



MEDIA DEVELOPMENT PERFORMING MUSICIANS FUND BUSINESS GUIDELINES

Media Development (MD), supports Yukon musicians through the Performing Musicians Fund. This document is a guide to doing business with MD. The goal of this document is to increase transparency and predictability in dealings between MD and recipients of funding.

MD retains full discretion in the evaluation of projects receiving funding from MD and the application of these guidelines. In all questions of interpretation of this document, the interpretation of MD shall prevail.

Where there is a discrepancy between this document and a Transfer Payment Agreement (TPA) between the Government of Yukon, as represented by the Minister of the Department of Economic Development, and a funding recipient, the TPA will prevail.

Where there is a discrepancy between this document and the Performing Musicians Fund policy, that policy will prevail. For discrepancies relating to definitions, this document will prevail.

These guidelines do not apply to other funding programs administered by MD. Government of Yukon reserves the right to modify these guidelines at any time and without notice.

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1. Definitions

Band agreement: An agreement between all band members that outlines how the band will operate, including ownership of recordings, how decisions are made and what happens if a member quits, for example.

Electronic press kit (EPK): A digital version of a promotional package that is used as an online CV and intended to help obtain bookings, festival showcase opportunities, and attract talent buyers. EPKs generally include a musician's official biography, promotional photo, music and/or live performance video, reviews and social media links. The EPK highlights achievements and provides contact information.

Emerging musician: Musician with limited performing experience in export markets.

Established musician: Musician with significant performance experience in export markets and a successful record of promoting commercially released music to export markets and earning a consistent income.

Extended play (EP): A collection of three to five songs intended for commercial release through electronic or traditional methods.

Full recording: A collection of six or more songs intended for commercial release through electronic or traditional methods.

Home concerts: A performance hosted by volunteers in their homes or other community venues. There is no guaranteed performance fee but the host typically provides the musician with accommodation.

Live performance video: A video that highlights the musician's performance style and is intended for electronic press kits or audition purposes in order to obtain live performance opportunities.

Live streamed performance: A live performance that occurs on an arm's-length platform, which provides verifiable metrics of revenues and audience.

Long play (LP): A collection of at least six songs or a recording 20 minutes in length intended for commercial release through electronic or traditional methods.

Music video: A dramatic interpretation of music produced by media professionals (such as professional filmmakers or videographers) that tells the story of a single. Music videos are typically used for promotional purposes.

Newly-released music: Music recordings released no more than 24 months before the date of a funding application.

Professional fees: Fees to promote new releases (songs or music videos). These fees would be paid to managers, agents, publicists or radio trackers.

Professional studio: Studios that have the commercial-grade equipment necessary to record multiple musicians simultaneously and are in the business of doing so.

Professional studios are businesses with an online presence and registered in good standing with Yukon Corporate Affairs or, if outside the Yukon, the licensing authority having jurisdiction.

Promotional activities: Touring, social media campaigns targeting export markets, radio play on commercial radio (including college radio and nationally recognized radio stations outside the Yukon), professional live streamed performances and any other promotional activities targeting export markets that can be quantified, including showcasing or attendance at sanctioned events.

Sanctioned event: Festivals pre-approved by Media Development in consultation with MusicYukon. For unsanctioned events, applicants may forward the details of the event and the event website link to MD for review and consideration.

Session musician: Studio musicians or backing musicians hired to perform in recording sessions or live performances. A session musician plays as a backing instrumentalist or backup singer for another musician or group on a short-term basis in the studio or on stage but is not a permanent member of the group. Session musicians are typically independent contractors who are paid based on contractual agreements. This program will support a maximum of one session per song.

Showcase: An invitation to perform at festivals and events outside the Yukon at a sanctioned event. The application and selection process must be publically accessible and verifiable. Does not include showcases where the applicant or their agents pay for the opportunity to perform.

Single: One song intended for commercial release and/or audition purposes.

Streaming service/platform: An online distributor/provider of music that delivers the content via an Internet connection to the viewer's/audience's Internet-enabled device and provides reports on revenues (if any) and/or audience metrics.

Tour: A minimum of six live performances that collect performance fees and are in multiple cities with limited tour/schedule breaks. Tour dates must take place in more than one city and in different venues. Repeat performances in the same city may be considered as part of a multi city tour, provided they are at different venues and the size of the city warrants it. Performances must be secured at time of application and include confirmation of the performance fees. The contract between the venue and the musician must be provided to MD prior to any funding payments.

Yukon business: A business operating in the Yukon that is majority owned by Yukon residents and in good standing with Yukon Corporate Affairs.

Yukon resident: A person who has resided in the Yukon for at least one year (365 days) prior to the date of application for funding. Confirmation of residency can be provided by submitting a residency declaration form available on Yukon.ca.

2. Eligible Applicants

The following are eligible to apply:

- Yukon resident musicians or their music businesses; and
- Yukon duos or groups (or their business) with a minimum of 50% Yukon residents.

2.1. Emerging Musician Requirements

Emerging musicians, duos or groups must have experience performing. They have been invited to perform by arm's-length organizations in front of public audiences (in venues such as bars and coffee houses, for example, or at events like Arts in the Park and religious gatherings). They do not necessarily need to have been paid for these performances.

Musicians who have not previously released music commercially or have no previous track record with MD funding will be required to provide documentation that demonstrates their public appearances. Acceptable documentation includes copies of advertising from venues or MusicYukon stating the name of the musician, duo or group performing with dates and times (posters, social media posts, programs, letters of confirmation from religious organizations, for example).

Musicians who have previously released music commercially will be required to provide documentation that demonstrates any promotional activities undertaken to promote the previous release to export markets (markets outside the Yukon) and any other activities undertaken that demonstrate their commitment to developing a career as a musician. Acceptable promotional activities would include a combination of applications to sanctioned music festivals or showcases, touring, radio play on commercial radio, including college radio and nationally recognized radio stations outside the Yukon.

Applicants will be considered “emerging” until they can demonstrate they meet the requirements of an established musician.

2.2. Established Musician Requirements

The established musician, duo or group must have significant performance experience, a growing fan base in export markets and an established online presence, including links to audio, video, contact and booking info.

Duos or groups must have a signed band agreement in place.

They have demonstrated a track record of successfully promoting commercially-released music to export markets. Public performances and music sales make a significant contribution to their income.

Established musicians must meet all of the following criteria:

- Earn a significant portion of their livelihood from music-related activities including songwriting, sales, royalties and live performances;

- Be supported by one or more industry professionals such as a label, manager, booking agency or publisher;
- Have produced an extensive body of recorded work released commercially with a strong, recognizable style and sound;
- Have a demonstrated record of coverage in the media such as blogs, press or awards;
- Have a recent tour history with national and/or international tour dates with affiliated press; and
- Demonstrate a substantial audience on social media, streaming services or at live performances or professional live streamed performances.

3. Eligible Activities

3.1 Refining Skills

Activities that help musicians improve their skills:

- a. Preproduction activities, which include cash expenses for studio time to allow musicians to gain experience in the studio, refine their sound or to prepare for a professional recording.
- b. Registration costs for workshops that focus on developing musicians' skills in the business of music, performing, songwriting or recording, in order to improve marketability. Workshops must meet the intended purpose and objectives of the program and be sanctioned by a recognized Canadian music association or educational institute.

3.2 Professional Sound Recording

Activities that help musicians with professional sound recordings intended for commercial release, applying to showcases, and for auditions to secure bookings:

- a. Cash expenses directly associated with recording of singles, EPs and LPs in professional studios in the Yukon. Expenses incurred by established musicians while recording at studios outside the Yukon will be considered provided the applicant can demonstrate in their application that the required expertise is not available in the Yukon. Eligible cash expenses directly associated with recording include:
 - i. Mixing and mastering fees;
 - ii. Session musician fees, including vocalists' fees (maximum of one session per song);
 - iii. Studio costs; and
 - iv. Third-party, arm's-length producer and engineer fees.

- b. Costs directly related to the production and post-production of live performance videos intended for auditions or bookings and EPKs (these costs could include the videographer, editing costs and venue rental, for example).

3.3 Marketing New Music

Activities that assist musicians with the costs associated with marketing newly-released music and developing opportunities to contribute substantially to their income:

- a. Assistance with travel costs specifically required for touring and showcase opportunities only outside the Yukon limited to:
 - i. The period of the confirmed performance dates only.
 - ii. Incidental expenses to a maximum of 10% of the costs associated with touring and showcases (accommodation and transportation).
 - iii. Transportation not to exceed the cost of a return economy airfare from Whitehorse to the nearest international airport in your touring area per musician. Applicants who drive to a performance may claim the cost of fuel and accommodation, but the total cost may not exceed the cost of the total return economy airfare from Whitehorse for each musician. Fuel receipts must be retained.
 - iv. Rental vehicle expense during the tour may not exceed the cost of one passenger van (an exception may be made prior to travel if one vehicle is not adequate).
 - v. Where accommodation is not provided in the performance contract, accommodation will be based on double occupancy of standard rooms required at each performance location.
 - vi. Contractual costs for session musicians hired to perform at the performance location.
- b. Development and/or execution of marketing plans prepared by music industry professionals (includes publicists, radio trackers and marketing experts whose business is music promotion).
- c. Professional fees to promote new releases.
- d. Third-party costs associated with branding (including graphic design for cover design, posters and logo development) and professional photography for promotional purposes.
- e. Cash expenses associated with marketing materials required to promote new releases or to advertise upcoming tours and events (including direct costs for boosted social media posts, and non-merchandise promotional materials such as posters for advertising purposes).

- f. Music video costs incurred from professional production companies. Rental of props or costumes and rental of venue required during video production, for example.
- g. Professional website design for the development of websites that provide information on the musician's releases, links to music for purchase, upcoming tour dates and booking information.

4. Application Documentation

Applications must be complete and include all necessary documentation by the intake deadline. Incomplete and/or ineligible applications will be removed from further consideration.

To avoid being removed from the queue and having to resubmit, applicants are strongly encouraged to contact MD to discuss any questions before submitting a complete application.

Applicants are required to submit a completed application form, which must include:

- An itemized list of activities for which funding is being sought;
- A detailed activity budget that outlines all expenses;
- A rough cut of the music to be recorded (for recording activities);
- A copy of the applicant's biography (duos or groups must include biographies of each member, a list of the duo/group's performances, and a signed band agreement); and
- A Yukon Residency Declaration

Applicants must justify how the activities applied for will grow their career.

Applicants who have previously received MD funding must also demonstrate previous success achieved from the completed activities. Demonstration of previous success must include specifics on recently released music such as sales, increase in distribution, growth of fan base, and performance income history.

5. Application Process

Applications are accepted until 4:30 PM on the intake date. Applications cannot be submitted more than 7 days in advance of an intake date.

MD advisors are the first point of contact for all applicants. They provide support and advice on the funding programs and work with clients to ensure applications are complete and that all necessary documentation is submitted.

Processing of applications will be conducted as expeditiously as allowed given the volume of submissions under consideration and required due diligence. In general, the applicant can expect to hear from MD within 4-6 weeks of the intake date.

Applicants are advised that advisors may contact other Yukon government departments, funding agencies and others involved with the applicant or the project to verify information, provide their perspective as needed, and exchange and discuss with one another any and all information and documentation which relates in any way to the funding application.

6. Program Review and Amendments

The Minister may amend the program within the overall scope and budget of the program.

The Deputy Minister or Delegate will prescribe the procedures and timeframe for payments, procedures, and administration of the program as outlined in the business guidelines.