



PERFORMING MUSICIANS FUND PROGRAM POLICY

The Performing Musicians Fund is intended to help Yukon musicians develop financially sustainable careers by supporting activities that contribute to success in the music industry.

This document is a guide to doing business with Media Development (MD) and is intended to increase transparency and predictability in dealings between MD and recipients of funding. For details on how this policy is administered, refer to the Business Guidelines.

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

Government of Yukon reserves the right to modify this policy, in compliance with the *Financial Administration Act* and its associated policies, at any time and without notice. Please consult Yukon.ca for the latest news and documentation.

MD retains full discretion in the evaluation of activities receiving funding contributions from MD and the application of this policy. In all questions of interpretation of this document, the interpretation of MD shall prevail.

1. Program Goals

The goals of the Performing Musicians Fund:

1. Develop and produce high-quality music products to meet consumer demand.
2. Support market access and export development initiatives to increase revenues for Yukon musicians.

3. Grow the number of established musicians who earn a substantial amount of their income from music on a consistent basis.

The Performing Musicians Fund provides funding to eligible applicants who are committed to developing financially sustainable careers. Success will be measured by the number of 'emerging musicians' moving into the 'established musicians' category; the number of established musicians working towards financially sustainable careers; and an increased contribution to the Yukon's GDP from the music industry.

2. Eligible Applicants

Yukon resident musicians and their eligible businesses may apply for support as an emerging or established musician.

3. Eligible Activities

The program supports activities relating to refining sound, professional sound recordings, and marketing new music or developing income opportunities:

- Refining skills – Activities that help musicians improve their skills prior to production of sound recording activities;
- Professional sound recordings – Costs associated with recordings that are intended for commercial release, applying to showcases and auditioning; and
- Marketing new music – Activities that assist musicians with the costs associated with marketing newly-released music.

4. Ineligible Activities

1. Any costs incurred prior to approval of the funding application.
2. Capital expenses including purchase of goods, costumes, promotional merchandise intended for sale and equipment.
3. Donated or in-kind services.
4. Expenses not directly related to the activity (such as cancellation fees, child care or subsistence).
5. GST, provincial or territorial tax, and harmonized sales tax.
6. Mileage.

7. Operations and maintenance costs (subscription renewal fees, website maintenance and business cards, for example).
8. Per diems.
9. Vehicle operations and maintenance costs such as tires, oil, parking or driving fines and insurance.
10. Home concerts.

5. Funding Thresholds

Eligible applicants may apply for up to 75% of cash expenses to a maximum of:

- \$10,000 for emerging musician activities per fiscal year;
- \$30,000 for established musician activities per fiscal year.

The contribution from all Government of Yukon sources for the same activity may not exceed 75% of the total activity costs.

Applicants may apply for multiple activities in one application. Applicants can also apply to more than one intake per fiscal year (April 1 – March 31) provided the applicant's maximum funding threshold for the year has not been reached.

Applicants will be required to demonstrate the success of previously completed activities under this program to the satisfaction of MD to be considered for further funding.

6. Intakes

There will be a minimum of two intakes per year. Additional intakes may occur if the program budget has not been full expended in the two scheduled intakes.

7. Application Process

MD must receive complete applications no later than 4:30 p.m. on the intake date. An application is considered complete when all necessary documentation to support the funding request is included. No additional information to support an application can be considered after the intake has closed. Incomplete and/or ineligible applications will be removed from further consideration.

Applicants are encouraged to discuss their applications with a MD advisor prior to submission and submit applications well in advance of the deadline date to ensure completeness.

8. Assessment and Approval Process

Applications are assessed based on how they meet the intended goals of the program and the applicant's demonstrated commitment to career advancement.

Eligibility is determined based on the:

- Eligibility of the applicant;
- Eligibility of the activities outlined in the application; and
- Applicant's track record with the department (where applicable).

8.1. Advisors

A MD advisor will be assigned to each applicant, providing support and advice through all stages of the activity. The advisor will review the application to ensure it meets eligibility requirements and be responsible for preparing an assessment of the application for the review committee.

8.2. Review Committee

The review committee comprises:

- One industry professional from the Yukon;
- Two or more industry professionals from outside the Yukon; and
- One Yukon government official designated by the Department of Economic Development.

The review committee will assess and rank all eligible applications based on:

- How the activity achieves the stated goals of the program;
- Reasonableness of the funding request;
- Experience and qualifications of the applicant; and
- Success of previous activities undertaken by the applicant.

The review committee will provide final recommendations to the departmental approval authority.

While approvals will be based on merit, in keeping with the goals of the program, an attempt will be made at each intake to create balance between emerging and established musicians.

8.3. Approval Authority

Department staff are the first point of contact for all applicants; they assess all applications and approve them according to their signing authority level.

Final approval is based on a combination of review committee recommendations and the availability of funds.

There is no appeals process for funding decisions.

9. Reporting Requirements

Proponents will enter into a Transfer Payment Agreement (the funding agreement) with the Government of Yukon.

The funding agreement states the specific purpose of the funding being provided. It also outlines the deliverables and reporting requirements in accordance with Chapter 5 of the *Financial Administration Manual*. Specifically, funding recipients shall:

- Maintain all project financial, personnel, and performance information records for a minimum of five years following the completion of the project; and
- Participate in interviews, focus groups, or other reasonable information gathering activities, in conjunction with a program evaluation.

Reporting will account for the use of the funds and final deliverables will provide details on results actually achieved.

The department may initiate an audit or evaluation of any project, at any time the Deputy Minister or Minister considers to be appropriate, and in the public interest.

The department may initiate an evaluation of the program, at any time the Deputy Minister or Minister considers to be appropriate, and in the public interest.

The program is also subject to whatever internal or external audits may be initiated by Management Board or the Legislative Assembly.