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MUSIC BC OPENS THE APPLICATIONS FOR ARC 2024 EMPOWERING BC'S EMERGING ARTISTS TO BUILD SUSTAINABLE CAREERS

(Vancouver, BC) - Music BC is pleased to announce that applications for the third round of its flagship artist development program, ARC are set to open on March 25th. 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 March 25th – April 26th, 2024. A jury consisting of industry professionals with expertise in various genres will determine 15 participants for the 2024 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 renowned music producers. They will attend workshops in finance and contracts, marketing and 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.

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 several factors, including the strength of an artist's work, their potential for international success, and their commitment to the program.

Consisting of three core components which include The Clinic, The Retreat and The Show, ARC has proven for two years over to be a well-rounded artist development program, each component built with intention upon the last. The Clinic is a 3-day training intensive where participants will attend business-focused workshops on revenue streams, branding, building a business plan and enhancing their showcasing abilities - followed by assignments for continued learning and progress check-ins with ARC mentors. The Retreat is a week-long intensive in Princeton, BC, 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, collaboration, 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, and local and international industry members.

"It is amazing to see a community be made by artists, mentors, and producers, all with the common goal of developing and growing the BC music industry," says ARC faculty alumni, Natasha Dion. "Artists can leave the program with valuable skills they can immediately implement into their next single, show or social post, and friendships that will last a lifetime!"

JUNO-Award-winning music producer, Howard Redekopp adds: "This program is a fantastic opportunity to learn from hugely talented and highly experienced veterans in the world of music making and career-sustaining endeavors. To have access to the shared knowledge and information that the faculty have is something I wish I could have had in the earlier years of my career." The artists taking part in the program concur, with top-tier emerging acts such as Desirée Dawson, Kimmortal, Missy D, Vox Rea, Winona Forever, Teon Gibbs, Amanda Sum and The Bankes Brothers being included among the program's alumni.

"I truly could not be more grateful for this experience," says 2023 ARC participant, Maddie Stovold. "It was informative, transformative, connective, and intensely meaningful. Through ARC, the Music BC team shaped a container that allowed magic to flourish - abundant with laughter, creation, friendship, and extremely valuable industry knowledge and connections. The music industry can often feel competitive and isolating. ARC is the remedy to that."

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, and managers.

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