



Yukon Sound Recording Fund: What may change?

Overview of the Sound Recording Fund

The Yukon Sound Recording Program supports the Yukon sound recording industry by providing financial assistance for demo and full-length sound recording projects. There are two intakes per year: May 1 and November 1.

There are two components to the Sound Recording Program:

- Professional Demo Recording of up to \$2,000 for producing a CD with a minimum of two tracks or five minutes.
- Professional Sound Recording of up to \$5,000 for producing a CD with a minimum of six tracks or twenty minutes.

The Yukon Sound Recording Program for professional demo and sound recordings helps professional musicians, and owners of recording studios and recording labels, develop their careers and businesses. The fund provides 50 per cent of eligible expenses, the maximum Government of Yukon contribution from all sources is 75 per cent.

Enterprise Trade Fund for Film and Sound Industries

The purpose of the Enterprise Trade Fund for Film and Sound Industries is to stimulate Yukon business activity through market expansion and business development. Eligible projects under the fund open up new markets or significantly expand existing markets, particularly export markets for export ready applicants. Traditionally, the Enterprise Trade Fund has helped sound artist entrepreneurs reach new markets through touring and showcasing. It has also helped filmmakers build networks and develop content through film festivals and media markets.

Why make changes?

The purpose of this engagement is to gather feedback on proposed changes to Yukon's sound recording fund. These changes are intended to modernize the fund to better



serve the needs of Yukon's music industry. The fund has not been updated since its creation in 2005.

We are asking music industry professionals and the public to confirm that these changes respond to major challenges that the industry faces. Comments will be reflected in a What We Heard report, followed by a modernized fund that reflects the feedback.

Proposed changes to the Yukon Sound Recording Program

The contemplated changes to the Yukon Sound Recording Program are listed below. The proposals are in response to feedback the department has received on limitations within the existing program. The intent of the proposed changes is to broaden the spectrum of supports offered through the program to better meet the needs and capacity of Yukon musicians.

The proposed changes include:

- 1) Renaming the program "Yukon Professional Musician Development Fund" to better reflect the spectrum of supports housed under an updated fund.
- 2) Combine the funding currently expended through the Yukon Sound Recording Program and the Enterprise Trade Fund into a single fund with a total allocation of \$120,000.
- 3) Create two programs within the new fund:
 - a) "Production Fund Program": \$70,000 to be allocated through an adjudication process with two intakes per year. The Production Fund will support artist development, sound recordings, and the production of music videos and electronic press kits – application deadlines are suggested to be February 1 and June 1. There will be three eligible project streams within the Production Fund Program:
 - A development stream that mirrors the [FACTOR Artist Development program](#) and provides up to a 75 per cent reimbursement of eligible expenses, to a maximum of \$2,000, toward one year of artist



development activities including sound recording, touring & showcasing, video production, marketing and promotion;

- A full-length recording stream that provides up to a 75 per cent reimbursement of eligible cash expenses to a maximum of \$5,000 for the recording of a full length album; and
- A stream for the production of a music video or electronic press kit that provides up to a 75 per cent reimbursement of eligible expenses, to a maximum of \$5,000.

Within the “Production Fund Program”, eligible expenses would include out-of-Yukon expenses. For example, costs for music video post-production support that may not be available in Yukon.

- b) “Promotional Program”: \$50,000 to be allocated to applicants on a first-come, first-served basis for expenses related to marketing activities such as touring and showcasing to promote Yukon musicians outside the territory.

Proposed Program Funding Break Down

Yukon Professional Musician Development Fund	
Production Fund Program	\$70,000
Promotional Program	\$50,000
Total	\$120,000

How to participate

The department is seeking your written input on whether these proposed changes appropriately address challenges with the existing program, whether these changes will meet needs for musician development and access to markets, and whether you have any significant concerns with these specific proposals. You can also request a meeting with department staff to discuss changes to ask questions.

Please provide your feedback to sound.yukon@gov.yk.ca by January 30, 2021.