



BUILD - MUSIC BUSINESS DEVELOPMENT FUND GUIDELINES

Program Objectives

To encourage the growth and development of competitive, sustainable and commercially viable companies within the Manitoba music industry by providing financial support for costs associated with increasing capacity, improving industry skill levels and developing infrastructure.

Program Requirements

Build Level 1 eligibility requirements: Applicants must be resident Manitoba music companies operating as music managers, labels or music publishers (representing at least one Manitoba based recording artist or composer) or are a music presenter. Companies must be Manitoba-owned and operated and registered as a business enterprise for a minimum of one year. They must be primarily involved in music presentation or the management, marketing and/or distribution of music-recording products.

Build Level 2 eligibility requirements: Applicants must be resident Manitoba music companies operating as music managers, labels or music publishers (representing at least two Manitoba based recording artists or composers). Companies must be Manitoba-owned and operated and registered as a business enterprise for a minimum of two years. They must be primarily involved in the management, marketing and/or distribution of music-recording products.

Contact person: The contact person can be a representative of the applicant (e.g., manager, label, grant writer).

Ineligible applicants: Government departments, public agencies or other public institutions, and public or private broadcasting companies are not eligible. Not-for-profit organizations and charitable ventures are not eligible.

Manitoba residency requirement: A Manitoba resident means an individual who is legally entitled to be in Canada, to work in Canada and to remain in Canada, is currently a resident of Manitoba and has been for not less than three hundred and sixty-five (365) days prior to the date of application to Manitoba Film & Music. In the case of partnerships or Manitoba corporations, a minimum of 50% of the partnership or company directors must meet these eligibility requirements. If approved for funding, first time applicants are required to provide proof that they meet the residency requirements, however, MANITOBA FILM & MUSIC reserves the right to ask for proof from all applicants.

If approved for funding, first-time applicants are required to provide proof that they meet Manitoba Film & Music's residency requirements. Proof can be either a bill payment with name and current address, or valid government issued ID with name and address.

Minimum age: Please be advised that the minimum age for application to Manitoba Film & Music's programs is 18. In situations where the artist is a minor, and no younger than 16, a parent or legal guardian may apply on their behalf. In no case shall a member of a group or a band be younger than 16 years old.

First-time applicants: Manitoba Film & Music wants to help you create the best application possible. Please set up a one-on-one consultation with us to ensure you understand our programs and all the requirements by contacting the [Music Programs Coordinator](#) prior to applying.

Artist/applicant in 'good standing': No new applications will be approved if an applicant or artist has a file overdue, and/or owes money back for a previous grant. Applicants can only make one application to the program per deadline and any previously funded business development application must be closed prior to applying for additional support.

Business registration and bank information: The applicant must be registered as a business or incorporated in Manitoba. Contact the [Companies Office](#) to register your business name. In the case of applicants under the age of 18, a parent or legal guardian must be a signee on the business registration. This business/incorporation must have a valid Manitoba chequing account to be used for this project.

Other funding: Applicants to Manitoba Film & Music are encouraged to also apply to FACTOR, Canada Council for the Arts, and MUSICACTION if they meet these agencies' eligibility requirements, and indicate the amount applied for on the application.

Currency: All monies indicated are in Canadian dollars.

Respectful workplace: Any applicant seeking funding from Manitoba Film & Music shall maintain the principles of an inclusive and respectful workplace, which includes taking every reasonable step to: (i) cultivate a respectful, inclusive and supportive work culture by promoting awareness and education regarding the prevention of harassment; (ii) provide a safe mechanism for the reporting of incidents or allegations of harassment or inappropriate behavior, while supporting and protecting complainants and victims; and (iii) take action to identify and eliminate workplace harassment in a timely manner. Any applicant found to be in breach of the terms noted above will have any funding awarded revoked and will not be allowed to participate in Manitoba Film & Music-funded programs.

Manitoba Film & Music policy regarding the use of artificial intelligence in applications and funded projects: Manitoba Film & Music's mandate is to support the Manitoba music and film industries and to champion human creativity and meaningful participation in creation of cultural works. While Artificial Intelligence (AI) technologies may offer efficiencies or assist in aspects of production, they also raise ethical, legal, bias-related, and environmental concerns. AI technologies may be trained on unlicensed or copyrighted works and may present risks of copyright infringement. Applicants are responsible for ensuring all underlying rights for their project are secured and the project does not infringe on the rights of third parties.

Projects that are fully generated by AI or by using AI technology are not eligible for funding.

Projects in which the primary creative content (such as the music recording or musical composition, scripts, audiovisual works, images or other core creative elements) is generated by AI without substantial human authorship and participation are not eligible for funding.

Projects that incorporate AI-assisted elements may be eligible for funding where the applicant can provide evidence that:

- the resulting work is fully copyrightable under Canadian law, and
- substantive human authorship, creative decision-making and control can be demonstrated clearly.

Applications that do not meet these criteria will be deemed ineligible.

All use of AI in the creation of a project must be fully disclosed on the application form and in the project's final report. Manitoba Film & Music will assess AI use on a case-by-case basis in accordance with its mandate, program eligibility criteria, and these guidelines. The use of AI in any creative content may affect eligibility.

Manitoba Film & Music reserves the right to request additional information and to decline applications where AI use is inconsistent with these principles.

Deadlines for applications.

Application deadline: Fully completed applications must be submitted using the grant management portal by 5 p.m. on the date of the deadline. Incomplete applications or applications received after the deadline will be declined. **Manitoba Film & Music does not allow changes to the application after the deadline**

Grant management portal applications only: Manitoba Film & Music is only accepting applications through the grant management portal.

Application templates: Applications must be completed on current Manitoba Film & Music-supplied application forms and templates as provided in the grant management portal. Self-generated budget documents or templates will not be accepted. Incomplete applications will be declined.

Application Process

Build Level 1: All applicants must submit a detailed business plan, including information about your company, your artists (if label or manager) and initiatives you wish to undertake as part of this program.

Build Level 2: All applicants must submit a detailed two (2) year business plan including information about your artists, your company and initiatives you wish to undertake as part of this program.

Applicants for either stream must also include a detailed budget outlining proposed expenditures and dollar amounts being requested, including projected revenue and expenses. Funding amounts will be based on eligible activities and expenses incurred.

Applicants must demonstrate the financial ability to manage and complete the proposed activities. This includes written proof of adequate financing.

Once an application and budget amount are approved, changes to the proposed activities resulting in a budgetary impact of 25% or less may be made without Manitoba Film & Music's pre-approval. All other changes must be approved by Manitoba Film & Music.

In summary, all applicants must provide:

- A company biography;
- A detailed budget outlining eligible expenditures, as well as projected yearly revenues and expenses;
- A finance plan illustrating the ability to complete the proposed activities;
- An outline of desired outcomes and methods of evaluation; and
- Build Level 1: Business plan for initiatives that applicant is seeking funding for; or
Build Level 2: Two (2) year business plan for initiatives that applicant is seeking funding for.

Financial Participation

Financial participation will be in the form of a grant and no recoupment will be necessary. Applicants may only apply to this program once per fiscal year (April 1–March 31) for Build Level 1 and once every two (2) years for Build Level 2. Applicants cannot apply to more than one program level at a time.

Build Level 1: Financial participation may be up to 75% of the approved budget to a maximum of \$5,000 per application.

Build Level 2: Financial participation may be up to 75% of the approved budget to a maximum of \$20,000 per application.

Three Award Rule: A company may only receive a total of three awards from this program per level. In order for Manitoba Film & Music to accept additional applications once the limit has been reached, the company would need to show additional investment and Manitoba Film & Music would only support new initiatives that have not been previously funded.

Evaluation Process

All applications will be submitted to a qualified independent assessment panel for review. Business plans will be evaluated based on the overall quality of the plan, projected results, opportunity for economic and company growth as well as the overall benefit to the Manitoba music industry.

The level of financial participation will be determined on a case-by-case basis and determined by the overall strength of the submission, as well as the long term benefit the project will have on the Manitoba company applying.

Processing and evaluation of applications will commence as soon as possible after the deadline dates. All applicants will be notified of the results within eight weeks.

Eligible Expenses

Build Level 1 - eligible expenses: Funding provided under this program may be used toward a wide range of company development activities. Examples could include overhead costs such as: staff salaries (capped at 25% of budget), day-to-day office costs, equipment and supplies, rent and occupancy costs, general or administrative training courses and costs associated with incorporating your business and/or presenting costs associated with a specific concert.

Build Level 2 - eligible expenses: Funding provided under this program may be used toward a wide range of company development activities. Examples could include overhead costs such as: staff salaries (capped at 70%), day-to-day office costs, equipment and supplies, rent and occupancy costs, general or administrative training courses and/or costs associated with incorporating your business,

30-day grace period: Any expenses incurred more than thirty (30) days before the application is submitted will not be accepted

Project expenses on grants: Expenses cannot be claimed across multiple Manitoba Film & Music grants, be it a salary (or portion thereof), one-time costs, contract work, or any other costs.

Administrative fee: An administrative fee is recognized as an eligible cost. Manitoba Film & Music will recognize up to a maximum of 15% of the final accepted total costs of the project or \$1,500, whichever is the lesser, as the administrative fee.

Funding contributions: Applicants must disclose all other sources of financial assistance for the project. Manitoba Film & Music's contribution to the project combined with any other funding, including government or terrestrial radio programs cannot exceed 100% of the total eligible budget.

Manitoba Music funding: Where an applicant receives support for expenses from Manitoba Music that are also claimed as part of a Manitoba Film & Music Build grant, the combined contribution cannot exceed 75% of budget.

Payments and advances: Funds will be disbursed according to a pre-arranged schedule and subject to satisfactory reporting requirements. The disbursement schedule will be as follows: 60% of Manitoba Film & Music's commitment amount upon the signing of Manitoba Film & Music's funding agreement, and 40% upon the submission and review by staff of your final report, with acceptable proof of payment (cancelled cheques, eTransfer receipts, credit card statements and money orders), and including any deliverables such as written reports, promotional materials, videos, or recordings.

In-house costs: Up to 25% of eligible costs for Build Level 1 and up to 70% of eligible costs for Build Level 2 may be in-house and/or related party transactions. Applicants must disclose all related party and non-arm's-length transactions in the submitted budget. Related party costs are only accepted if the person has a professional track record in the field of the service being delivered and has a registered business or corporation. Further to this, the expenses are accepted at the discretion of MANITOBA FILM & MUSIC staff and only if MFM can establish fair market value for the service being delivered. Related parties must be declared on the application form.

Ineligible expenses: Any expenses incurred before the application is submitted are not eligible. In-kind transactions, donated services and recoupable expenses will not be recognized. Capital costs related to permanent structures will not be recognized. Funds from this program may not be used for any costs incurred by or on behalf of a specific artist, travel costs to industry events or costs associated with company parties, meals or receptions. Artist fees and per diems are not eligible expenses.

Final Reporting

Completion report requirement: A completed cost report is required to be submitted on a Manitoba Film & Music-supplied template. Please use your original budget form to track expenses. Applicants must keep invoices/receipts directly related to the project, as well as their corresponding proof of payment.

Audit: Once Manitoba Film & Music has reviewed the cost report, the costs will be subject to a spot audit. For costs selected for the spot audit, Manitoba Film & Music will require copies of the receipts in question and corresponding proofs of payments.

Manitoba Film & Music accepts only the following as satisfactory forms of proof of payment:

- Copy of the FRONT AND BACK of a cleared cheque or
- Copy of Credit Card statement clearly indicating payee and amount disbursed or
- Copy of Bank Transfer/eTransfer or
- Copy of Money Order

Cost reports must be submitted via Manitoba Film & Music's grant management portal. **Links to any media funded by the application must be included in your completion report.**

Verification of services: Manitoba Film & Music will perform a test of invoices and canceled cheques, and this shall include contacting suppliers and/or payees for verification of submitted invoices and costs.

Receipt copies: Applicants must keep original copies of receipts submitted with their final reporting. Only scans of original receipts should accompany the final reporting paperwork.

Payment types: Cash payments will only be accepted for those expenses that are less than \$150 and are substantiated by receipts from verified vendors. Cash payments to non-verified vendors or in amounts greater than \$150 will not be accepted.

**Manitoba Film & Music reserves the right to review and amend the
Build program guidelines at any time.**

All required forms are available on the Manitoba Film & Music website under [music programs](#).