

Société de développement de l'industrie des médias de l'Ontario

Ontario Music Fund -Music Industry Development

Deadline: Applications may be submitted on an ongoing basis until **January 31, 2014**. Applicants are encouraged to apply as soon as possible.

Eligible Timeline for Activity and Costs: May 2, 2013 ó October 31, 2014

Eligible Applicants: Music industry trade associations and music service organizations; music industry event organizations; music training institutions; consortium of two or more non-associated companies and/or industry organizations; and other not-for-profit organizations with a music-related planned activity.

NOTE: The information contained in these guidelines is specifically related to applications being submitted to the Music Industry 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 (õOMF Overviewö). The guidelines and the OMF Overview should be reviewed in tandem.

Information Sessions

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 Industry Development stream of the Ontario Music Fund is designed to strengthen and develop the support structures and systems that contribute to economic and cultural growth of the music industry in Ontario.

The objectives of this stream of the OMF program are to:

- Strengthen Ontario
 music industry through co-ordinated, joint initiatives that expand
 skills, business capacity, market share, export (sales) and innovation;
- Collectively showcase Ontarioos music and music sector; and
- Support the development of resources and capacity of Ontario
 ós diverse music community.

The Music Industry Development stream will provide funding to music-related associations, organizations and/or company consortiums, music industry training organizations and other not-for-profit organizations to engage in strategic initiatives with long-term impacts on the growth and sustainability of Ontario music industry.

Please refer to the Appendix at the end of these guidelines for full definitions of eligible applicants.

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



Société de développement de l'industrie des médias de l'Ontario

Funding Assistance Available

The maximum contribution available through this stream of the OMF is \$350,000 for organizations on an annual basis. A minimum request of \$10,000 is recommended. (Note: Exceptions to the minimum request may be considered). The contribution is non-refundable. For specific information please see the Budget and Financing section of this guideline.

Eligible Applicants

To be eligible to submit an application for the Music Industry Development stream of the OMF an applicant must be one of the following, in addition to the General Eligibility Criteria outlined in the Manual:

- Recognized music industry trade and arts service organizations;
- Recognized music organizations such as music industry event organizations;
- Music training institutions;
- Other not-for-profit organizations with a music-related planned activity that will meet the objectives of the program;
- For not-for-profit organizations, industry associations or training institutions, eligibility is determined via membership base (at least 50% of the members must be Ontario-based) and primary business or activity, which must be oriented towards the music industry; and/or
- Consortium of two or more non-associated companies and/or industry organizations
 ó including participants from other industries provided that the primary purpose of
 the activity is music industry-related.
 - o In the case of companies submitting an application as part of a consortium, each company must have minimum revenues of \$35,000.00 annually.
 - An applicant may come in as part of a consortium only once in a program cycle, in addition to applications made as a sole applicant.
 - Applicants interested in submitting an application as a consortium must contact the Ontario Music Office (OMO) in advance to ensure eligibility.

Note: public educational institutions and municipalities and their agencies may participate in activities as secondary partners but may not lead or be the applicant organization.

To be eligible to submit an application, the applicant must:

- Have been in operation for at least two years prior to application;
- Be Ontario-based and be a Canadian-owned and-controlled organization;
- Be incorporated:
- If companies are submitting as part of a consortium, each company must have minimum revenues of \$35,000.00 annually;
- Be in a sound financial position at the time of application and deemed by OMDC to be an on-going entity;

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- Be in good standing with OMDC at time of application submission; and
- Be able to demonstrate capacity and expertise to carry out the proposed activity.

Companies applying to the Music Industry 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 project manager and oversee the applicant companys or consortiums participation in the program. The Key Contact will be the point of contact for all communications with 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.

Interested applicants should refer to **Definitions of Eligible Applicants** in the Appendix at the end of these guidelines.

Ineligible Applicants

Applicants who do not meet the criteria outlined above are ineligible. The OMF will not accept applications from the following:

- Music Festivals
- Municipal, provincial and federal governments and agencies
- Universities or Colleges
- Unincorporated or unregistered artists and organizations
- Venues and Clubs

Eligible Activities

The Music Industry Development stream of the OMF will support new activities, and expanded and/or enhanced approaches to activities that contain the following elements:

- Music Education/Training: support for skills development and training initiatives delivered by music industry associations and/or music education organizations.
- Professional Development: support to develop and implement business learning
 opportunities for the music sector. This could include activities such as developing
 new components to existing conferences; running a new regional industry
 conference; providing online training resources.
- Digital Innovation: support for new initiatives that provide resources, develop tools, or leverage digital platforms to raise the profile and economic impact of Ontario music. Activities could include digital stores on major retail sites with enhanced promotion of Canadian artists.
- Market Development: support for new opportunities to showcase Ontario artists at
 domestic and international festivals and events, engage in trade missions and expand
 export activities at global industry marketplaces.
- Strategic Development: support to music organizations to develop new strategic initiatives to address challenges and opportunities for their stakeholder groups, and/or to address specific environmental changes.
- Group Marketing: support to organizations or consortiums undertaking new strategies and approaches to access new markets, overcome barriers or enter a high

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potential new niche. Possible activities could include marketing through new channels, targeting niche markets, exploiting new geographic targets, and promotional focus of specific genres.

Research activities to support business development opportunities

Other considerations:

- Activities for this application deadline must be completed by October 31, 2014.
 Applicants may apply for a slate of activities to support strategic initiatives as part of a business plan or may apply on an activity by activity basis. A separate application must be submitted for each activity in the slate.
- Annual events may apply for one year at a time.

Ineligible Activities

This stream of the OMF will not support activities that:

- have been undertaken previously by the applicant
- took place prior to May 2, 2013

Budget and Financing Requirements

A detailed budget and financing plan is required.

The maximum amount of funding available through the Music Industry Development stream of the OMF is \$350,000. Applicants will be required to fund a minimum of 25% 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 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.

Note: Applications from trade organizations and not-for-profits that are exclusive to Ontario participants may be able to access a higher percentage of OMF funds to total budget. Applicants should contact OMO to discuss in advance of application submission.

A minimum funding request of \$10,000.00 is recommended. Note: Exceptions may be considered; applicants should contact OMO to discuss.

the Program Coordinator, Ontario Music Office:

To receive further information on

OMDC programs please contact

175 Bloor Street East, South Tower, Suite 501 Toronto, Ontario M4W 3R8

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In addition:

- Applicant contribution of activity financing may include cash and in-kind.
- All budgeted items outside of staff and administration costs should be paid to third parties.
- Staff time <u>directly related</u> to the activity at the current wage rate is eligible, provided that the company incurs additional costs related to re-allocation of staff resources.
- Administration costs for the activity should not exceed 15% of the total budget.
- Confirmed funding from other sources should be supported by appropriate documentation.



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- Unconfirmed funding from other sources should be supported with information and documentation to support the expected success of such funding.
- Budget allocations towards capital expenditures such as equipment purchase may be
 eligible depending on the type of activity (such as Digital Innovation and Infrastructure)
 but not exceed 15% of the total budget. In such cases:
 - Equipment and Materials should be pro-rated or amortized at market value for duration of use (24 month straight depreciation method) or at actual rental cost.
 - O Software should be pro-rated or amortized at market value for duration of use (50% of cost or 12 month straight depreciation method, whichever is less).
- Expenses incurred between May 2, 2013 and October 31, 2014 are eligible.
- Should confirmation of additional government funding occur after OMO approval, the total amount of government funding and OMO contribution will be reconciled at the time of the final report. Applicants are obligated to advise the OMO if other public funding is awarded to their activity/initiative after application to the OMF.

Ineligible Expenses

Ineligible expenses include costs associated with:

- expenses incurred outside of the program funding cycle
- 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 OMO
- salaries and wages of staff not directly related to activity
- staff benefit costs
- occupancy costs, unless otherwise stated in program stream guidelines, real estate costs and leasehold improvements
- capital costs related to permanent structures (e.g., materials, labour, land acquisition, purchase of equipment for project construction, any rehabilitation or retrofit of existing infrastructure assets)
- alcoholic beverages
- general business liability insurance (event insurance for specific performances is eligible)

Application Process

There is no set application deadline for this program. Applications may be submitted on an ongoing basis; final date for submission, however, is **January 31, 2014**. Applications will be based on activity plans as defined below.

Activity Plans - Overview

Activity Plans provide a detailed description and case for OMF contribution towards an applicantos activities.

Activity plans must be targeted towards specific new initiatives and fresh approaches, and need to demonstrate the impact of these activities for the Applicant and for Ontarios music industry and economy.

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



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Activity plans must contain the following components:

- Applicant profile;
- Detailed financial and qualitative information on the initiative including financial estimates;
- The plan must make a business case for funding demonstrating how the OMF contribution will be leveraged to meet the objectives of the initiative and ROI; and
- Milestones and measures.

Please refer to the OMF Overview for other application requirements. Applicants may also review the application form available on the Online Application Portal.

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 õRegisterö. For assistance, please see OMDCøs website for the õOAP Quick Start Guideö.

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 õStart New Applicationö 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.

A complete list of required application materials is outlined in the application form on the OAP. It is imperative that applications include all requested documentation. Incomplete applications may not be considered.

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.
- It is anticipated that applications will receive a response within 8 weeks of submission.

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.

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



Société de développement de l'industrie des médias de l'Ontario

Decision Criteria

It is anticipated that this will be a highly competitive program and that the total request for funding will be greater than the funding available. 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 activities selected, and the submission needs of each applicant.

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

- Track record of the applicant, including financial stability and experience of the principals;
- Expected results and opportunity for enhanced growth and revenues;
- Benefit to the music industry in Ontario;
- Demonstration of innovation and creative approach;
- Feasibility of the activity with respect to budget, financing, timeline and overall scope;
- Viability of the partnership in the case of an application by a consortium;
- Leveraging of other contributors; and
- Long-term sustainability and results of the activity.

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

Obligations of Successful Applicants

Successful applicants will receive a non-refundable contribution of up to \$350,000. A minimum of 50% of the total amount awarded will be triggered on execution of the OMDC agreement. Subsequent program payments will be determined based on the length and nature of the activity.

Participant Obligations

- Agreement ó 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 activity 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 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).

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Société de développement de l'industrie des médias de l'Ontario

- Reporting and Deliverablesó Successful applicants will prepare interim written reports on the progress of their activities and a final report upon conclusion of their activities. Since activity-related deliverables will vary, certain delivery requirements will be negotiated on a case by case basis at contract signing. However all participants will be required to provide, in the final report, measurable outcomes of the activity success, including: short term actual measurable results against projected original targets; year over year net sales gains; strategy for capturing longer results and sustainability of the activity; where appropriate, the number and company list of participants, with identification of Ontario participants.
- 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 the OMF will be required to conduct a full audit of expenses. Note: the cost of the audit may be included in the budget.
- Changes to the Activityó OMO must be notified of any significant changes to the activity as defined in the contract and if applicable, changes will require consent of OMO.
- Credit The Ontario Music Fund support is to be acknowledged with an OMDC/Ontario
 Music Office 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.

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

Applicants are advised to consult the OMDC 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 cultural media industries including book and magazine publishing, film and television, music and interactive digital media industries

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

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Appendix: Definitions of Eligible Applicants



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Music Industry Trade Associations and Music Service Organizations

Incorporated organizations whose primary purpose is to provide services such as business and market development; artistic development; professional development; skills development; research; and other services to music stakeholders. Members of such organizations must be primarily music companies, musicians, songwriters, or organizations representing these groups.

Additional Eligibility Requirements for Music Industry Trade Associations and Music Service Organizations:

- Be a non-profit Canadian organization (registered in Canada with a majority Canadian board of directors);
- Serve Ontario artists and entrepreneurs working in the music industry;
- Be engaged in activities in Ontario, may be engaged at the national level; and
- Demonstrate expertise and experience in supporting the industry through the delivery
 of activities or programming. For new or first-time activities, the applicant must
 show at least two yearsørelated experience necessary to undertake an activity of that
 nature.

Music Industry Event Organizations

Music Industry Event Organizations are companies or organizations whose primary activity is to plan, develop, market and stage training events, conferences, workshops, and other events that provide educational and networking opportunities for music industry professionals in Ontario. Eligible industry event organizations must take the primary business risk in developing and staging these activities.

Applicants in the category must:

- Be Ontario-based and Canadian controlled;
- Be incorporated (for profit or not-for-profit); and
- Have operated as an event organization for at least two years prior to the date of an application to the Ontario Music Fund.

Music Training Institutions

For purposes of the OMF, a Music Training Institution is an organization based in Ontario which provides curriculum-based training in music industry technical skills (including sound recording, mixing, editing, mastering and live performance sound engineering) and/or music business skills.

The institution must:

Be primarily focused on music industry disciplines;

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Société de développement de l'industrie des médias de l'Ontario

- Offer career-oriented training (i.e. post-secondary programs to prepare entry-level or above individuals for professional music industry careers, including career-long learning);
- Issue certificates or diplomas; and
- Be registered with the Superintendent of Private Career Colleges of Ontario.

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