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MUSIC BC OPENS THE APPLICATIONS FOR ARC 2023 GIVING MORE RECORDING ARTISTS AN OPPORTUNITY TO SHINE

(**Vancouver, BC**) - **Music BC** is pleased to announce that applications for the latest round of its flagship artist development program, **ARC** are set to open on April 24. Designed to provide emerging artists with the tools they need to succeed in the music industry, ARC is an accelerator program that is funded by Creative BC and the Province of British Columbia, Stingray and FACTOR (the Foundation Assisting Canadian Talent on Recordings). Applications are open from April 24, 2023 - to May 24, 2023. A jury consisting of industry professionals with expertise in various genres will determine 15 participants for the 2023 cohort, to be announced in early July.

ARC delivers a series of artist development experiences where participants receive one-on-one mentorship with industry professionals, including managers, creative content directors, and music producers. They will attend workshops in finance, branding, live production, mental health, and songwriting. Finally, ARC participants have the opportunity to connect with other emerging artists, as well as established professionals in the music industry.

Music BC, the voice of British Columbia's music industry, created the program to advance the business, creative, and technical skills of recording artists in the province, helping them to build a sustainable career in the music industry—both at home and away. "We're thrilled to be able to offer another year of ARC," says **Lindsay MacPherson**, Executive Director of Music BC. "This program was a huge success in its first year, and we're excited to continue supporting emerging artists in British Columbia by providing a range of resources and opportunities for artists to grow and thrive."

The program is open to artists who are permanent residents of British Columbia who are at a critical point in their careers. Applicants must have some level of experience in the music industry, but they do not need to have significant industry exposure. Selection for the program is based on a number of factors, including the strength of an artist's work, their potential for international success, and their commitment to the program.

"We are proud of B.C.'s music artists who provide essential entertainment and cultural content to everyone in B.C. Our musicians need support now more than ever," said **Lana Popham**, Minister of Tourism, Arts, Culture and Sport. "The Accelerator program provides amazing opportunities for learning and collaboration for those emerging artists who are ready to take the next step in their career. We are pleased to support this program through Amplify BC. I can't wait to hear what the next cohort will accomplish."

"Making a career in music is very difficult, especially in these challenging times," said **Bob D'Eith**, Parliamentary Secretary for Arts and Film. "The Music BC ARC program is exactly what aspiring artists need to get to the next level on their path to success. Entering its second year, this accelerator program funded by Creative BC through the provincial Amplify BC Program, will ensure that participants get the tools they need to write, produce, perform and market their music to the world; and, to make great connections in the music business."

“Music BC has done an outstanding job in designing and delivering the ARC Accelerator program,” said **Prem Gill**, CEO of Creative BC. “It’s strategic and innovative initiatives like ARC that will continue to nurture and grow B.C.’s music artist talent pipeline.”

Consisting of three core components which includes The Clinic, The Retreat and The Show - ARC has proven to be a success, and the outlook for 2023 seems no different. The Clinic is a two-day training intensive where participants will attend business-focused workshops on revenue streams, branding and building a business plan - followed by assignments for continued learning and progress check-ins with ARC mentors. The Retreat is another multi-day intensive consisting of one-on-one and group mentorship sessions with world-class industry leaders, with a focus on all the creative components that go into growing and sustaining an audience and brand, including writing, recording, vocal and live performance training. And finally, The Show is an opportunity for all 15 participants to perform in front of a live audience of fans, local and international industry members.

"As a mentor, it was a privilege to see every artist grow creatively, technically and walk away with a sense of purpose and direction," says renowned vocal-coach **Carol-Lynne Quinn**, "and the retreat was an incredible week filled with community, education, creation and joy. " The artists taking part in the program concur, with critically acclaimed acts such as Desirée Dawson, Kimmortal and Bridal Party being chosen as last year's participants - the potential is exponential. "A program like this breaks down walls that keep artists apart, walls between genre, experience, and resources, all the while powering up the creative potential of BC's music industry," says **Bridal Party**.

For more information about ARC, the application process and eligibility, please visit: <https://arcprogrambc.com/>

About Music BC:

Music BC Industry Association is the voice of the BC music industry, locally, domestically, and internationally. The not-for-profit association advocates for and serves artists from all genres, industry professionals, service providers, studios, promoters, venues, festivals, producers, agents, managers, and educational institutions.