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To: ["Direct to Mayor and Council - DL"](#)
Date: 12/15/2022 8:24:53 AM
Subject: [Upcoming News Release: City turns up the volume on Vancouver music scene \(Dec. 16, 2022\)](#)

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release announcing recipients of the Vancouver Music Fund on December 16 at approximately 10 a.m. Please note we will include a link in the highlighted portion of the news release (after it goes live).

This release shares that the City and Creative BC have partnered for the third year in a row to fund 49 Vancouver music projects through the Vancouver Music Fund, and a new partnership with the Province allowing for the expansion of programs province-wide, funding an additional 41 projects in communities outside of Vancouver.

Several artists and projects are referenced, and artist Serena Sun is quoted as well. Corresponding social media posts spotlighting some of the recipients are also planned—feel free to re-share and amplify these stories via your accounts.

Please keep this embargoed until you have seen the release go out to media through the City media account.

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Sḡwx̱w̱ú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations.

City of Vancouver

News release

December 16, 2022

City turns up the volume on Vancouver music scene through Vancouver Music Fund

The City of Vancouver and Creative BC have partnered for the third year in a row to fund 49 Vancouver music projects through the [Vancouver Music Fund](#).

The Demo Recording, Music Video, Industry Catalyst programs create pathways into the industry and grow capacity for Indigenous and underrepresented groups. Funded projects include artist [Emerald Osagie](#) and producer [Morgan Perry](#) who will collaborate on a demo recording; [Lady Sincere's](#) music video for her song "Northwest Coast Story"; and Mixer: An industry catalyzer for Trans and Enby music professionals, organized by [Normie Events Society](#).

New this year, a partnership with the Province of British Columbia is allowing for the expansion of

programs province-wide, funding an additional 41 projects in communities outside of Vancouver. The City contributed \$300,000 to the \$556,000 investment.

“Local music plays a vital role in Vancouver’s arts and culture sector and we’re proud to be investing in an initiative that makes music more accessible for local artists,” said Mayor Ken Sim. “We’re excited to work with Creative BC and the Province to support the next generation of Vancouver artists in shaping the future of our city’s music scene with a particular focus on amplifying artists from traditionally underrepresented communities.”

“Creative BC is proud to be building on the City of Vancouver’s program successes through additional provincial support from Amplify BC,” said Prem Gill, CEO of Creative BC. “These collaborative investments into access, mentorship, and skill-building, will expand the music industry’s future success by removing barriers for artists and initiatives that originate in underrepresented communities.”

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“This important program increases access to funding for a broader range of musicians and music groups,” said Lana Popham, Minister of Tourism, Arts, Culture and Sport. “The Province is pleased to invest in so many projects and artists who would otherwise not have access to this type of funding and resources. I commend the leadership of Creative BC and the City of Vancouver in removing barriers throughout the province. Congratulations to the recipients.”

Vancouver pop artist [Serena Sun](#) received \$10,000 to film a music video for her upcoming single “Homecoming” with direction from Hannah Yang. The video will feature themes of personal growth and finding peace within oneself.

Speaking to the impact of the grant, Sun said, “I am so grateful for the support to film the music video for ‘Homecoming.’ Through this video, my director, Hannah Yang, and I hope to show the audience that despite all the challenges life throws our way, by planting seeds and doing our best, we will one day reap the benefits of what we’ve worked so hard to build. The funding allows Hannah and I to execute this vision to its fullest potential and grow our portfolios as we progress in our respective industries.”

Projects funded through the 2022 Vancouver Music Fund

□ Demo recording program, 51 projects funded

This program supports new and emerging artists from underrepresented groups to create demo recordings and engage in mentorship and skill development with a BC producer.

Darkwave / post-punk musician [Carmelyne Void](#) will receive \$2,000 to record a demo album with producer Alex Penney. In her own words, Carmelyne Void’s music feels like it was made for an energetic 80s dance floor, yet it still retains traces of darkwave gloom.

□ Music video program, 23 projects funded

This program supports the creation of music videos for new and emerging artists from underrepresented groups to help reach new audiences.

[Hatim](#) will receive \$10,000 to make a music video for his single “Deal”. As per his [website bio](#), Hatim is a Sudanese-Canadian singer and songwriter based in BC. With a background that takes him across continents, his sound is rooted in R&B with explorations into Funk, Neo-Soul, Pop and the music of his East African & Middle Eastern roots.

□ Industry catalyst program, 15 projects funded

This program supports projects that develop Vancouver’s music ecosystem and build the

capacity of underrepresented groups and communities.

[Vancouver Adapted Music Society](#), which provides opportunities for people with physical disabilities to learn, record and perform music, will receive \$20,000 for their project, VAMS Mini School. The [VAMS Mini-School](#) is a new non-accredited 9-course series that provides students with a well-rounded introduction to the music industry.

The Vancouver Music Fund, launched to implement the [Vancouver Music Strategy](#), started as the first municipal fund of its kind in North America to provide direct support to Indigenous and underrepresented musicians, artists, and groups in Vancouver's music sector. To date, Vancouver Music Fund programs have supported 173 Vancouver based projects, and 213 projects overall. [To view the full list of recipients, and to learn more about these programs, visit Creative BC's website.](#)

The Fund supports the strategic recommendations of the Vancouver Music Strategy and the City's 10-year culture plan, [Culture|Shift](#), which aim to shift and re-prioritize support and to amplify a diverse music and cultural sector.