

# 2022-23 ONTARIO MUSIC INVESTMENT FUND MUSIC INDUSTRY INITIATIVES PROGRAM GUIDELINES: Global Market Development for Music Managers

## TABLE OF CONTENTS:

|   |    |
|---|----|
| 1. Overview: Ontario Music Investment Fund                    | /2 |
| 2. Introduction: Global Market Development for Music Managers | /3 |
| 3. Deadlines & Funding Levels                                 | /4 |
| 4. Eligible Applicants  | /4 |
| 5. Eligible Activities & Costs                                | /5 |
| 6. Budget Requirements  | /5 |
| 7. Application Process  | /6 |
| 8. Assessment Criteria  | /6 |
| 9. Successful Applicants                                      | /8 |

## 1. [Overview: Ontario Music Investment Fund](#)

The Ontario Music Investment Fund (OMIF) is designed to provide targeted economic development investment to the province's vibrant and diverse music industry.

Program Objectives:

- OMIF supports Ontario music companies with strong growth potential to maximize return on investment (ROI), and create more opportunities for emerging artists to record and perform in Ontario.

Key program goals:

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

The program's three streams are tailored to different parts of the industry:

- **Music Industry Initiatives:** supporting industry organizations that undertake professional development/training and export activities, conduct industry analysis/data gathering and build regional capacity.
  - Eligible applicants include music industry trade associations and music service organizations.
  - Export/market development funding available for music managers.
- **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.
  - Eligible applicants include domestic and multinational record labels, and domestic music publishers.
- **Live Music:** supporting businesses and organizations that produce or promote live music events featuring Canadian artists including eligible festivals and concert series.
  - Eligible applicants include live music promoters and presenters.

Anticipated Outcomes:

- Focused targeting of funding to optimize 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.
- Increased profile and prestige of Ontario on the world stage as the next generation of breakthrough artists are discovered and developed to their full potential.

### Diversity, Gender Parity, Accessibility, and Respectful Workplaces

Ontario Creates values and supports diversity and gender parity at all levels and business roles within creative industries. We acknowledge that many communities continue to face systemic barriers, preventing them from participating meaningfully in these industries. Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support, reflect, and strengthen diversity and gender parity in Ontario are expected to tangibly demonstrate a genuine and sustained commitment to

these equity-seeking communities\*. Ontario Creates encourages applications from companies that are led by BIPOC (Black, Indigenous, or People of Colour) or Francophone individuals and applicants that otherwise meet the provincial definition of diversity.\*\*

Ontario Creates is committed to fostering respectful workplaces in all sectors and companies we support. Please see [Program Policies](#) for more details, including required respectful workplace Applicant Affidavit.

Ontario Creates welcomes applications from people with disabilities, people who are deaf, and people who have barriers to accessing technology. If you would like to request an alternative process or format for submitting an application, or request funds (up to \$500 per application) towards service providers to assist with your application, please contact the relevant Program Consultant a minimum of four weeks before the deadline. Support for application assistance is also available to First Nations, Inuit or Métis applicants facing language, geographic and/or cultural barriers. Services may include, but are not limited to, assistance to create an account and navigate the Online Application Portal; transcribe/edit/organize/translate application materials; complete and submit application materials.

*\* Equity seeking communities are those that face significant collective challenges in participating in society. This marginalization may be caused by, but not limited to, attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status. Equity-seeking communities identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation.*

*\*\* The provincial definition of diversity states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.*

The following guidelines outline the eligibility requirements and application details for the **Music Industry Initiatives: Global Market Development for Music Managers** stream of the OMIF.

## [2. Introduction: Global Market Development for Music Managers](#)

**Music Industry Initiatives: Global Market Development** for Music Managers provides eligible music management companies with funding to participate in national and international activities that correspond to a strategy for company growth. These activities must produce measurable business and market development results for the participating company (sales, financing, licensing and/or publishing deals, audience awareness, media coverage, partnership development, etc.). Primary activities supported are market event attendance and targeted business travel activities that support the market development strategy.

Please see section 9 for important information on insurance and contract requirements for successful applicants.

### 3. [Deadline & Funding Levels](#)

The deadline for complete submissions is **Thursday, June 16, 2022 at 5:00 pm ET**, through the Ontario Creates Online Application Portal (OAP). Applications and documentation received after this deadline will not be considered.

Decisions will be communicated to applicants in late summer 2022.

Music Industry Initiatives: Global Market Development for Music Managers will provide up to **\$10,000** capped at 50% of a participating company's eligible expenses to engage in business travel and market development activities between **August 1, 2022 and July 31, 2023** as part of a comprehensive export development plan.

### 4. [Eligible Applicants](#)

This program is open to music management companies that are primarily engaged in representing or managing musicians and musical groups.

In order to be eligible, applicants must demonstrate the following general criteria:

- Be incorporated in Ontario or federally (or prepared to incorporate immediately if the application is successful);
- Have a permanent establishment in Ontario which serves as head office and base of operations (i.e. applicant is eligible to pay corporate income taxes in Ontario; and Ontario address is listed as head office in T2 filing);
- Be Canadian-owned and controlled, as defined in the Investment Canada Act (Canada);
- Have key management personnel who are Canadian citizens or permanent residents of Canada living in Ontario;
- Be financially solvent and an ongoing entity;
- Be able to demonstrate that they have had a permanent establishment in Ontario for at least one year prior to the deadline; and
- Be in good standing with Ontario Creates at time of application.

In addition, music management companies must:

- Have core business activities that:
  - guide the professional careers of artists in the domestic and international entertainment industry by overseeing their day-to-day business affairs;
  - advise and counsel artists concerning professional matters, long-term plans and strategic decisions which may affect their career; and
  - engage in marketing, promotion and consulting on all facets of an artist's career.
- Have minimum annual revenues of \$25,000 from core business activities as a music manager;
- Be managing at least two artists (although exceptions may apply to managers with one artist should the artist's career be at an advanced, international level);
- Have a current artist roster that is at least 50% Canadian; and
- Manage at least one artist with commercial release within the last 24 months.

First-time applicants **are strongly encouraged to** contact the Ontario Music Office (OMO) a minimum of two weeks ahead of the application deadline to discuss their eligibility. Applicants that fail to do so may have their application deemed ineligible/incomplete if eligibility is not clearly established in the application.

**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 (see page 8). If applicable, please contact the Ontario Music Office a minimum of two weeks prior to the application deadline to discuss.

## 5. Eligible Activities & Costs

Eligible export and market development activities include attendance at key industry markets and events, global audience development initiatives, planned sales and business trips to key territories to meet with identified leads and/or participate in trade missions organized by industry associations.

Activities supported through this program must contribute to the applicant's business and market development goals related to artist and company growth.

Companies may receive funding to attend the same activity year-over-year provided that they can demonstrate that they are pursuing new business and market development objectives. In such instances, companies must provide a case for further support and be able to demonstrate progress made with respect to business and market development objectives for relevant projects.

The number of eligible program activities is capped at five. Ontario Creates reserves the right to only relate to a portion of the business and market development plan submitted by the applicant company.

## 6. Budget Requirements

Companies must complete the budget template summarizing all eligible expenses including:

- *Market Costs* - Including registration and participation expenses.
- *Travel Costs* - Including flight and local transportation. Air travel should be budgeted at economy rates and should reflect the costs of booking at least 30 days in advance of travel.
- *Accommodation Costs* - Hotel expenses should be at moderate per night rates and should reflect the average for the travel destination/activity. Approval at the application stage is required.
- *Per Diems* - Capped at C\$75/day for domestic travel and \$100/day for international travel (including daily meals and incidentals).
- *Marketing Costs* - Including design, production and shipping material specifically created for the proposed activities.

For budgeting purposes Ontario Creates will cover arrival the day prior to and departure the day after an event. Any additional time at an event must be addressed in the application and a rationale provided.

While companies may be incurring additional expenses that do not correspond with the categories above, these costs should not be included in the budget. The amount of the Ontario Creates contribution will be based only on the eligible expenses listed above. Expenses that are considered ineligible for the purpose of this program include:

- hospitality and entertainment costs;
- core business costs such as design and printing of business cards;
- communications costs such as mobile phone fees, long distance fees, etc.; and
- costs associated with ineligible company representatives and additional representatives over and above the cap for this program.

Companies are advised that if they are participating in activities that are supported by other government agencies and industry associations certain expenses may not be eligible for inclusion in the Global Market Development stream budget. Companies should speak with the organizers of these events to determine specific requirements for creating their budget for these activities.

All eligible expenses included in the budget must be reasonable and appropriate as determined by Ontario Creates. Ontario Creates reserves the right to request changes to the budget submitted by the applicant company as part of their application to conform to the above guidelines. A cost report is required on conclusion of the program and significant deviations from the approved budget may be disallowed unless previously approved by Ontario Creates.

## 7. Application Process

Applicants must submit their applications electronically through the Online Application Portal (OAP) at <https://apply.ontariocreates.ca/>.

Applicants that do not have a user account on OAP, should go to <https://apply.ontariocreates.ca/> and click on “Register”. For assistance, please see Ontario Creates’ website for the “OAP Quick Start Guide”. For technical assistance, please contact the OAP Help desk at [applyhelp@ontariocreates.ca](mailto:applyhelp@ontariocreates.ca).

A complete list of required application materials is outlined in the application form on the OAP.

## 8. Assessment Criteria

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 proposed activities with respect to the program guidelines and evaluation criteria.

The number of applicants that will receive funding and the amount of funding awarded is dependent on the quantity and quality of the activities selected, and the individual needs of each applicant.

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

|   |            |
|---|------------|
| <p><b>Track Record</b></p> <ul style="list-style-type: none"> <li>• Degree to which the applicant demonstrates that it has the track record and organizational capacity to effectively execute the activities</li> <li>• Includes an assessment of global market readiness, prior results and previous performance in Ontario Creates programs</li> <li>• Presence of diversity among senior leadership, staff, or contract employees, particularly underrepresented communities within the music industry</li> </ul>   | <p>30%</p> |
| <p><b>Overall Proposal</b></p> <ul style="list-style-type: none"> <li>• Thoroughness of the applicant’s description of the proposed activity and its anticipated results</li> <li>• Suitability of proposed activities</li> <li>• Feasibility of the timeline, budget, and financing plan objectives for proposed activities</li> <li>• Viability of company’s business and market development plan</li> <li>• Demonstration of thoughtful consultation, collaboration, and participation of equity-seeking communities, particularly underrepresented communities within the music industry</li> <li>• Degree to which diversity is reflected within the roster</li> </ul> | <p>25%</p> |
| <p><b>Economic &amp; Cultural Impact</b></p> <ul style="list-style-type: none"> <li>• Degree to which expected global market development results are well documented in the application, including a description of tangible, measurable, and realistic results and a clear explanation of anticipated return on investment (ROI)</li> <li>• Applicant’s potential to achieve measurable critical and/or commercial success</li> </ul>  | <p>25%</p> |
| <p><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Extent to which the application demonstrates forward-thinking strategic planning and focus on long-term growth and sustainability</li> </ul>  | <p>15%</p> |
| <p><b>Emerging Artists</b></p> <ul style="list-style-type: none"> <li>• Degree of support activities provides for emerging artists</li> </ul>   | <p>5%</p>  |

\* The provincial definition states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Applicants are encouraged to be specific and include anticipated measurable results in their application. Quantitative and qualitative measures include, but are not limited to, estimates of the following:

- financial impact (revenue, sales etc.);
- audience awareness;
- territories reached;
- business connections (name of individual(s) and company);
- traditional media coverage;
- social media impact;
- partnership development;
- artist bookings;
- showcase opportunities; and
- deals secured.

All Ontario Creates decisions are final. Ontario Creates reserves the right to alter program guidelines with general public notice to all potential applicants and to refuse any application for any reason. The number of awards and amount awarded is contingent on confirmation of Ontario Creates' annual budget. Ontario Creates 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 Ontario Creates Funds are to be directed to Ontario Creates staff only.

## 9. [Successful Applicants](#)

Participating companies are responsible for making all arrangements for travel, registration and accommodation as required for the activity plan outlined in their application.

Successful applicants will receive funding installments during the course of their activities, triggered by meeting pre-determined milestones and deliverables, which are based on the company's activities and timelines. Generally, the following milestones will trigger payments:

- Execution of the Ontario Creates transfer payment agreement; and
  - Delivery of the completed activities and all deliverables outlined in the funding agreement.
- **Agreement** - On acceptance into the program, the recipient company will be required to sign an Ontario Creates Transfer Payment Agreement (TPA) covering the terms of their participation in the program including providing Ontario Creates with permission to use the project and delivery materials for promotional purposes. A copy of this agreement can be found in the [Program Policies document](#). Recipients may not amend the TPA template.

- **Insurance** - Recipient 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. Ontario Media Development Corporation (Ontario Creates' legal name) and Her Majesty the Queen in right of Ontario need to be named as additional insureds on all policies. Please budget accordingly. Additional information on insurance requirements is available on request.
- **Reporting** - Final and follow-up reports must include an assessment of business and market development results to date and a comparison of actual results with those proposed in the participating company's application. Further report criteria is outlined in the Ontario Creates agreement. A follow-up report may also be required six months to one year after the conclusion of the program that summarizes results of your company's international business and global market development activities. This report is not tied to a payment but failure to respond to requests for this report will have an impact on a company's eligibility to receive further support from Ontario Creates programs.
- **Cost Reports and Receipts** - A cost report is required as part of the final report. Ontario Creates reserves the right to request receipts to demonstrate actual expenses incurred by participating companies.

**For more Information:**

General program inquiries should be directed to [omo@ontariocreates.ca](mailto:omo@ontariocreates.ca).

---

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.  
[ontariocreates.ca](http://ontariocreates.ca)