



GUIDELINES & ELIGIBILITY CRITERIA

Applications open: **Monday April 11th, 2022**

Deadline for application: **Sunday May 15th, 2022**

ELIGIBILITY

Music Genre: All music genres may apply to participate in ARC; however, popular international music genres will be given preference. Eligibility and adjudication criteria are set by the ARC Program Committee and may be amended over time.

Age limit: Applicants must be a minimum of 18 years of age on or before May 15th, 2022, to apply to participate in ARC. In the case of a band, all members must be of age to qualify for the program; no exceptions shall be made in this regard. Proof of age of majority is required.

Original Artists: Priority shall be given to Artists who write and perform their own songs. No cover songs shall be accepted in assessing eligibility to the program.

Travel: Artists must be willing to travel to attend ARC program components including (but not limited to) The Clinic, The Retreat and The Show.

Residency: The Artist must have resided in British Columbia for at least 200 of the 365 days immediately preceding the date of application. In the case of a band or group, the majority or 50% of the permanent performing members must meet the above BC residency requirements. Proof of residency may be requested. Failure to provide proof by deadline provided may result in disqualification. If an Artist or any permanent performing members move away from the Province of BC before the conclusion of the program, they will forfeit their place in the program and any monetary development awards, or travel honorariums associated with their participation. In instances where an Artist's residency is in question, the ARC Program Committee shall investigate to the best of its ability and decide in a timely manner. All decisions of residency will be at the discretion of the ARC Program Committee. All decisions will be final.

Citizenship: Artist must be a Canadian Citizen or Permanent Resident. Proof of Residency may be requested. In the case of a band or group, the majority or 50% of the permanent performing members must be Canadian Citizens or Permanent Residents.

Qualifying Artist:

- a. ARC is a program designed to aid in the development of new and emerging artists (as opposed to artists with no track record or established artists with a significant track record). ARC Artists should have some track record in BC but have yet to break out and achieve significant success in the music industry domestically or internationally.
- b. Artists may apply as an individual, sole proprietorship, partnership, or limited company (as long as partnership or limited company is at least 51% owned and controlled by the Artist and registered in British Columbia).
- c. An Artist's sound recording, and musical work copyrights cannot be encumbered by any third party company such that the Artist is unable to clear master use, mechanical, synchronization or other copyright-related clearances of copyrighted sound recordings, musical works, audio-visual productions, photographs or other such materials used in ARC.



- d. Artists signed to a direct artist deal with any third party company whether major or independent are not eligible for this program. Some discretion may be given to Artists signed to independent labels owned and operating in Western Canada. In these situations, Artists must still be able to clear any copyright encumbrances on any sound recordings, musical works, audio-visual productions, photographs, or other such material used in ARC. Eligibility in these cases will be decided on a case-by-case basis at the sole discretion of the ARC Program Committee.
- e. Artists with a third party licensing or distribution deal may be eligible for the program, however a copy of such agreement must be sent (if requested) with the application to be reviewed confidentially by the ARC Program Committee. The ARC Program Committee reserves the right to deem an applicant ineligible based on the terms and conditions of such agreement.
- f. Artists signed to third party exclusive publishing or co-publishing agreements are not eligible for this program, however the Artist may have individual songs published as such publishing does not encumber the Artist from participating in any way with this program. Non-exclusive song shopping or administration agreements are acceptable under this program as long as the Artist retains signing authority for the musical works created or utilized during ARC.
- g. An Artist may be signed to a management or agency deal, as long as their manager or agent does not own or exclusively control the Artist's sound recording or musical work copyrights created or utilized during ARC.
- h. The ARC Program Committee reserves the right to disqualify artists based on a successful past track record as determined in the Committee's sole discretion.
- i. Artist should notify Music BC immediately if they intend on entering any of the third party agreements as outlined above between the period of executing their signed program participation agreement and program conclusion. Music BC reserves the right to request and receive a copy of the third party agreement in a timely fashion to be reviewed confidentially by the ARC Program Committee. Based on the terms and conditions of such agreement, the ARC Program Committee reserves the right to disqualify the Artist from receiving any Artist Development Awards offered during the Program Period.
- j. Artists may return in future editions of the program, however they must participate in each program component from the beginning wherever attendance and participation is required. The maximum number of years that one Artist may participate in ARC is two (2) years. In the instance where participation is challenged the final decision will be at the discretion of the ARC Program Committee.

Initial Artist Selection: Applications will be filed online. Inclusion of pictures, biographies, recordings, essay (video or written) and a live performance video will be required. Selection of the Top 15 Artist participants will be by recommendation of independent juries administered by Music BC with final selection at the determination of the ARC Program Committee.

Program Period: June 30th, 2022 to October 31st, 2022



APPLICATION FORM

Applications must include:

1. Fully completed application form including general artist information, self-identification and skills assessment;
2. Artist biography (300 words);
3. Upload of two (2) hi-res Artist photos (jpeg);
4. Link to two (2) digital, original master recordings (Artist’s latest releases);
5. One (1) live performance video URL link (music videos, promo videos and lip-synched videos will not be accepted);
6. Artist Career Resume, including details on touring and showcase history, album/single release history, professional team history, audience following (streaming data, social media), and career accolades (nominations, awards).
7. Video pitch URL link (3-4 minutes) *or* Written pitch (300-400 words) from Artist. Artist should be prepared to answer the following in their pitch: *How will participation in ARC be a career leveraging opportunity based on where you’ve been, where you want to go, and what obstacles are currently standing in your way?*
8. Agreement to Terms and Conditions.

TOP 15 ASSESSMENT PROCESS

Music BC will coordinate diverse jury pools with a minimum of 5 industry professionals for every 30 applications received. Industry professionals with a background in artist development and expertise in multiple music genres from BC, Canada and Internationally will be prioritized and represented in each jury pool.

Applications will be juried online through a secure online platform administered by Music BC. The final round of qualifying artists whose scores make up the Top 15-25 will be presented to the ARC Program Committee to determine the Top 15 Artists of the 2022 program.

Jurors will be asked to assess applications based on five categories: **Talent** (Originality, Musicianship, Vocals, Lyrics, Composition, Live Performance ~ 15 points), **Pitch** (Video/Written Pitch, Skills Self-Assessment, and Career Resume ~ 15 points), **Career & Market Potential** (Genre marketability, Star Power ~ 10 points), **Diversity** (does the applicant represent a marginalized community or group? Including Gender, Sexual Orientation, Ethnicity, Region, and Ability ~ 5 points), and **Professionalism of Package** submitted ~ 5 points.

All selected participants will be given a one-year individual or band membership to Music BC at no cost to the Artist. Current Members of Music BC will have their existing memberships extended by one year. Successful applicants will be required to sign a participation agreement and related license waivers.

GUIDELINES

TIMELINE AND PROGRAM COMPONENTS

(these are required attendance and participation commitments, dates may be subject to change)

April 11, 2022	Applications Open
May 15, 2022	Applications Close
May-June, 2022	Adjudication Period



June 2022	Top 15 Participants Announced
July 29-31, 2022	The Clinic
August 23-28, 2022	The Retreat
September 15-17, 2022	The Show

Attendance and participation in The Clinic, The Retreat and The Show is required for all ARC Artists. For Artists consisting of 2 or more permanent members, attendance at The Clinic *may be limited* to a designated professional lead and one other permanent member due to capacity limitations in this component.

All permanent members of all participating artists will be required to attend The Retreat and The Show.

Due to the ongoing Covid-19 pandemic, some dates may change with as much advance notice as possible.

ARC Development Award

Each participant will be granted an award to be spent in a manner which, in the opinion of the Artist, will fill a gap or gaps in the Artist's career. This can include recording, marketing, promotion, video production or other such activities. Artists will also be granted a travel honorarium to cover travel costs to and from ARC program components - including the The Clinic, The Retreat, and The Show.

Development Award Proposal

Each artist will be asked to submit a one to two-page written proposal and a one-page budget (templates to be provided) outlining their intentions on how they will use the funding. This must be received by email to Music BC. Ineligible costs include: Management fees, Agency fees, Equipment (maximum 10% of total award allowed), Taxes, Cash expenditures other than per diems. A deposit of 75% of the funds will be dispersed at the beginning of the program period, with the remaining 25% balance dispersed at the end of the program period upon completion of a final report that includes sufficient proof of payments.

Orientation

To kick off the first weekend of training, we will host a welcome session to review program expectations. Participants will be expected to arrange transportation to and from each component of the program. Each participant will receive a \$500 travel honorarium.

The Clinic

The Clinic is a 2-day business intensive within the Lower Mainland. Participants will attend workshops and focus groups with faculty assigned challenges provided upon completion of The Clinic. Participants will sit in on workshops focusing on financial management, legal, marketing, branding, release strategy and alike.



Following the two-day crash course, drop-in mentor sessions will be arranged. This is an opportunity for each participant to ask follow-up questions to support the completion of their challenges following The Clinic and leading up to The Retreat. Participation in The Clinic will be a prerequisite to move on to The Retreat.

Participation in The Clinic will be mandatory for a designated professional lead and one other permanent member. Due to capacity limitations Artists consisting of 2 or more permanent members will need to designate which member(s) will attend on behalf of the group.

The Retreat

The ARC Retreat will take place late August 2022 outside of the Lower Mainland. Artists are responsible for their own transportation to and from The Retreat.

The Retreat will take place over 5 days and will be focused on creative workshops, one-on-ones and group training sessions with faculty assigned challenges throughout. During The Retreat, participants will be immersed into workshops including but not limited to:

- Writing/co-writing
- Recording
- Branding
- Vocal training
- Live performance
- Wellness

Attendance and participation in all of aspects of the The Retreat is required to move to the ARC public performance component.

The Show

Those who have successfully completed The Retreat will have an opportunity to apply their learnings and perform for local audiences, industry, and an international delegation over a 3-night showcase in Victoria, BC.

Attendance & Participation

We understand the components of ARC which require attendance and participation is a time investment, and humbly ask applicants to consider whether they are willing and ready to commit themselves fully to the program.

Attendance *as well as* participation will be monitored as Artists move through the program. To honor the integrity and spirit of the program, the ARC Program Committee reserve the right to remove participants should they miss a significant number of workshops, group sessions and so forth.

Participants are required to always conduct themselves in a professional manner and will ensure they maintain a respectful workplace free of bullying and harassment. Adherence to program guidelines and conduct may result in permanent expulsion from ARC.

Still have questions? Contact us at hello@arcprogrambc.com or call us at 604-873-1914.