



SUPPORT FOR LIVE CONCERTS

Program Guidelines, Glossary, and FAQ

For Canada's Live Music Sector 2021-2022

Canada Music Fund

Stream 2

Since the beginning of the COVID-19 pandemic, Canadian Heritage (PCH) has launched various initiatives to ensure, as a first step, that the Canadian music industry continues to exist during and beyond the pandemic and secondly, to stimulate the employment of Canadian artists, technicians and other supporting workers and service providers by contributing financial support for live music events.

The live music sector has been the industry segment most affected, with the various public health directives and prolonged shutdowns having a major impact on the sector.

Budget 2021 includes \$70 million in funding over three years to PCH for the Canada Music Fund (CMF), starting in 2021-2022. This amount includes up to \$50 million in 2021-2022 to help the live music sector weather the pandemic. The remaining \$20 million is an extension of additional funds announced in Budget 2019, aimed at continuing support for the CMF modernization with current recipients (\$10 million for 2022-2023 and \$10 million for 2023-2024).

The CMF will allocate the \$50 million investment in 2021-22 through the three following funding streams:

1. Emergency fund for Canada's live music sector, launched on August 9th by FACTOR and Musicaction (\$25 million).
2. Support for live concerts to help the sector plan and present in-person and hybrid concerts (\$20 million).
3. Support to ensure stability for Canadian artists by maintaining the level of funding to artists despite declining contributions to Canadian Content Development (CCD) from commercial radio broadcasters (\$5 million).

This document details the guidelines for the second stream of funding, Support for Live Concerts to help the sector plan and present in-person and hybrid concerts.

This new program for Support for Live Concerts will be overseen by PCH's Music Policy and Program Directorate (MPPD) through the CMF. FACTOR and Musicaction will deliver these resources for the Anglophone and Francophone markets respectively.

The purpose of this program is to support investments needed to safely resume domestic concerts within the coming months.

Thus, this funding will support investments allowing Canadian live music companies, organizations, and artists-entrepreneurs to plan and present in-person and hybrid concerts by Canadian artists in accordance with local, provincial, and national public health directives.

This temporary financial support will allow companies and organizations in Canada's live music sector to continue to exist during and beyond the pandemic to ultimately continue i) to produce and promote a diversity

of Canadian music in a world of choice ii) to be competitive at home and abroad and iii) to contribute to Canada's creative economy.

The deadline to apply is October 21, 2021, at 5:00pm ET.

1. Who Can Apply?

Under this program, Canadian music companies, organizations, and artists-entrepreneurs, who are current Canada Music Fund (CMF) recipients as well as those targeted by the Emergency support under Stream 1, such as managers, booking agents, concert promoters and producers, for-profit festivals, and live music venues may apply. See Applicant Eligibility for full requirements.

The CMF is focused on creating the right conditions for **Canadian artists** to compete in Canada and abroad. The CMF is the only federal music program devoted entirely to the commercial success of Canadian artists, and it is for this reason that all CMF-supported activities must have commercial objectives.

2. When to Apply

Applications can be submitted at any time from program launch to deadline. Late applications will not be considered. The deadline to apply is October 21, 2021, at 5:00pm ET.

3. Funding Parameters

- a) Funding will be delivered via a separate but integrated stream within the CMF, launched with clear service standards in line with other CMF programs delivered by FACTOR and Musicaction.
- b) Funding will be available for fiscal year 2021-2022 (i.e. for the three elements, funding may cover eligible expenses incurred between April 1, 2021, and March 31, 2022).
- c) Applicants will be eligible to apply once for the fiscal year period of 2021-2022.
- d) Submitting an application does not guarantee funding.
- e) Funding will be granted competitively among applicants. Given that applicants are expected to vary considerably in size and scope, funding maximums and minimums will be developed based on the industry needs. Total government funding cannot exceed 100% of expenses and is subject to availability of funds.
- f) Applications are assessed taking into account the quality of the project and the impact it may have on the artist's career as well as budget realism, including taking into account the financial risks associated with the current situation, such as, for example, the limited capacity of live music venues.
- g) All funding is conditional to respecting all applicable statutes, laws, bylaws, regulations, orders, codes, standards, directives and guidelines governing the activities for which funding is being sought, including those related to public health and safety due to the COVID-19 pandemic, including the Public Health Agency of Canada (PHAC) guidelines. In addition, applicants will have to attest meeting this requirement before receiving funding and they will report it in their results. Given that public health guidelines continue to evolve, program guidelines will be reviewed in order to ensure they remain relevant.
- h) Applicants will be required to attest not having applied to other federal governmental assistance measures or provincial/municipal programs for the same project and/or expenses and that the project does not cover the same expenses as the regular CMF funding.
- i) Project expenses for the three elements should be different from those presented under the other CMF programs including Envelope Funding for Music Companies, regular project funding and the previously launched Support for Live Music Events initiative. However, for the latter initiative, given that the budget maximum has been reached very quickly, live concerts projects that were not funded because of budget restrictions could be re-introduced.

4. Applicant Eligibility

In order to be eligible for this program, applicants must meet the following eligibility requirements:

- (a) Be Canadian-owned

- (b) Must support the career development of Canadian artists and / or offer musical programming by Canadian artists.
- (c) Demonstrate that their main activities are at the heart of the development of Canadian artists, the promotion of Canadian music content and audience development.
- (d) Demonstrate that they play an essential role in the career development of Canadian artists.
- (e) Meet the following specific requirements by type of company:

Artist-entrepreneur requirements:

- Must be active and have released an eligible Canadian sound recording (individual title or collection of titles) after April 1st, 2018.
- Performed on stage in 2019 or in 2020 and have had expenses of a commercial nature in 2019 or 2020 (i.e., hiring musicians, service contracts to support music activities, etc.).

Manager and booking agent requirements:

- At least 50% of revenues from the last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to Canadian artists OR at least 50% of the artists on their roster must be Canadian artists.

Live Music Venue requirements:

- Must be permanent spaces, with infrastructure for musical performances, such as a stage, sound and lighting system, etc.
- A minimum of 25% of the 2019 programming was live musical performances featuring original commercial material (musicals, tribute bands, dinner-theatre, charity or corporate shows are not eligible activities for the CMF).
- At least 50% of the 2019 musical programming was performances by **Canadian artists** or the venue must demonstrate that it is essential in the development of **Canadian artists**.

Concert promoter and producer requirements:

- At least 50% of revenues from the last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to **Canadian artists** or demonstrate having been essential in the ecosystem i.e. in the development of **Canadian artists**.

Festival requirements:

- At least 50% of the programming in its last edition was musical performances by **Canadian artists** or demonstrate that the festival is essential in the ecosystem i.e. in the development of **Canadian artists**

Current CMF recipients:

- Demonstrate that the development of **Canadian artists'** live music activities is a significant part of your current operations and that you continue to face financial pressures due to public health directives in place to address the COVID-19 pandemic for those activities.
- Demonstrate you will present concerts this year.

Note: The program may consider projects from not-for-profit music festivals that are mainly supported by other PCH programs (Canada Cultural Spaces Fund (CCSF), Canada Arts Presentation Fund (CAPF) and Building Communities through Arts and Heritage (BCAH)) as well as the Canada Council for the Arts (CCA) only if they present a project distinct from their regular programming from which they received funding and provided that

they continue to face financial pressures due to public health directives in place to address the COVID-19 pandemic for those activities.

Note: It is not enough to meet the eligibility criteria to receive funding. Applicants must demonstrate that the proposed project clearly meets the objective of this stream, which is to support investments allowing domestic concerts to safely resume during the coming months.

5. Ineligible Applicants

The following applicants are ineligible for funding:

- (a) Foreign-owned music companies (firms not owned and controlled by Canadians) operating in Canada and their related associations.
- (b) Service companies that specialize in lighting, sound, etc. as well as those operating on the periphery of the live music sector in Canada such as companies in the fields of transportation, catering, security, ticketing, etc.
- (c) Radio and television broadcasters and music streaming services, including online streaming platforms.
- (d) Venues whose primary live music programming does not feature individual artists or help develop the careers of Canadian artists, such as musicals, retrospective/ tribute shows, dinner theatre, charity or corporate shows, etc.
- (e) Venues whose regular (i.e. pre-covid) capacity is greater than 3,500.
- (f) Venues associated with a city/municipality or an educational institution.

6. Eligible Activities

Project activities must take place between April 1, 2021, and March 31, 2022, to be considered eligible.

This program features three elements that are interconnected. Applicants may only submit one application, which may cover one or more elements, as relevant to their project. The three elements are as follows:

Element 1 - Infrastructure improvements to adjust to health and safety standards for in-person concerts:

This funding will allow for infrastructure renovations or the purchase of equipment required by public health directives due to COVID-19 to resume live concert activities and thus allow recipients to adjust to health and safety standards in order to present Canadian artists on their stages this year.

Applicants will present their project-based proposals for their in-person concerts that include the purchase or rental of specialized infrastructure materials.

Element 2 - Support for in-person and hybrid concerts:

This funding will support the presentation of concerts by Canadian artists. While applications for in-person-only concerts will be accepted, to maximize the reach of live performances in the face of reduced venue capacity due to public health directives, funding can also support the production and planning of hybrid concerts and virtual-only live events. This will broaden the potential audience for Canadian artists at home and provide an opportunity to reach fans around the world in the face of continued travel restrictions. To ensure fair remuneration for artists and songwriters, the applicant must ensure that all public performance rights and synchronization rights, if applicable, are respected. When the project involves the recording of a performance, the ownership of the recording must also be clearly established in an agreement to this effect.

Applicants will present project-based proposals for their in-person and hybrid concerts featuring Canadian artists. For hybrid or virtual concerts, this could include the purchase or rental of specialized equipment (i.e. video cameras, lights, etc.) and expenses for the professional personnel (technicians, engineers, directors, etc.) required to use the technology and equipment.

Element 3 - The presentation and promotion of Canada artists' live performances to help rebuild their audiences:

For much of the pandemic, artists have been unable to perform in front of audiences due to public health restrictions. As in-person concerts resume at home and around the world this year, a surge in the number of touring artists is anticipated. To ensure that Canadian artists continue to build their audiences amidst this increased competition, this element will provide funding to enhance the promotion of Canadian artists, including a greater emphasis on the marketing of their live performances.

7. Eligible and Ineligible Expenses

Expenses must be incurred between April 1, 2021, and March 31, 2022, to be considered eligible.

Element 1: The expenses for this element must be aligned with the objective of providing a space for audiences based on the public health measures put in place by authorities. Thus, eligible expenses could include, but are not limited to the following examples:

- Purchase of equipment to improve or measure air quality
- Rental of equipment to improve or measure air quality
- Purchase of equipment to meet social distancing requirements
- Rental of equipment to meet social distancing requirements
- Purchase of specialized equipment
- Rental of specialized equipment
- Labour related to infrastructure work
- Labour related to the use of specialized equipment
- Engineering costs
- Permits

This funding cannot be used for renovating the facility for the purpose of regular maintenance of the venue.

Element 2: The expenses for this element must be aligned with the objective of presenting in-person and hybrid concerts and could include the purchase or rental of specialized equipment allowing the production of shows in a pandemic environment. Thus, eligible expenses include, but are not limited to, the following examples:

- Fees and services of artists and related costs
- Fees and services of other cultural workers and related costs (e.g. techs)
- Recording and streaming costs of the performance (audio and visual)
- Venue rental
- All related staging costs
- Rental of equipment, including equipment required for digital dissemination
- Transport and storage of equipment, including equipment required for digital dissemination
- Travel expenses (transportation, accommodation and meals, etc.) as per the Government of Canada's Travel Directive
- Non-capital goods and services necessary to ensure public safety and compliance with local public health guidelines, including personal protective equipment and sanitation materials
- Insurance
- Administrative expenses (15% maximum of the amount of the contribution)
- Purchase or rental of specialized equipment, such as, for examples and not limited to cameras, sound equipment and related accessories; lighting needs specific to hybrid/virtual concerts, etc.)

The CMF does not support live activities that are not aimed at the career development of a particular artist, including musicals, retrospective, tribute shows, dinner theatre, charity, or corporate shows.

Note: These eligible expenses mirror what is supported through the Support for Live Music Events initiative supported through funding announced in the 2020 Fall Economic Statement.

Element 3: Under this element, the expenses must be aligned with the objective of enhancing the promotion of Canadian artists with a greater emphasis on the marketing of their live performances. The intention of this stream is to allow artists to return on stage and therefore to rebuild their audience. Thus, eligible expenses include, but are not limited to, the following examples:

- Marketing materials – e.g. press kit, photos, posters, etc
- Media relations
- Graphic design
- Advertising (e.g. traditional media, social media, etc)
- Travel, accommodations and per diems

Ineligible expenses are:

- Expenditures associated with non-Canadian artists or international-focused elements of the project
- Fixed operation costs
- Purchase of equipment that is not required to support the COVID-19 Public Health requirements
- Merchandising
- Grant application writing services
- Exchange of services
- Audit, legal (for example, during a legal dispute) and infringement costs
- Recoverable taxes and similar charges
- Interest on late payments
- Hospitality

8. Application Process

Proceed with the following steps after you have reviewed these program guidelines. All steps must be completed before the deadline: October 21, 2021, at 5pm ET.

(a) Step 1: Prepare required documentation

- (i) Download and complete the [Application Details and Attestation](#) spreadsheet.
- (ii) Collect additional required documentation:
 - Financial statements (audited, or review engagement or notice to reader): from the last completed fiscal year (as an exception, a statement of revenues and expenses is acceptable, only for those who do not have a financial statement),
 - Incorporation documents, if not previously filed with FACTOR,
 - Concert production contracts, concert recording and broadcasting contracts, and venue rental contracts, depending on the project submitted.
 - Contracts and estimates for renovations or purchases under element 1, if applicable.
 - For artist-entrepreneurs, 2019 and 2020 concert listings; List of eligible sound recordings released since April 1, 2018
 - For artist managers and booking agents, Excel spreadsheet of artists in the company's roster, indicating whether they are Canadian or foreign artists and their activity (music, dance, comedy, etc).
 - For concert producers and promoters, Excel spreadsheet with a calendar of shows between January 2019 and March 2020, indicating whether the artists were Canadian or foreign.
 - For venues, Excel spreadsheet with a calendar of shows in 2019, indicating the type of show (music, dance, comedy, etc.) and whether the artist is Canadian or foreign.
 - For music festivals, Excel spreadsheet with artist programming for the most recent edition, indicating whether they are Canadian or foreign artists and their activity the type of performances (music, dance, comedy, etc.).
 - Void cheque to confirm banking information (provide an explanation if the name on the cheque does not exactly match the applicant name)

(b) Step 2: Submit your application online

- (i) Click <https://live.factor.ca> to provide some basic information.
- (ii) You will receive an email within minutes:
 - Reply to the email with your required documentation attached,
 - Click the unique online application link and enter your reference code, both in the email,
 - Complete the online application form, which will require you to enter some summary information from your Application Details and Attestation spreadsheet.

9. Final Report Requirements

- a) Following the end of the fiscal year (i.e. March 31, 2022) recipients of this program will be required to provide a final report including:
 - (ii) A report on activities carried out,
 - (iii) A final financial report of eligible expenses and revenues,
 - (iv) A report demonstrating meeting COVID-19 related public health and safety requirements,
 - (v) Other statistical information.

- b) FACTOR will require the applicant to submit invoices and proofs of payment. The accepted proof of payment is:
 - (i) The back and front of cancelled cheques;
 - (ii) Internet and debit card payment: bank statement showing the name of the payee;
 - (iii) Credit card payment: monthly statement showing the name of the payee;
 - (iv) Money order and postal order receipts, wire transfer and online transfer receipts.

Additional requirements could be set out related forms, agreements and FACTOR's [Business Policies](#).

If you have questions about the application process, please contact live@factor.ca.

**** Please review the Glossary and FAQ which follow below. ****

GLOSSARY

Canadian: A citizen within the meaning of the Citizenship Act or a permanent resident of Canada within the meaning of the Immigration and Refugee Protection Act.

Canadian artist: The term “Artist” refers to an artist solo performer, a musical group or collective. In the case of music publishing activities, an “artist” refers to a songwriter or composer. A group or a musical collective is considered Canadian if at least 50 % of its members including the lead singer are Canadians. In the case of an orchestra featuring no principal artist, the orchestra must be based in Canada.

Canadian sound recording: To meet Canadian content requirements, any recording of an individual track (i.e. a song) or a collection of tracks (i.e. an EP or an album), must meet the following requirements: 1- Be performed by a Canadian artist and 2- Have at least 50% of the music and lyrics written by Canadians. Exception for music “repertoire”: The music and lyrics criterion does not apply to the repertoire of classical music, traditional jazz, world music or traditional music. The sound recording must, however, be performed by Canadian artists.

Canadian-owned and controlled company:

A company...

- that is a sole proprietorship, partnership, cooperative or corporation established under the laws of Canada or a province or territory;
- whose activities are based primarily in Canada;
- whose company headquarters is based in Canada; and
- whose chairperson or presiding officer and more than half of whose directors and other similar officers are Canadian.

Corporation with share capital: Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 50 per cent plus 1 of all the issued and outstanding votes.

Corporation without share capital: Canadians beneficially own or control, directly or indirectly, interests representing in monetary value at least 50 per cent plus 1 of the total value of the assets.

Partnership, trust, or joint venture: a Canadian or Canadian corporation or any combination of the two, beneficially own or control, directly or indirectly, interests representing in value at least 50 per cent plus 1 of the total value of the assets of the partnership, trust, or joint venture, as the case may be, and the Chairperson or other presiding officers and more than half of the directors or other similar officers are Canadian.

If at any time one or more persons that are not Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the firm, the firm is deemed not to be Canadian-owned and-controlled.

FREQUENTLY ASKED QUESTIONS

1. What is the objective of Stream 2?

The aim of this funding is to cover investments needed so that domestic concerts may safely resume during the coming months. This funding allows Canadian live music companies, organizations, and artists-entrepreneurs, still facing financial pressures due to the public health directives in place, to make the necessary investments to plan and present in-person and hybrid concerts by Canadian artists, in accordance with local, provincial, and national public health directives.

2. What period is covered by the funding under Stream 2?

Funding is available for the fiscal year 2021-2022, i.e., the funding can cover eligible expenses between April 1, 2021, and March 31, 2022.

3. What is the deadline to submit an application for funding under Stream 2?

The deadline to submit an application is October 21st, 2021, at 5:00pm ET. Applications can be submitted at any time from program launch to deadline. Late applications will not be considered.

4. How much funding is available?

The total amount available for Stream 2 is \$20 million, split between the Anglophone and Francophone markets at 60% and 40% respectively.

5. How will Stream 2 funding be administered?

PCH will deliver these funds through the Canada Music Fund (CMF). FACTOR and Musicaction will administer these resources for the Anglophone and Francophone markets respectively.

6. Who can apply for funding under Stream 2?

Submitting an application does not guarantee funding.

The funding under this stream is aimed at a broader clientele, however, you must be actively developing live performance activities by Canadian artists and still facing financial pressures due to public health guidelines in place. Additionally, please note that meeting the eligibility criteria is not sufficient to receive funding. You will need to demonstrate that the proposed project clearly meets the objective of the initiative (see question 1, “What is the objective of Stream 2?”). Here are the basic and more specific criteria to apply for funding:

Basic Eligibility Criteria:

- Be Canadian-owned AND support the career development of Canadian artists and / or offer musical programming by Canadian artists.
- Demonstrate that your main activities are at the heart of the development of Canadian artists, the promotion of Canadian music content and audience development.
- Demonstrate that you play an essential role in the career development of Canadian artists.

Specific eligibility criteria by type of company and organization:

Current CMF Recipients	Artist-entrepreneurs	Live Music Venues
<ul style="list-style-type: none"> - Demonstrate that the development of Canadian artists’ live music activities is a significant part of your current operations and that you continue to face <u>financial pressures</u> due to public health 	<ul style="list-style-type: none"> - Be active and have released an eligible Canadian sound recording (individual title or collection of titles) after April 1st, 2018. - Performed on stage in 2019 or in 2020 and have had expenses of a commercial nature in 2019 or 2020 	<ul style="list-style-type: none"> • Must be permanent spaces, with infrastructure for musical performances, such as a stage, sound and lighting system, etc. • A minimum of 25% of the 2019 programming was live musical performances featuring original commercial material (musicals, tribute bands,

<p>directives in place to address the COVID-19 pandemic for <u>those activities</u>.</p> <ul style="list-style-type: none"> - Demonstrate you will present concerts this year. 	<p>(i.e., hiring musicians, service contracts to support music activities, etc.)</p>	<p>dinner-theatre, charity or corporate shows are not eligible activities for the CMF).</p> <ul style="list-style-type: none"> • At least 50% of the 2019 musical programming was performances by Canadian artists or the venue must demonstrate that it is essential in the development of Canadian artists.
---	--	--

Managers and Booking Agents	Concert Promoters and Producers	Festivals
<ul style="list-style-type: none"> • At least 50% of revenues from the last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to Canadian artists OR at least 50% of the artists on your roster must be Canadian artists. 	<ul style="list-style-type: none"> • At least 50% of revenues from your last fiscal year completed before the pandemic (or March 2020) came from music-related activities related to Canadian artists or demonstrate you have been essential in the ecosystem i.e., in the development of Canadian artists. 	<ul style="list-style-type: none"> • At least 50% of the programming in your last edition was musical performances by Canadian artists or demonstrate that the festival is essential in the ecosystem i.e., in the development of Canadian artists. <p>NOTE: The program may consider projects from not-for-profit music festivals that are mainly supported by other PCH programs (Canada Cultural Spaces Fund (CCSF), Canada Arts Presentation Fund (CAPF) and Building Communities through Arts and Heritage (BCAH)) as well as the Canada Council for the Arts (CCA) only if you present a project distinct from your regular programming from which you received funding and provided that you continue to face financial pressures due to public health directives in place to address the COVID-19 pandemic for those activities.</p>

7. If I receive regular funding through the CMF or other PCH and CCA programs, can I apply to Stream 2?

Yes, but note the following. The expenses associated with projects submitted for the three elements of Stream 2 can be linked to other CMF programs, including the Comprehensive Envelope Funding and regular individual funding programs. However, recipients of the Support for Live Music Events initiative launched in March 2021, as well as recipients of other Canadian Heritage Programs (i.e., CAPF and BCAH) and the Canada Council for the Arts will be able to submit an application to Stream 2 only if the proposed project is distinct from the projects funded through those programs.

8. I receive funding through the CMF's regular programs. Are there limits to what I can receive through Stream 2?

Yes. Stream 2 is not an automatic "top-up". You must propose a project that meets the objective of Stream 2 and you must operate within the stacking/funding limits stated under regular funding. For example, if the activity proposed under Stream 2 was already included in your business plan which was funded through Envelope Funding for Music Companies, the total funding granted under the Envelope and Stream 2 cannot account for more than 75% of all eligible expenses for your company.

9. If I applied to the CMF's Support for Live Music Events initiative and my application was unsuccessful due to lack of budget, can I apply to Stream 2 for the same project?

Yes, given the very high demand for the Support for Live Music Events initiative launched in March 2021, live concert projects that were not funded because of budget restrictions can be re-introduced, provided that the applicant still meets the eligibility criteria and that the project meets the objective of Stream 2, which is to support the investments necessary to allow the safe resumption of domestic concerts over the coming months (see question 1 "What is the objective of Stream 2?").

10. Which music companies and organizations are ineligible under Stream 2?

1. Foreign-owned music companies (firms not owned and controlled by Canadians) operating in Canada and their related associations.
2. Service companies that specialize in lighting, sound, etc. as well as those operating on the periphery of the live music sector in Canada such as companies in the fields of transportation, catering, security, ticketing, etc.
3. Radio and television broadcasters and music streaming services, including online streaming platforms.
4. Venues whose primary live music programming does not feature individual artists or help develop the careers of Canadian artists, such as, musicals, retrospective/ tribute shows, dinner theatre, charity or corporate shows, etc.
5. Venues whose regular (i.e. pre-covid) capacity is greater than 3,500.
6. Venues associated with a city/municipality or an educational institution.

11. What activities and expenses are eligible for funding under Stream 2?

Stream 2 features three main elements that are interconnected. You will only need to provide one application outlining all expenses required (Elements 1 to 3 of Stream 2) to implement the project. Here are the details of the three elements:

Element 1: Infrastructure improvements to adjust to health and safety standards for in-person concerts:

This funding will allow for infrastructure renovations or the purchase of equipment required by public health directives due to COVID-19 to resume live concert activities and thus allow you to adjust to health and safety standards in order to present Canadian artists on their stages this year. These projects could include the purchase or rental of specialized infrastructure or equipment.

Expenses

This funding cannot be used for renovating the facility for the purpose of regular maintenance of the venue. The expenses for this element must be aligned with the objective of providing a space for audiences based on the public health measures put in place by authorities. Thus, eligible expenses could include, but are not limited to the following examples:

- Purchase of equipment to improve or measure air quality
- Rental of equipment to improve or measure air quality
- Purchase of equipment to meet social distancing requirements
- Rental of equipment to meet social distancing requirements
- Purchase of specialized equipment
- Rental of specialized equipment
- Labour related to infrastructure work
- Labour related to the use of specialized equipment
- Engineering costs
- Permits

Element 2: Support for in-person and hybrid concerts

This funding will support the presentation of concerts by Canadian artists. Applications for in-person-only concerts will be accepted; funding would also support the production and planning of hybrid concerts and virtual-only events, to maximize the reach of live performances in the face of reduced venue capacity due to public health directives.

Expenses

The CMF does not support live activities that are not aimed at the career development of a particular artist, including musicals, retrospective, tribute shows, dinner theatre, charity, or corporate shows. Thus, under this

element, the expenses must be aligned with the objective of presenting in-person and hybrid concerts and could include the purchase or rental of specialized equipment allowing the production of shows in a pandemic environment. The eligible expenses include, but are not limited to, the following examples:

- Fees and services of artists and related costs
- Fees and services of other cultural workers and related costs (e.g. techs)
- Recording and streaming costs of the performance (audio and visual)
- Venue rental
- All related staging costs
- Rental of equipment, including equipment required for digital dissemination
- Transport and storage of equipment, including equipment required for digital dissemination
- Travel expenses (transportation, accommodation and meals, etc.) as per the Government of Canada's Travel Directive
- Non-capital goods and services necessary to ensure public safety and compliance with local public health guidelines, including personal protective equipment and sanitation materials
- Insurance
- Administrative expenses (15% maximum of the amount of the contribution)
- Purchase or rental of specialized equipment, such as, for examples and not limited to cameras, sound equipment and related accessories; lighting needs specific to hybrid/virtual concerts, etc.)

Element 3: The presentation and promotion of Canada artists' live performances to help rebuild their audiences

For much of the pandemic, artists have been unable to perform in front of audiences due to public health restrictions. This element will provide funding to enhance the promotion of Canadian artists, including a greater emphasis on the marketing of their live performances.

Expenses

The expenses must be aligned with the objective of enhancing the promotion of Canadian artists with a greater emphasis on the marketing of their live performances. The intention of this stream is to allow artists to return on stage and therefore to rebuild their audience. Thus, eligible expenses include, but are not limited to, the following examples:

- Marketing materials – e.g. press kit, photos, posters, etc
- Media relations
- Graphic design
- Advertising (e.g. traditional media, social media, etc)
- Travel, accommodations and per diems

Ineligible expenses are:

- Expenditures associated with non-Canadian artists or international-focused elements of the project;
- Fixed operation costs;
- Purchase of equipment that are not required to support the COVID-19 Public Health requirements (such as, for example: computers, etc.)
- Merchandising;
- Grant application writing services
- Exchange of services
- Audit, legal (for example, during a legal dispute) and infringement costs
- Recoverable taxes and similar charges
- Interest on late payments
- Hospitality

12. Are international activities eligible?

No. The objective of Stream 2 is to help ensure that domestic concerts may safely resume during the coming months. (see question 1 "What is the objective of Stream 2"). As such, non-Canadian activities and expenses are ineligible.

13. How do I apply for funding under Stream 2?

You will need to complete an application containing all funding requirements along with a description of the project. Certain information is specifically required for each of the three elements:

- Element 1:
 - Demonstration of the need by the applicant and what the result will be (e.g. improving air quality, increased space for social distancing to maximize the capacity allowed etc.)
- Element 2:
 - Rationale about why the purchase is necessary and what the result will be (e.g. acquiring this material would allow the concerts to be promoted to a wider audience, etc.)
- Element 3:
 - The quality of the project and the impact it can have on the artist's career
 - The quality of the promotional strategy put forward
 - Budgetary feasibility, including taking into account the financial risks associated with the current situation such as, for example, the limited capacity of live music venues.

Your application must include a number of required documents. See program guidelines for full details.

Through the application form, you will have to attest to the following:

- Not having applied to the other federal programs or provincial/municipal programs overlapping and covering the same expenses (double financing of the same expenses) AND that the project is distinct from those funded under the Support for Live Music Events initiative or distinct from the regular funding for the not-for-profit music festivals that are mainly supported by other PCH and CCA programs.
- Acting in compliance with applicable statutes, laws, bylaws, regulations, orders, codes, standards, directives, and guidelines governing the activities for which funding is being sought, including those related to public health and safety due to the COVID-19 pandemic.
- All rights, among others licensing fees for rightsholders, are respected, including rights related to the broadcasting and/or commercialization of the recording of the event.

14. Do I have to demonstrate meeting criteria related to Canadian artists?

Applicants must attest that they meet the Stream 2 guidelines, this includes the minimum requirements by each type of company and organization related to Canadian artists which are detailed in the eligibility criteria. Particular details will be required depending on the type of company. See program guidelines for full details.

15. If a supporting act / opening artist is Canadian, does that performance count towards the 50% minimum criteria for performances by Canadian artists?

Yes. When assessing whether you meet this criteria, take into account every Canadian artist that performed, regardless if they were the headliner or support.

16. How will applications be assessed?

Applications are assessed taking into account the quality of the project and the impact it may have on the artist's career and the employment of technicians and other supporting cultural workers and service providers. Further, budget realism will be assessed, including taking into account the financial risks associated with the current situation, such as, for example, the limited capacity of live music venues.

17. How will the Stream 2 funding be distributed?

Funding will be granted competitively among applicants. Given that applicants are expected to vary considerably in size and scope, funding maximums and minimums will be developed based on the industry needs.

Total government funding cannot exceed 100% of expenses and is subject to availability of funds.

Submitting an application does not guarantee funding.

18. What are your reporting requirements for funding under Stream 2?

If your application is approved, you will need to present an activity report and a final financial report, which will make it possible to assess the use and impact of the financial contribution. This report will have to include a confirmation of the use of funds (ex. funding was used to carry out XYZ activities) and a cash flow of expenses incurred and revenues for the fiscal year 2021-2022.

19. Where can I get more information?

FACTOR:

<https://www.factor.ca/live>

Musicaction:

<http://musicaction.ca/>
