trigger payments:

- execution of the OMO agreement;
- delivery of an interim report; and
- delivery of the completed activities and all deliverables outlined in the contract.

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Participant Obligations:

- Agreement - On acceptance into the program, the participating company will be required to sign an agreement covering the terms of their participation in the program including authorizing OMO to publicly release the name of the applicant and a description of the funded activities and deliverables. The agreement will outline payment dates based upon business/project milestones and deliverables (see below) set-out in the application.
- Insurance - Participating companies will be required to carry Commercial General Liability Insurance on an occurrence basis for Third Party Bodily Injury, Personal Injury and Property Damage, to an inclusive limit of not less than \$2,000,000 per occurrence, \$2,000,000 products and completed operations aggregate. OMDC needs to be named as an additional insured on all policies. Please budget accordingly. Additional information on insurance requirements is available on request. Note: Insurance is not an eligible expense under the OMF.
- Weeks of Work - Successful applicants will be required to provide an estimate of the jobs created or retained for Ontario residents in total paid weeks of work (35 hour week).
- Reporting and Deliverables - Successful applicants will prepare interim written reports on the progress of their activities and a final report upon conclusion of their activities. The final report will include at minimum a summary of year over year net gains and a comparison of activities completed against the business plan submitted as part of the application. Other deliverables may include marketing materials or other products produced through the funded activities. Participants will also be required to provide feedback on the process, business development benefits and other outcomes and performance measures in order for OMO to evaluate the program.
- Cost Report - A final cost report and financing statement will be required for all activities supported by the Ontario Music Fund. Applicants receiving over \$100,000 from OMF will be required to conduct a full audit of expenses. Note: the cost of the audit may be included in the budget.
- Audited Financials - Recipients receiving over \$100,000 in funding from the Music Company Development stream will be required to have the next and all further annual financial statements audited. Statements must be forwarded to OMO upon completion. Depending on the company's fiscal year this deliverable may be required throughout the term of the funding agreement with OMO.
- Changes to the Activities - OMO must be notified of any significant changes to the activities as defined in the contract and will require consent of OMO.
- Confirmation of Additional Government Funding - Successful applicants will be required to inform OMO immediately in writing of any government funding decisions made after the OMO funding decision. Notification must be submitted for unconfirmed funding that was included in the original financing plan of the application and any new applications made to funding bodies not included in the financing plan.
- Credit - The Ontario Music Fund support is to be acknowledged with an OMDC/OMF credit and logo on suitable elements and all related publicity and promotional materials. Other acknowledgement of the support of the Government of Ontario may be required.

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These guidelines are current for this deadline only. This document is subject to change for future deadlines.

More Information

For more information

Email: [**OMF@omdc.on.ca**](mailto:OMF@omdc.on.ca)

Applicants are advised to consult the OMO website for any relevant Frequently Asked Questions documents and Ontario Music Fund Bulletins for clarifications and alterations to these guidelines.

Ontario Media Development Corporation

An agency of the Ontario Ministry of Tourism, Culture and Sport, OMDC facilitates economic development opportunities for Ontario's cultural media industries including book and magazine publishing, film and television, music and interactive digital media industries.

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