



2021-22 ONTARIO MUSIC INVESTMENT FUND MUSIC INDUSTRY INITIATIVES GUIDELINES

Ontario Creates understands that COVID-19 has created many challenges across the creative industries. Please note:

- Activities may address necessary COVID-19 responses, in keeping with the program objectives. Organizations will be permitted to budget funds for operations-related costs, including salaries related to COVID-19 impact mitigation. Activity outcomes should account for these types of expenses.
- As the COVID-19 situation evolves, successful applicants will be permitted to make activity changes as necessary, by prior arrangement with Ontario Creates

Please contact the Ontario Music Office to discuss the specifics of your circumstances and deliverables.

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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:

- 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.
- Strengthen support at critical stages in the careers of artists.

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 music festivals and concert series.
 - Eligible applicants include live music promoters and presenters.

* Beyond these program streams, the OMIF will consider strategic support for non-conforming projects that are time-limited and have a high impact on the broader Ontario music industry. Interested applicants must contact the Ontario Music Office (OMO) a minimum of three weeks ahead of the application submission to discuss eligibility.

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 please contact the relevant Program Consultant a minimum of four weeks before the deadline.

** 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** stream of the OMIF.

[2. Introduction: Music Industry Initiatives](#)

The OMIF **Music Industry Initiatives** (MII) stream provides support to Ontario's established music trade associations and service organizations to offer initiatives, events and activities that strengthen, support and stimulate the economic and cultural growth of Ontario's music industry.

MII will provide funding to successful applicants that engage in strategic and collective initiatives with long-term impacts on growth and sustainability in the music sector by building market share, sales, innovation and regional capacity. Eligible activities include: professional development, training, business analytics and export activities (including showcasing Ontario talent).

Support is also available for music managers engaging in export/international business development activities. For more information, see the guidelines for [Music Industry Initiatives: Global Market Development for Music Managers](#).

Funding is provided in the form of direct grants towards the costs of eligible activities. Funding may not exceed 50% of the total approved budget. Applicants must demonstrate clear, measurable outcomes which align with the objectives of the Music Industry Initiatives stream. Exceptions may be considered on a case-by-case basis; however, applicants bringing a higher percentage of non-government funding will be considered more favourably.

[3. Deadline & Eligible Activity Window](#)

The OMIF Music Industry Initiatives stream has a continuous application intake: Applications may be submitted **from program launch until October 28, 2021 by 5:00 PM ET**.

- **NEW:** Activities must take place within a (maximum) 12-month spending window between **July 1, 2021 – December 31, 2022**
- **NEW:** Spending may commence once an application has been submitted (at applicant's own risk), provided a valid certificate of insurance is in place
- For activities that are event-based (e.g. showcases, conferences, public-facing training programs) applications must be submitted a minimum of eight weeks in advance of the event

Applicants may submit more than one application to this program, provided the total funding request does not exceed the total eligible funding amount (\$300,000).

The activity/spending window will commence on the date that the first expenditure is incurred for activities related to the submitted application. Please see the [FAQs](#) (on the Music Industry Initiatives page) for more details and examples that demonstrate the options available to applicants in terms of the starting and ending dates for activities.

Applicants will receive a response within 8-10 weeks of their submission; however, applications submitted after October 1, 2021 will be reviewed along with those received on the final program deadline.

[4. Eligible Applicants](#)

Music Industry Trade Associations and Music Service Organizations

Music Managers: Please see Music Industry Initiatives: Global Market Development for Music Managers.

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 in operation for at least two years prior to application; and
- Be in good standing with Ontario Creates at time of application.

In addition, Music Industry Trade Associations and Music Service Organizations must:

- Serve Ontario artists, companies, and entrepreneurs working in the music industry;
- Be engaged in music-related activities in Ontario (may also be engaged at the national level);
- Demonstrate expertise and experience in supporting the industry through the delivery of activities or programming; and
- Be a non-profit Canadian organization (registered in Canada with a majority Canadian board of directors).

Not-for-profit national organizations offering significant benefit to Ontario participants/music industry will have eligibility determined via membership base. At least 50% of a national organization's membership must be Ontario-based.

The following entities are **not** eligible to apply for funding in this stream:

- Music Festivals;
- Federal, provincial, municipal governments and/or their agencies; and
- Universities, Colleges and/or Training institutions.

Note: Music managers are not eligible for activities outlined in these guidelines, but may apply for funding in the [Music Industry Initiatives: Global Market Development for Music Managers](#) stream.

Exceptions to the eligibility requirements may be considered for:

- Incorporated for-profit companies whose primary purpose is to plan, develop, market and stage events, conferences and workshops that provide professional development and networking opportunities for music industry professionals in Ontario. Eligible companies must take the primary business risk in developing and staging these activities.
- BIPOC- (Black, Indigenous, People of Colour) or Francophone-focused organizations and applicants that otherwise meet the provincial definition of diversity (see page 11).

First-time applicants and those seeking exceptions **must** contact the Ontario Music Office (OMO) a minimum of three weeks ahead of the application submission to discuss their eligibility.

5. [Funding Levels](#)

Eligible applicants may apply for a maximum of **\$300,000** per funding cycle. The minimum OMIF amount that can be requested is \$10,000.

Funding is provided in the form of direct grants towards a share of the costs of eligible activities. Contributions are non-refundable except in the case of recipient default. The OMIF contribution may not exceed 50% of the total approved budget. Total funding from all government sources must not exceed 75%.

Given the challenges created by COVID-19, Ontario Creates will provide flexibility to the extent possible. Applicants seeking an exception to the 50% OMIF threshold should contact the Ontario Music Office for more information.

6. [Eligible Activities & Costs](#)

The OMIF will support new activities, and expanded and/or enhanced approaches to activities that contain the following elements:

- **Strategic Development:** support to music organizations to develop new strategic initiatives to address challenges and opportunities for stakeholder groups, and/or address specific environmental changes, and activities that contribute to the capacity of the Applicant.
- **Professional Development:** support to develop and implement business learning opportunities for the music sector (such as developing new components for existing conferences (including virtual/online offerings); presenting a regional industry conference; providing online training resources).
- **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. Possible activities could include marketing through new channels, exploiting new geographic targets, and expanding promotional focus on specific and/or under-represented genres.
- **Digital Innovation:** support for new initiatives that provide resources, develop tools (including data analytics), or leverage digital platforms to raise the profile and economic impact of Ontario music.
- **Skills Development:** support for business development and training initiatives delivered by music industry associations/organizations targeted at professional artists, technical/business staff and owner/managers.

Applicants proposing a higher percentage of Ontario-based expenses will be considered more favourably, as will applicants who invest in increasing opportunities for emerging artists to achieve success.

Eligible Administrative & Overhead Costs

- Costs for items such as staff salaries, office space and corporate services that are directly used in the delivery of the planned activities (to a maximum of 25% of the total activity costs).

Eligible Labour Costs

- The cost of a new position that is being created as a result of the proposed activity (salaried or contract) may be included as a distinct line item in the activity budget. A portion of salaries for existing staff that are assigned to work on the proposed activities may be included as part of the “administrative costs” section of the budget. If such positions are intended to continue beyond the initial OMIF-supported period, the application must provide a rationale for how the position will be sustained.

Eligible Capital Costs

- Budget allocations towards capital expenditures such as the purchase of equipment, materials and/or software are eligible if required for an activity (such as digital infrastructure and innovation).
 - Equipment, Materials, and Software: if purchased, amortization value for inclusion in budget must be calculated using the straight-line method with a prescribed useful life of 24 months; if rented, actual rental cost can be included.

Ineligible Expenses

- Costs relating to the creation, presentation and promotion of award shows;
- Expenses incurred outside of the approved activity period which did not receive pre-approval by Ontario Creates;
- Labour costs not directly related to the activity;
- Staff benefit costs;
- In-kind costs for staff;
- Real estate costs and leasehold improvements, or capital costs related to permanent structures;
- Cost of alcoholic beverages or cannabis-related products;
- Fees relating to the compilation (notice-to-reader), review, or audit of applicant financial statements;
- Fees relating to the procurement of services of grant writers for preparing government funding applications;
- Cost of General Liability insurance (the cost of event-specific insurance is eligible);
- Taxes that are recoverable by the recipient (such as GST/HST, PST, VAT); and
- Related party transactions which did not receive pre-approval by Ontario Creates.

7. Budgets and Financing

Eligible costs directly associated with the proposed activities must be included in the Activity Budget template provided in the application. The Activity Budget must contain complete information as to how the organization will pay for the activities.

The total amount of financing must match the total cost of all eligible activities. Specifically, the financing component of the Activity Budget must indicate all sources and amounts from corporate investment (cash in the bank), financed investment (e.g. line of credit, investors), projected revenue derived from execution of the activity, confirmed funding from government or other private funding bodies, and anticipated funding from government or other funding bodies – including the request for OMIF funding.

The OMIF contribution can comprise a maximum of 50% of the total budget. Financing from public/private funding agencies/bodies does not need to be confirmed at the time of application. However, unconfirmed funding from these sources should be supported with information, timelines and documentation to demonstrate the applicant's level of confidence in receiving such funding. Please see the MII activity budget template for more details on financing parameters.

Exceptions may be considered on a case-by-case basis; however, applicants (particularly for-profit companies) bringing a higher percentage of non-government funding will be considered more favourably.

8. Application Process

IMPORTANT: First-time applicants **must** contact the OMO at least three weeks ahead of the application deadline to discuss eligibility.

- Applicants must submit their applications electronically through the Ontario Creates 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 Helpdesk at applyhelp@ontariocreates.ca.
- Applicants are strongly encouraged to begin the application process early to allow ample time to compile and complete the necessary information. The application can be worked on over time and save information as it is entered. Once saved, you can go back to edit and/or add information up until the time when the application is actually submitted.

Late applications will not be considered for funding.

Prior discussion with Ontario Creates regarding the eligibility of an activity does not guarantee funding.

Summary of Application Requirements

A complete list of required application materials is outlined in the application form on the Online Application Portal (OAP). For the Music Industry Initiatives stream, the following application components are required:

- Activity Budget (template provided);

- Activity Details and Plans for each proposed activity (questions provided in OAP application);
- Comparative Company Budget;
 - The company/organization's budget must include both actual revenues and expenses for the previous fiscal period as well as a forecast of revenues and expenses that correspond to the current fiscal year, and/or to the end of the 2021-22 spending window.
- Business Plan or Strategic Plan (see below for requirements);
- Articles of Incorporation;
- Financial Statements for the two most recently completed fiscal years.

Note: Financial statements must be supplied within six months of the applicant's fiscal year-end (i.e. applicants with a December 31 year-end are expected to supply 2020 and 2019 financial statements by the application deadline).

- A minimum of Notice-to-Reader financial statements will be accepted. Notice-to-Reader financial statements must be prepared and signed by an accountant who is a member in good standing of a provincial branch of the Chartered Professional Accountants (CPA).
 - Review engagement or audited financial statements are required for requests of more than \$150,000, and must be conducted by an independent public accountant.
 - **NEW:** Internally prepared statements will be accepted for requests of \$15,000 or less (Note: as per the Funding Levels section above, the minimum requested amount is \$10,000).
- Back up confirmation to support confirmed or pending financing;
 - Documentation indicating that eligibility requirements have been met (e.g., provincial membership breakdown);
 - Signed Related Party Transaction form; and
 - Signed Applicant Affidavit.

Please see NEW [Program Policies](#) document for additional information.

Business Plans/Strategic Plans

A Business Plan or Strategic Plan is required for all applicants. If an applicant has previously submitted a Plan to the OMO that covers multiple years (including the current activity period), the applicant need only re-submit the plan in the case of material updates.

Business Plans should include forward-looking information on growth plans, supported by a discussion of organizational strengths, industry development strategies, human resources, corporate financing and other key details. It is recommended that this document range between 10-25 pages.

At minimum, a Business Plan must contain the following components:

- Applicant profile including profile of key personnel;
- Overall mandate and strategy;
- Overview of general business activities and short/long-term goals;
- Organizational SWOT analysis (strengths, weaknesses, opportunities, and threats);
- Rationale for revenue, expense and profit projections going forward for the next 12-18 months, compared with actual results for the most recently ended fiscal years; and

- A case for OMF funding and its contribution towards Ontario’s music industry, its growth and long-term potential.

Strategic Plans should include a detailed action plan, including timelines. At minimum, it should outline objectives for the next few years and address how organizational goals will be achieved.

At minimum, a Strategic Plan must contain the following components:

- Vision, mission, and values;
- Aligned activities/goals
- Clear timeframes;
- Risks and mitigation strategies;
- Operational plans that support the strategic plan;
- Rationale for revenue, expense and profit projections going forward for the next 12-18 months, compared with actual results for the most recently ended fiscal years; and
- A case for OMIF funding and its contribution towards Ontario’s music industry, its growth and long-term potential.

9. 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>Track Record</p> <ul style="list-style-type: none"> - Degree to which the applicant demonstrates that it has the track record and organizational capacity (financial, human resources) to effectively execute the activities - Presence of diversity among senior leadership, staff, or contract employees, particularly underrepresented communities within the music industry 	<p>25%</p>
<p>Overall Proposal</p> <ul style="list-style-type: none"> - Thoroughness of the applicant’s description of the proposed activity and its anticipated impacts - Degree to which the documentation clearly describes the proposed activity, and demonstrates a feasible timeline, budget & financing plan 	<p>30%</p>

<ul style="list-style-type: none"> - Demonstration of thoughtful consultation, collaboration, and participation of equity-seeking communities, particularly underrepresented communities within the music industry 	
<p>Relevance & Support for Emerging Talent</p> <ul style="list-style-type: none"> - Extent to which the activity meets a demonstrated need amongst Ontario Creates stakeholders and/or addresses an industry challenge - Degree to which the applicant focuses on emerging artists 	10%
<p>Expected Results (Economic & Cultural Impact)</p> <ul style="list-style-type: none"> - Extent to which the activity will have a positive impact on the applicant's ability to serve its members and stakeholders and produce measurable results. <p>Factors may include: number of Ontario participants; the impact on applicant's members and stakeholders; commercial impact (projected number of business meetings, sales results, and increase in audience awareness); demonstration of net benefit to the music industry in Ontario.</p> <p>Note: Applicants bringing a higher percentage of non-government funding will be considered more favourably</p>	25%
<p>Sustainability</p> <ul style="list-style-type: none"> - Extent to which the application demonstrates forward-thinking strategic planning and focus on long-term growth and sustainability 	10%

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.

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.

10. [Successful Applicants](#)

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 organization's activities and timelines. Generally, the following milestones will trigger payments:

- Execution of the Ontario Creates funding agreement;
- Delivery of interim report(s); and

- Delivery of the completed activities and all deliverables outlined in the funding agreement.

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 and Her Majesty the Queen in right of Ontario must be named as additional insureds on all policies. Please budget accordingly. Additional information on insurance requirements is available on request.

Contract Template

On acceptance into the program, the recipient company will be required to sign a standard Ontario government 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.

Reporting Criteria

Recipients will be required to provide Ontario Creates with a satisfactory report evaluating the completed activities. Specific report requirements will be outlined in the Ontario Creates agreement but generally are expected to include those mentioned in the Measurable Outcomes section of the reporting template and the following:

- Short term actual measurable results against projected original targets*;
- Strategy for capturing longer term results where possible;
- Sustainability of proposed activities; and
- Assessment of effectiveness in meeting the activities objectives and those of the Music Industry Initiatives stream of the OMIF.

A cost report is required as part of the reporting process. Ontario Creates reserves the right to request receipts to demonstrate actual expenses incurred by OMIF recipients.

** see Appendix 1 for a list of OMIF Measurable Outcomes.*

For more Information:

General program inquiries should be directed to 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

Appendix 1 – Measurable Outcomes

Anticipated outcomes for the Music Industry Initiatives stream may include any of the following, depending on the type of activity undertaken. **It is not expected that each applicant will achieve all of the outcomes below.** Applicants should provide a list of all anticipated outcomes they will report on in their interim and final reports, should their funding request be successful.

In light of the impacts of COVID-19, Ontario Creates recognizes that measurable results may reflect different achievable outcomes (e.g. resilience, innovation and sustainability).

Measurable Outcomes – Music Industry Initiatives
Sustainability of activity outcomes
Professional Development opportunities for Ontario participants
Number of artists supported
Number of business connections/meetings/leads by participants
Number of international participants/delegates
Activities that stimulate knowledge transfer and business opportunities
Number of new performance opportunities for artists (including online)
Online and social media impact (metrics)
Traditional media impact (metrics): radio/video plays, interviews, articles, reviews, etc.
Critical success of supported activities
Financial success of supported activities
Number of Ontario attendees/participants at events
Number of international markets targeted
Fees paid to artists
Organizational growth (membership, revenue)
Return on Investment (broader benefits to members, increased profile, sector visibility)
Promote Ontario as a Live music centre
Jobs created/retained (by applicant organization and/or membership)