



Communications
Canada



Sound recording and the federal government

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1990



Canada

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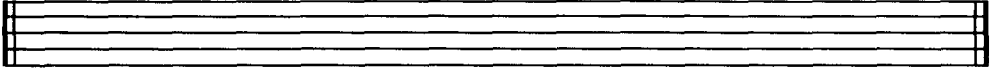
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Introduction

In 1986, the Department of Communications set up the Sound Recording Development Program (SRDP). Well known to various segments of the music industry, the SRDP provides direct assistance to the production and marketing of Canadian musical products. It is nevertheless only one of many tools created by the Government of Canada to offer Canadian firms the best possible conditions for development.

There are many other programs available through federal departments and agencies with international, economic or social mandates that would encourage the growth of the Canadian sound recording industry. To make these programs better known, the Department of Communications has prepared this brochure. It provides an overview of the programs, their objectives, the kinds of assistance available, and other related details. We hope that this information will enable members of the sound recording industry to find the type of support best suited to them.



Department of Communications

1) Sound Recording Development Program (SRDP)

The SRDP consists of eight components:

- I Sound recording production
- II Music video production
- III Syndicated radio programming
- IV International touring
- V Specialized music production
- VI International marketing
- VII Business development
- VIII Specialized music distribution

Information

Components I, II, III and IV:

MUSICACTION

4211 St. Catherine St. West

WESTMOUNT, Quebec

H3Z 1P6

Tel: (514) 937-3992

or

FACTOR

100 Lombard Street

Suite 304

TORONTO, Ontario

M5C 1M3

Tel: (416) 368-8678

Component V:

Canada Council

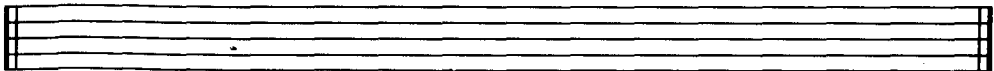
Music Service

99 Metcalfe Street

OTTAWA, Ontario

K1P 5V8

Tel: (613) 598-4352





Components VI, VII and VIII:

Sound Recording Development Program
Department of Communications
295 St. Paul Street East
MONTRÉAL, Quebec
H2Y 1H1
Tel: (514) 283-2873

2) Cultural Initiatives Program (CIP)

Assistance is offered to non-profit incorporated Canadian professional cultural organizations. Projects for capital assistance, presented by municipal or regional governments and agencies of provincial or territorial governments can also be considered.

Nature of assistance

- development of innovative communications technologies and their use in the activities of professional cultural organizations
- construction or renovation of buildings for cultural use or purchase of equipment for projects directly related to the objectives of the organization
- festivals and special cultural events of national scope
- projects that strengthen the management of professional cultural organizations

Information

Cultural Initiatives Program
Department of Communications
Journal Tower North
300 Slater Street
OTTAWA, Ontario
K1A 0C8
Tel: (613) 990-4170



Canada Council

1) Assistance to artists and arts organizations

The Canada Council provides a wide range of grants and services to professional Canadian artists and art organizations in dance, media arts, music, opera, theatre, writing, publishing and the visual arts.

Information

Canada Council
Communications Service
99 Metcalfe Street
P.O. Box 1047
OTTAWA, Ontario
K1P 5V8
Tel: (613) 598-4365 or (613) 598-4366

2) Touring Office


Nature of assistance

a) Touring Grants

The mandate of the Touring Office is to promote among the widest possible number of Canadians the distribution and enjoyment of performing arts works through grants and services to performing artists and arts organizations, and Canadian presenters and distributors engaged in touring performing arts productions in Canada.

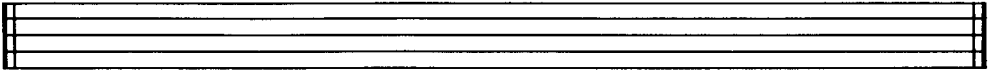
b) Concerts Canada

The Concerts Canada program is designed to assist artists' management and to encourage artists' managers to develop careers of Canadian artists in the field of classical music.



Information

Canada Council
Touring Office
Music Officer
99 Metcalfe Street
P.O. Box 1047
OTTAWA, Ontario
K1P 5V8
Tel: (613) 598-4396



External Affairs and International Trade Canada

1) Arts Promotion Program

The Arts Promotion Program is an important element of the International Cultural Relations Program which aims to extend and complement national political, economic and cultural objectives.

The program provides financial assistance to eligible artists, authors, companies and groups that propose international tours, exhibits, visits or exchanges consonant with departmental priorities.

Nature of assistance

a) Sound recording

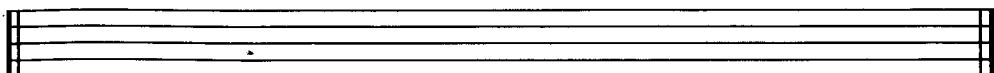
Financial assistance is available to companies, artists and groups representing the Canadian sound recording industry. The application for assistance must include a precise description of the project and a detailed budget including potential sources of funding.


Financial assistance is available in support of the following activities:

- promotion and marketing activities related to Canadian industry participation at major international trade fairs (i.e. MIDEM and the New Music Seminar in New York)
- attendance of potential foreign buyers at Canadian trade symposiums directly related to the search for foreign markets for Canadian sound recording products
- foreign touring of Canadian artists where foreign launch of their recordings is being promoted

b) Music field

Financial assistance is available to Canadian companies, groups and artists in the music field wishing to tour abroad. To be eligible, professional artists, companies or groups must have some national or international touring experience, have acquired the administrative skills needed for the successful implementation of a major undertaking and be nationally recognized for their artistic excellence. Priority is given to those touring projects that:



- 
- respond to a demonstrated interest abroad, for example, an offer by a well-established local sponsor who can guarantee adequate revenues based on fair commercial arrangements
 - last a minimum of two weeks and help to develop a specific market
 - present Canadian works of the highest quality
 - are organized by a Canadian agent or professional tour co-ordinator

The program may exceptionally grant financial assistance in support of those projects that:

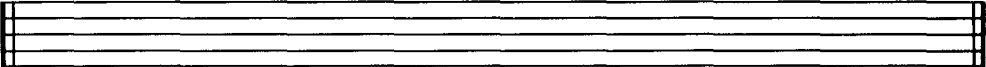
- are aimed at market exploration by impresarios or agents
- do not involve a tour as such but allow Canadian artists to participate in artistic events of an international nature
- involve invitations to well-known foreign individuals to attend major artistic events of an international nature

Information

Arts Promotion Division
External Affairs and International Trade Canada
Lester B. Pearson Building, C-2
125 Sussex Drive
OTTAWA, Ontario
K1A 0G2
Tel: (613) 992-9948

2) Program for Export Market Development (PEMD)

The program supports a variety of activities to help current or potential Canadian private-sector exporters increase their marketing activities in foreign markets and develop their sales of Canadian goods and services. The program accomplishes this by sharing the costs of export marketing activities with Canadian businesses, thus reducing the risks involved in penetrating a foreign market.



Nature of assistance

PEMD offers financial assistance to two main categories of activities.

a) Industry-initiated

- participation in recognized trade fairs outside Canada
- visits outside Canada to identify markets
- visits by foreign buyers and sales agents to Canada
- project bidding or proposal preparation at the pre-contractual stage
- establishment of permanent sales offices abroad
- innovative marketing initiatives

b) Government-initiated

- trade missions fairs abroad
- visits by foreign business persons to Canada

Information

Contact one of the International Trade Centres listed on page 11.

3) Export Development Corporation (EDC)

The EDC provides a wide range of financing, insurance and guarantee services to Canadian exporters.

Nature of assistance

The EDC assures short- and medium-term export financing for goods and services (including the rights to patents, trademarks and copyrights).

The EDC provides support programs intended to protect overseas investments and to protect against overdue payments of foreign buyers.

- export credit insurance
- performance bonds
- foreign investment insurance



Information

Export Development Corporation
Head Office
151 O'Connor Street
P.O. Box 655
OTTAWA, Ontario
K1P 5T9
Tel: (613) 598-2500 Fax: (613) 237-2690

Export Development Corporation
One Bentall Centre
505 Burrard Street, Room 1030
VANCOUVER, British Columbia
V7X 1M5
Tel: (604) 688-8658 Fax: (604) 688-3710

Export Development Corporation
Bow Valley Square III
255 5th Avenue South West, Room 2140
CALGARY, Alberta
T2P 3G6
Tel: (406) 294-0928 Fax: (406) 294-1133

Export Development Corporation
National Bank Building
156 York Street, Room 810
P.O. Box 810
TORONTO, Ontario
M5H 3S5
Tel: (416) 364-0135 Fax: (416) 862-1267

Export Development Corporation
800 Victoria Square, Room 2724
P.O. Box 124, Tour de la Bourse
MONTRÉAL, Quebec
H4Z 1C3
Tel: (514) 878-1881 Fax: (514) 878-9891



4) New Exporters to Border States (NEBS)

The NEBS program is a crash course in the essentials of exporting to the United States. Its objective is to encourage small and medium-size Canadian companies that are not currently exporters to consider the markets just across the border.

Nature of assistance

Each NEBS mission can last from one to two days and includes the following components:

- travel to the U.S. border and/or to the nearest Canadian consulate or another city in the territory of the consulate
- briefing by U.S. Customs officers
- talk by U.S. manufacturers' representative, sales agent or buyer
- briefing on the local market by consulate trade officers
- one-on-one interviews with potential agents or distributors

Transportation and program-related costs are covered by External Affairs and International Trade Canada and the provinces. Participants pay only hotel accommodation and personal expenses.

Information

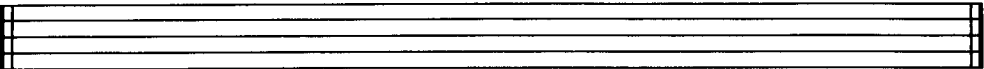
Contact one of the International Trade Centres listed on page 11.

5) New Exporters to U.S. South (NEXUS)

This program is aimed at companies that have traded traditionally just over the U.S. border and its purpose is to lead them into expanding their activities in the southern states.

Nature of assistance

The mission will concentrate on developing a program to gain distribution and sales exposure for the companies. It can be built around a particular event such as regional or



trade fairs. It can also consider a seminar or workshop format complete with invited speakers to elaborate on the market opportunities available or to describe emerging trends and market characteristics.

Each NEXUS mission can last three to four days and usually includes a group of 10 to 20 companies from the same sector. As with the NEBS program, participants are responsible for accommodation and personal expenses.

Information

Contact one of the International Trade Centres listed on page 11.

6) Canadian Trade Commissioner Service

There are over 800 trade commissioners in 112 cities abroad and 11 cities in Canada. The primary responsibility of the Trade Commission is to help Canadian companies start or expand export sales in international markets.

Nature of assistance

Trade commissioners abroad can help you:

- identify market opportunities for your products or services
- promote your company to local customers
- recommend appropriate technical experts to help negotiate deals
- intercede to help solve your problems with duties, taxes or foreign exchange
- advise and assist you with foreign joint ventures and licensing
- organize travel abroad by giving you practical advice

Information

Contact one of the International Trade Centres listed on page 11.



International Trade Centres

International Trade Centre
650 West Georgia Street, Suite 900
P.O. Box 11610
VANCOUVER, British Columbia
V6B 5H8
Tel: (604) 666-0434
Fax: (604) 666-8330

International Trade Centre
Canada Place
9700 Jasper Avenue, Suite 540
EDMONTON, Alberta
T5J 4C3
Tel: (403) 495-4782
Fax: (403) 495-4507

International Trade Centre
510 5th Street South West
CALGARY, Alberta
T2P 3S2
Tel: (403) 292-6660
Fax: (403) 292-4578

International Trade Centre
105 21st Street East, 6th Floor
SASKATOON, Saskatchewan
S7K 0B3
Tel: (306) 975-4353
Fax: (306) 975-5334

International Trade Centre
330 Portage Avenue, 8th Floor
P.O. Box 981
WINNIPEG, Manitoba
R3C 2V2
Tel: (204) 983-8036
Fax: (204) 983-2187

International Trade Centre
Dominion Public Building
1 Front Street West, 4th Floor
TORONTO, Ontario
M5J 1A4
Tel: (416) 973-5053
Fax: (416) 973-8161

International Trade Centre
800 Victoria Square
Suite 3800
P.O. Box 247, Tour de la Bourse
MONTREAL, Quebec
H4Z 1E8
Tel: (514) 283-8185
Fax: (514) 283-3302

International Trade Centre
Assumption Place
770 Main Street
P.O. Box 1210
MONCTON, New Brunswick
E1C 8P9
Tel: (506) 857-6452
Fax: (506) 857-6429

International Trade Centre
1496 Lower Water Street
P.O. Box 940, Station M
HALIFAX, Nova Scotia
B3J 2V9
Tel: (902) 426-7540
Fax: (902) 426-2624

International Trade Centre
Confederation Court Mall
134 Kent Street, Suite 400
P.O. Box 1115
CHARLOTTETOWN, Prince
Edward Island
C1A 7M8
Tel: (902) 566-7400
Fax: (902) 566-7450

International Trade Centre
90 O'Leary Avenue
P.O. Box 8950
ST. JOHN'S, Newfoundland
A1B 3R9
Tel: (709) 772-5511
Fax: (709) 772-2373



8) Technology Inflow Program (TIP)

TIP promotes the acquisition of the foreign technological innovation needed to develop new or improved Canadian products, processes or services.

Nature of assistance

a) TIP services abroad

Specially assigned staff in several of Canada's diplomatic posts abroad will:

- respond to specific requests from Canadians to identify foreign technology sources and investigate opportunities for collaboration
- arrange for the prospective partners to be brought together to discuss the technical, commercial and legal aspects of specific technology transfers
- provide other support as appropriate to the Canadian recipients

b) TIP Fund

The TIP Fund may provide financial support for some activities (expenses are normally shared between TIP and the participating organizations) such as:

- exploratory visits to acquire in-depth knowledge of foreign innovations and/or initiate and implement the transfer of technology to Canada

- 
- working visits to foreign organizations by Canadian scientists and engineers to obtain hands-on experience in the development and application of a technology required in Canada
 - working visits to Canada by foreign experts where the Canadian organization will obtain significant benefit from the visitors' expertise
 - awareness missions to explore new technologies of interest to Canada

Information

External Affairs and International Trade Canada
Technology Inflow Program
Science and Technology Division
125 Sussex Drive
OTTAWA, Ontario
K1A 0G2
Tel: (613) 996-0971



Information

Application forms are available at all chartered banks and other approved lenders.

For more information on the *Small Business Loans Act*, contact:

Small Business Loans Administration
Industry, Science and Technology Canada
235 Queen Street, 8th Floor
OTTAWA, Ontario
K1A 0H5
Tel: (613) 995-5540

or contact the nearest Industry, Science and Technology Canada office.



Industry, Science and Technology Canada

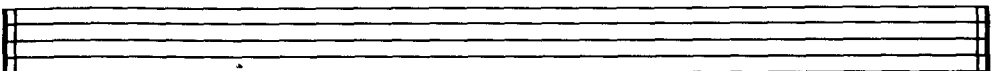
Small Business Loans Act (SBLA)

The purpose of the SBLA is to assist new and existing small business enterprises to obtain intermediate term loans to help finance specified fixed asset needs. The loans are made directly by chartered banks and other approved lenders with the SBLA providing for loss-sharing arrangements between the lenders and the federal government.

Nature of assistance

Loans of up to \$100,000 are available for the purpose of financing:

- the purchase of land necessary for the operation of a business enterprise
- the construction, purchase, renovation, improvement, modernization and extension of premises
- the purchase, installation, renovation, improvement or modernization of fixed or movable equipment





Employment and Immigration Canada

Job Development Program (JDP)

The Job Development Program aims to develop the labour market potential of long-term unemployed Canadians through a combination of work experience and skills training.

Nature of assistance

a) General projects

Subsidizes employers operating projects that provide a minimum of three long-term unemployed individuals or those receiving social assistance with a training and work experience program related to specific jobs.

b) Individually subsidized jobs

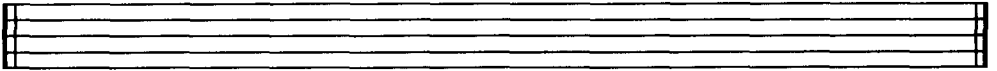
Subsidizes employers who hire unemployed individuals or those receiving social assistance, including the employment disadvantaged (an employment disadvantaged person is one who has a social or cultural barrier to employment), to fill newly created positions or to fill current job vacancies with the intention of providing such individuals with a combination of training and work experience for a specific job.

c) Training

Subsidizes the purchase of training places from public or private institutions.

Information

Contact the nearest Canada Employment Centre or Canada Job Strategy Office



Indian and Northern Affairs Canada

Cultural Grants Program

Grants are made to Inuit individuals and organizations in order to develop and promote Inuit culture within modern Canadian society. The program encourages applicants to seek additional financing for their projects from other appropriate sources.

Nature of assistance

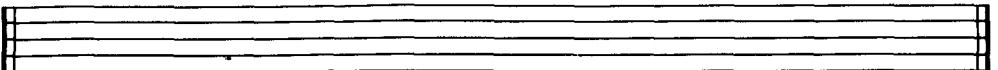
The amount of any single grant may not exceed \$5,000. These grants are made available on a "one time" basis and are not intended to provide direct on-going support to projects or activities of a regular nature.

Information

Indian and Northern Affairs Canada
Inuit Culture and Linguistics Division
Terrasses de la Chaudière
10 Wellington Street, North Tower
HULL, Quebec
Tel: (613) 997-9316

Postal address:

Indian and Northern Affairs Canada
Inuit Culture and Linguistics Division
OTTAWA, Ontario
K1A 0H4





Federal Business Development Bank (FBDB)

The Federal Business Development Bank (FBDB) is a Crown corporation whose role is to promote and assist small and medium businesses in Canada. It offers loans, risk capital and management-consulting services:

Nature of assistance

- term loans and surety bonds
- export financing program
- participation in share capital
- management consulting
- strategic planning
- preparation of applications for financing
- self-planning guides
- management training
- local initiatives for business development

Information

Federal Business Development Bank
601 West Hastings Street, Suite 700
VANCOUVER, British Columbia
V6B 5G9
Tel: (604) 666-7800

Federal Business Development Bank
155 Carlton Street, Suite 1200
WINNIPEG, Manitoba
R3C 3H8
Tel: (204) 983-7811

Federal Business Development Bank
777 Bay Street, 29th Floor
TORONTO, Ontario
M5G 2C8
Tel: (416) 973-1144



Federal Business Development Bank
800 Victoria Square, Suite 4600
P.O. Box 190, Tour de la Bourse
MONTRÉAL, Quebec
H4Z 1C8
Tel: (514) 283-3657

Federal Business Development Bank
Cogswell Tower, Suite 1400
P.O. Box 1656
Scotia Square
HALIFAX, Nova Scotia
B3J 2Z7
Tel: (902) 426-7860



Western Economic Diversification Canada

Western Economic Diversification Canada is intended to assist projects undertaken by either individuals or organizations in any sector that will contribute to the diversification of the economy of western Canada. For example, projects eligible for assistance can include: new product, new market, and new technology development; productivity improvement; or importation; from either the manufacturing or services sectors.

Nature of assistance

Assistance comes in the form of grants, loans and loan guarantees. The program provides financial assistance for research and development, import replacement, and for launching, modernizing or expanding a business. The following projects are also eligible:

- purchase of land
- labour
- marketing
- feasibility studies

Information

Western Economic Diversification Canada
Bentall Tower 4
1055 Dunsmuir Street, Suite 1200
P.O. Box 49276
VANCOUVER, British Columbia
V7X 1L3
Tel: (604) 666-6256

Western Economic Diversification Canada
Canada Place
9700 Jasper Avenue, Suite 1500
EDMONTON, Alberta
T5J 4H7
Tel: (403) 495-4164



Western Economic Diversification Canada
S.J. Cohen Building
119 4th Avenue South, Suite 601
P.O. Box 2025
SASKATOON, Saskatchewan
S7K 3S7
Tel: (306) 975-4373

Western Economic Diversification Canada
The Cargill Building
240 Graham Avenue, Suite 712
WINNIPEG, Manitoba
R3C 2L4
Tel: (204) 983-4472



Atlantic Canada Opportunities Agency (ACOA)

The ACOA is a federal government development agency providing support to entrepreneurs in the Atlantic region. Its Action Program provides financial support to small and medium-sized businesses with innovative ideas seeking to increase competitiveness or expand sales.

Nature of assistance

- loan insurance
- interest buy-downs
- business support
- business studies
- innovation assistance
- new business, expansion, modernization
- new product launch

Information

ACOA Head Office
Blue Cross Centre
644 Main Street
MONCTON, New Brunswick
E1C 9J8
Tel: (506) 858-2271 or 1-800-561-7862

ACOA
590 Brunswick Street
P.O. Box 578
FREDERICTON, New Brunswick
E3B 5A6
Tel: (506) 452-3184 or 1-800-561-4030

ACOA
1801 Hollis Street, Suite 600
HALIFAX, Nova Scotia
B3J 3C8
Tel: (902) 426-6743 or 1-800-565-1228



ACOA
Entreprise Cape Breton
15 Dorchester Street
P.O. Box 2001
SYDNEY, Nova Scotia
B1P 6K7
Tel: (902) 564-3614 or 1-800-565-9460

ACOA
75 Fitzroy Street, 3rd Floor
CHARLOTTETOWN, Prince Edward Island
C1A 1R6
Tel: (902) 566-7492 or 1-800-565-0228

ACOA
Atlantic Place
215 Water Street, Suite 801
P.O. Box 1060, Station C
ST. JOHN'S, Newfoundland
A1C 5M5
Tel: (709) 772-2751 or 1-800-563-5767