

Strategic Consulting Program 2011-12

PURPOSE

The purpose of the Strategic Consulting Program is to support Manitoba music industry companies in the engagement of business development consultants with the goal of increasing company capacity, accelerating company growth, and/or strengthening the company's business model.

FUNDING

Applicant companies may apply for up to 75% of consulting fees, to a maximum of \$6,000. Contributions will be in the form of a grant. The program is intended to fund a consulting contract taking place over a four to six month period within Manitoba Music's fiscal year (April 1 – March 31).

ELIGIBILITY REQUIREMENTS

- The applicant must be a Manitoba resident.
- The application form must be completed in full.
- All requested materials must accompany the application.

APPLICATION PROCEDURE

- Applications may be submitted at any time.
- Applicants are strongly encouraged to meet with the Program Manager prior to applying.

ADJUDICATION

- All applicants will be subject to an industry review panel, comprised of representatives from Manitoba Music and from the Manitoba music industry. The industry review panel is mandated to recommend which applications should be supported by this program. Final approval rests with Manitoba Music.
- Applications will be adjudicated based on criteria such as: the strength and track record of the company; the strength of the consultant; and the rationale for the consultation.

GRANT PAYMENT

- Approved applicants will receive 75% of the approved funding amount upon execution of the contract and the remaining 25% upon approval of the final report.
- Companies must provide proof of payment, including the 25% contribution from the company.
- Approved applicants must enter into a contract that specifies the terms of the grant.

REPORTING AND EVALUATION

- All approved applicants must agree to take part in an evaluation of the Strategic Consulting Program.
- **All program participants will be asked to must submit a final report no later than 30 days after the consulting contract concludes. Failure to submit the final report will constitute a breach of contract and will make you ineligible for further funding from Manitoba Music.**

All applications and inquiries can be directed to:

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Manitoba Music
1-376 Donald Street
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F: 204.942.6083
E: sean@manitobamusic.com

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THE FOLLOWING MUST ACCOMPANY YOUR SUBMISSION (PLEASE USE AS CHECKLIST):

- Legible, signed, and completed Strategic Consulting Program application form
- Rationale for how the consultations will assist the company in meeting its goals
- Description of the goals, objectives, strategies, and deliverables in the consultant contract
- Résumé of the consultant
- Financing plan detailing the amount and timing of consulting contract payments
- Proof of two years of business operations:
 - financial statements for the company from the previous two fiscal years, or
 - a letter from a qualified accountant attesting to a minimum two years of operations for a sole proprietorship, or
 - a detailed business plan for new companies.
- Proof of Manitoba Business Registration
- Printed material regarding the company, if the company is unlikely to be known by the review panel

PART A: APPLICANT INFORMATION

1. Company/Individual Applying: _____
(name on contract and cheques)
2. Is Applicant a Manitoba Music Member? ____ YES ____ NO
3. Contact Person: _____ Phone: _____
Address: _____ Fax: _____
City: _____ Prov: _____ Postal Code: _____ E-mail: _____
4. Industry Function: ____ Label ____ Agent ____ Talent Buyer
 ____ Publisher ____ Manager ____ Studio Personnel
 ____ Other, please explain: _____
5. Name of Consultant: _____
6. Description of Consultation: _____
7. Dates of Consultation: _____

PART B: CONSULTATION PLAN

Please attach a **detailed rationale** for the consultation, including:

1. **Rationale:** How will this consultation help the company meet its goals?
2. **Deliverables:** Provide a detailed description of the deliverables in the consulting contract.
3. **Résumé:** Provide a résumé for the consultant.
4. **Financing Plan:** Indicate the amount, number and timing of the payments to the consultant under the consulting contract, and state the amount of the company's contribution.

DECLARATION

I the undersigned, the _____ of the company, certify that the information and statements in this application and in all supporting documentation are to the best of my knowledge and belief, true and complete and do not contain a misrepresentation.

Applicant's Signature: _____ Date: _____