



ONTARIO | ONTARIO
CREATES | CRÉATIF

ONTARIO MUSIC INVESTMENT FUND

Live Music 2020-2021

Webinar presented by: Ward Dilse & Michelle Holtzkenner
Monday, November 9 from 2:00 pm – 3:00 pm

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OUTLINE

- Overview
- Key Program Goals
- OMIF Stream Objectives
- Applicant Eligibility
- Funding Levels & Deadlines
- Eligible Activities & Costs
- Application Materials & Process
- Assessment Criteria
- Tips & Advice
- Q&A

OVERVIEW: ONTARIO MUSIC INVESTMENT FUND

Provides targeted economic development investment to the province's vibrant and diverse music industry

Supports Ontario music companies with strong growth potential to maximize return on investment

OMIF

Creates more opportunities for emerging artists to record and perform in Ontario

Streams:
Music Creation
Music Industry Initiatives
Live Music

KEY PROGRAM GOALS

- Focus resources on music companies with strong growth potential by:
 - Providing investment to drive long-term growth; and,
 - Maximizing ROI and enhancing opportunities for emerging talent.
- Strengthen support at critical stages in the careers of artists.

ANTICIPATED OUTCOMES:

OMIF funding is focused on:

- Optimizing revenue, profits, job creation, private investment and tax revenue.
- Production of intellectual property (content) which may be owned and consumed domestically and exported, leading to sustained revenues and jobs in the province.
- Increasing the profile and prestige of Ontario on the world stage as the next generation of breakthrough artists are discovered and developed to their full potential.

OMIF STREAM OBJECTIVES

MUSIC CREATION:

- Supporting businesses that take risks discovering and developing talent – particularly emerging artists – and bringing it to market through recording and production, marketing and promotion, touring and showcasing, and publishing (launched May 29)

MUSIC INDUSTRY INITIATIVES:

- Supporting collective industry initiatives to undertake professional development/training and export activities, conduct industry analysis/data gathering and build regional capacity (launched June 18)

LIVE MUSIC:

- Supporting businesses and organizations that produce or promote live music events featuring Canadian artists including eligible music festivals and concert series (launched October 29)

COMMITMENT TO DIVERSITY & INCLUSION

- Ontario Creates values and supports diversity and gender parity within the creative industries. Applications that represent and reflect Francophone, Indigenous, culturally and otherwise diverse members of Ontario's music industry will be considered as part of the application assessment.

EXCEPTIONS:

- **Exceptions** to the eligibility requirements may be considered for applications from companies that are led by BIPOC (Black, Indigenous, People of Colour) or Francophone individuals and applicants that otherwise meet the provincial definition of diversity.

LIVE MUSIC

WHO CAN APPLY?

- Domestic Music Promoters and Presenters (including festivals) with revenues under \$1M
- Domestic Music Promoters and Presenters with revenues over \$1M who do not meet eligibility criteria for Celebrate Ontario
- *Applicants with revenues under \$1M who meet the eligibility criteria for OMIF as well as Celebrate Ontario may not receive funding from both programs for the same festival/activity.*
- *Applicants with revenues over \$1M who meet the eligibility criteria for Celebrate Ontario are NOT eligible to apply for OMIF.*

WHO CAN APPLY?

In addition, all eligible applicants must:

- Have revenues of \$25,000 or more from core business activities
- Be incorporated in Canada and be in operation for at least two years
- Have a head office in Ontario
- Have key management personnel who are Canadian citizens or permanent residents of Canada living in Ontario
- Be in good standing with Ontario Creates at time of application
- Be a music company!

NOTE: First-time applicants and applicants intending to apply to both OMIF and Celebrate Ontario ***MUST*** contact the Ontario Music Office in advance of the deadline to discuss eligibility.

DEADLINES & FUNDING LEVELS

Deadline: Wednesday, December 16, 2020 by 5 pm

Activity Window: December 1, 2020 - November 30, 2021

Maximum Funding Request: \$125,000*

Maximum OMIF contribution: 50% of the total budget

*Applicants may request up to 40% of company's two-year average revenues

ELIGIBLE ACTIVITIES & COSTS

- Canadian artist fees (All artists must be remunerated for performances)
- Venue or site rental
- Production
- Ontario-based techs, security and other crews
- Live-streaming and virtual performances
- Advertising and marketing
- Onsite signage and stage dressing
- Administrative/Overhead costs (Staff salaries, office space, equipment – be specific)
- Business development/capacity building initiatives (Strategic Planning, training)

COVID-19

- Activities may address COVID-19 responses, in keeping with program objectives
- As the situation evolves, successful applicants may make activity changes as necessary
- The assessment process will take into account the importance of resilience and sustainability
- Applicants are encouraged to develop their projects and activities in light of the constraints of COVID-19 and to provide contingency plans.

APPLICATION MATERIALS & PROCESS

Available through Ontario Creates' Online Application Portal

apply.ontariocreates.ca

Sections include:

1. Company Information
2. Applicant Details
3. Business Plans (mandatory for applicants requesting \$50,000 or more)
4. Activities
5. Acknowledgement of Insurance Coverage Requirement

APPLICATION MATERIALS & PROCESS

Available through Ontario Creates' Online Application Portal
apply.ontariocreates.ca

Summary of Supporting Documents (Section 6):

- Activity Budget Template
- Company Budget
- Operating Budget (if different from above)
- Business Plan
- Articles of Incorporation
- Financial Statements
- Back up (supporting) documentation (optional)
- Related Party Transaction form
- Applicant Declaration

Email **applyhelp@ontariocreates.ca** for technical support

ACTIVITY BUDGET TEMPLATE

2020-21 ONTARIO MUSIC INVESTMENT FUND (OMIF) LIVE MUSIC FINANCING PLAN		
Organization Name:		
Instructions:	- Please complete GREEN cells.	
OMIF REQUEST ELIGIBILITY		
APPLICANT REVENUES	AMOUNT	TEST
Gross revenue for most recently completed fiscal year (as taken from your company's financial statements)		
Gross revenue for previously completed fiscal year (as taken from your company's financial statements)		
TWO-YEAR AVERAGE REVENUE		
40% OF TWO-YEAR AVERAGE REVENUE		
APPLICANT'S MAXIMUM OMIF REQUEST		
FINANCING PLAN		
FINANCING SOURCES	AMOUNT	DESCRIPTION
SELF-FUNDED		
PRIVATE FINANCING		
IN-KIND OR DONATED SERVICES		
OTHER GOVERNMENT FUNDING (CONFIRMED)		
OTHER GOVERNMENT FUNDING (PENDING)		
OMIF REQUEST		
TOTAL BUDGET	\$ -	

ACTIVITY BUDGET TEMPLATE

Company X

APPLICANT REVENUES	AMOUNT
Gross revenue for most recently completed fiscal year (as taken from your company's financial statements)	\$ 50,000.00
Gross revenue for previously completed fiscal year (as taken from your company's financial statements)	\$ 75,000.00
40% OF TWO-YEAR AVERAGE REVENUE	\$ 25,000.00
APPLICANT'S MAXIMUM OMIF REQUEST	\$ 25,000.00

Sample of calculator in Financing Plan tab of Activity Budget template, which will help calculate applicant's maximum OMIF request amount (based on revenue figures entered by applicant).

ACTIVITY BUDGET TEMPLATE

OMIF REQUIREMENTS
10% MINIMUM: Self-funded amount from the applicant must be at least 10% of the total projected budget.
25% MINIMUM: Minimum cash contribution (self-funded/private financing) from applicant.
25% MAXIMUM: In-kind services cannot exceed 25% of the total projected budget.
TEST: In-Kind or Donated Services (<i>Financing Plan</i> tab) must EQUAL Total of All In-Kind Expenses (<i>Budget Summary</i> tab).
50% MAXIMUM: Total funding from all public (i.e. OMIF, other gov't) sources cannot exceed 50% of the total projected budget.
50% MAXIMUM: OMIF Request amount cannot exceed 50% of the total projected budget.
40% MAXIMUM: OMIF Request amount cannot exceed 40% of applicant's two-year average revenue figure.
TEST: OMIF Request amount (<i>Financing Plan</i> tab) must EQUAL OMIF Request amount (<i>Budget Summary</i> tab).
TEST: Total Budget (<i>Financing Plan</i> tab) must EQUAL Total Expenses (<i>Budget Summary</i> tab).

ACTIVITY BUDGET TEMPLATE

FINANCING ELIGIBILITY		
FINANCING SOURCES	PERCENTAGE	TEST
SELF-FUNDED	48.72%	PASS
PRIVATE FINANCING	2.56%	
IN-KIND OR DONATED SERVICES	5.13%	PASS
OTHER GOVERNMENT FUNDING (CONFIRMED)	0.00%	PASS
OTHER GOVERNMENT FUNDING (PENDING)	0.00%	
OMIF REQUEST	43.59%	PASS
TOTAL BUDGET	100%	PASS

ACTIVITY BUDGET TEMPLATE

FINANCING ELIGIBILITY		
FINANCING SOURCES	PERCENTAGE	TEST
SELF-FUNDED	17.95%	FAIL
PRIVATE FINANCING	2.56%	
IN-KIND OR DONATED SERVICES	35.90%	FAIL
OTHER GOVERNMENT FUNDING (CONFIRMED)	0.00%	PASS
OTHER GOVERNMENT FUNDING (PENDING)	0.00%	
OMIF REQUEST	43.59%	PASS
TOTAL BUDGET	100%	PASS

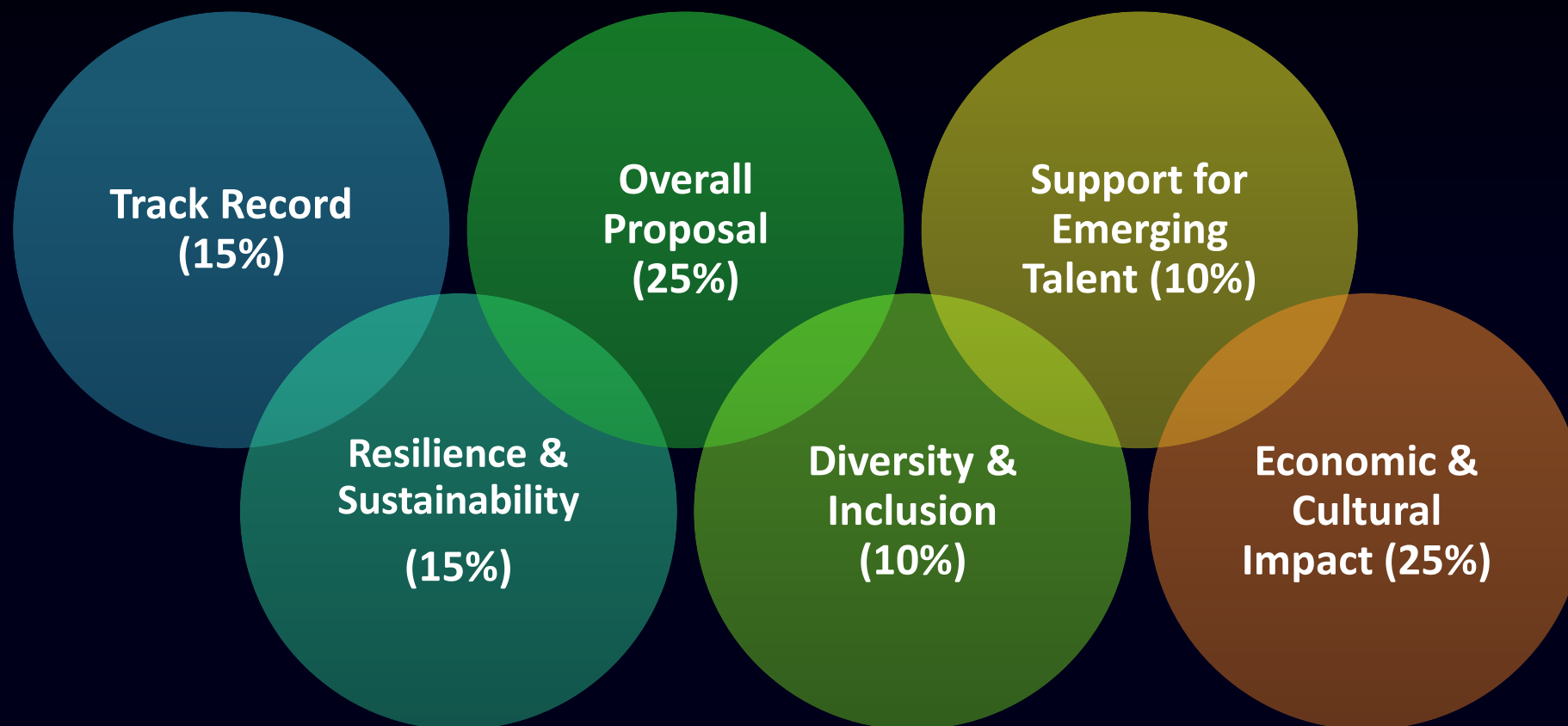
BUSINESS PLANS

A Business Plan is required for applicants requesting \$50K or more.

Business Plans must contain, at minimum:

- Applicant profile
- Company Strategy
- Overview of business activities
- Company S.W.O.T. analysis
- A case for OMF funding

ASSESSMENT CRITERIA



TIPS & ADVICE

- Read the guidelines, FAQs and application requirements thoroughly
- Be realistic with your funding request
- Sell your unique business case
- Know your competition (and let us know that you know)
- Include measurable targets/outcomes resulting from activities
- Don't make assumptions
- Be transparent - don't be afraid to address obstacles & challenges
- Double-check your work
- Be concise and specific

CONTACT US

Ontario Music Office

omo@ontariocreates.ca

Deadline:

Wednesday, December 16 by 5 pm

Program Coordinators

416-572-0436 or 416-642-6696



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