

ADVANCE

CANADA'S BLACK MUSIC BUSINESS COLLECTIVE

Driven by the heart, soul, and sounds of Black voices, ADVANCE is unifying professionals across all sectors of the Canadian music industry.

TMAC UPDATE

MISSION & VISION

MISSION

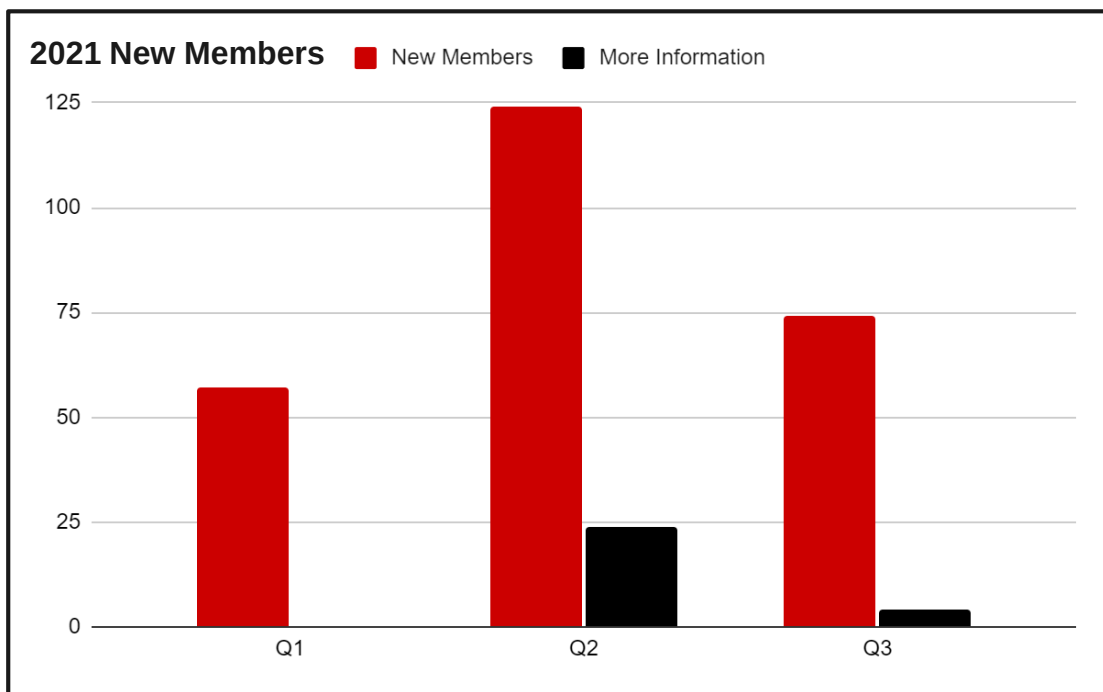
To help foster an environment within the Canadian music industry that improves, promotes, and better retains Black employees and partners.

VISION

Creating conditions for long-term success by addressing racial equality and inclusivity through three areas: Advocacy, Mentorship, and Community Outreach.

COMMUNITY BUILDING MEMBERSHIP

We continue to see interest in joining the ADVANCE membership. We have been creating a thriving space for Black Music Business Professionals. The increase in numbers is directly correlated to ADVANCE programming, which focuses on professional development and education. ADVANCE currently has **378** members.



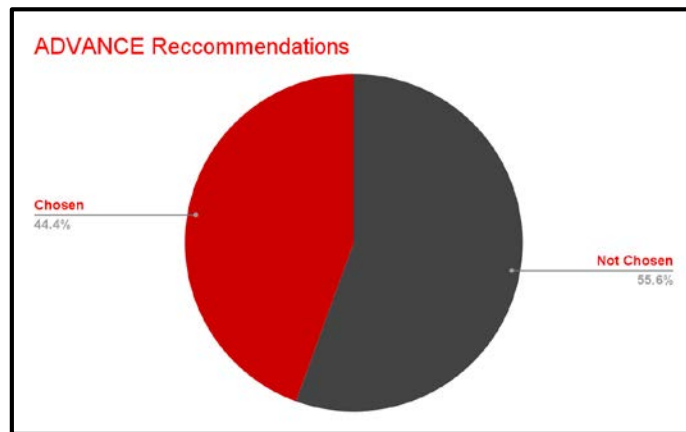
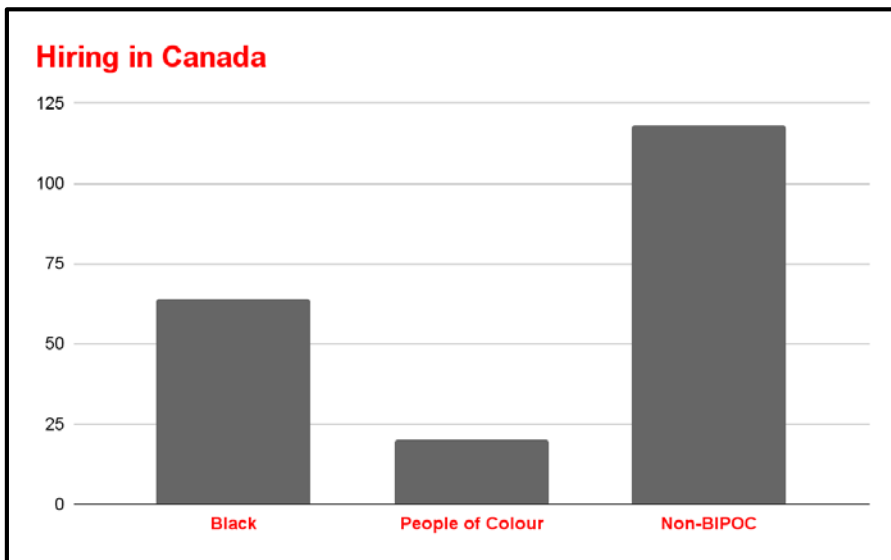
Member Benefits

- Exclusive networking platform
- Early access to music industry job postings and professional recommendations for roles within partnered organizations
- FREE membership to partner organizations
- FREE or discounted access to industry events and conferences.

PIPELINE BUILDINGGROWTH

Since July, ADVANCE has been involved in putting forth names for positions in the industry. We have partnered with **15** organizations, including **MLSE**, **SOCAN**, **Warner Music** and **CARAS**. We have been able to place some high profile positions, including Director, Events for J UNOs 2022.

There is more work to do. While we are seeing 64 Black people hired in the year (2020/2021), a lot of them have worked in the industry. We would like to see more new entrants.



OPPORTUNITIES PROVIDED FUNDING

ADVANCE has offered two grant opportunities, amounting, in total to \$200,000.00. We have been focused on working with Black owned, Black serving businesses that provide mentorship and professional development. We are happy to have had 20 applicants for the Mentorship grant, and 21 applicants for the Business Expansion grant.

The ADVANCE Business Expansion Grant will be supporting entrepreneurs and local businesses at various levels of their journey: emerging, elevating, and established.

The ADVANCE Business Expansion Grant will give organizations the opportunity to receive a grant of up to \$10,000, \$15,000, or \$25,000.

APPLICATION DEADLINE:
OCTOBER 20, 2021 at 5PM EST

TOTAL GRANT ENVELOPE:
\$150,000K

FUNDING DISBURSEMENT:
3 grant categories, funding 50% - 85% of total budget

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ADVANCE & City of Toronto: Business Expansion Grant

ADVANCE, Canada's Black Music Business Collective, in partnership with The City of Toronto, announces the launch of the ADVANCE Business Expansion Grant, which will inject \$150,000 into Toronto local non-for-profit businesses that support emerging Black music business professionals and entrepreneurs.

EMERGING BUSINESS
(eligible for \$5,000-\$10,000 in funding):
A business less than 3 years old, that has shown great potential and has long term goals, with an execution plan.

ELEVATING BUSINESS
(eligible for \$10,000-\$15,000 in funding):
A business in the industry 3+ years that has not reached their full potential but has current successes to show for.

ESTABLISHED BUSINESS
(eligible for \$15,000-\$25,000 in funding):
A business in the industry 5+ years with a strong customer base and proven success in core programming.

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PROGRAMMING

ADVANCE heavily focuses on affecting change through touchpoints. We can be seen at conferences and events, empowering the Black music business professional, while informing and educating the industry. In September, ADVANCE started the Panel Curation program, designed to provide opportunity to Black curators that are often omitted from conference planning processes. This initiative is funded by all the partners that we work with, and will continue to expose conferences to the wide variety of untapped talent in the conference and festival space.

ADVANCE has created flagship core programs:
AMPED (ADVANCE Music Professional Entertainment Dialogues)
#PlayBlack 12-hr DJ Marathon
ADVANCE Music Industry Career Expo

30 Industry Panel Appearances
10 ADVANCE Curated Panels
887882+ Social Media Impressions
2.98M In person/Virtual Attendees

QUESTIONS?

www.advancemusic.org