



# EVOLUTIONARY MUSIC COOPERATIVE

A New Co-operative Paradigm for Conscious Music

Evolutionary Music Co-Operative or EvMC is a small, startup, non-profit music co-operative that was incorporated in 2017. Based in the city of Toronto and inspired by both Motown and a co-operative business model, EvMC seeks to change the current paradigm that exists in the music industry. This present model is based heavily on competition between artists and thereby creates an unfair system where those who don't have the resources do not succeed in expressing their art. EvMC wants to change that paradigm into a new one that is based on cooperation, collaboration, consciousness, and equality.

EvMC's mission through its co-operative business model is to create, develop, and publish music that mutually benefits all parties involved in the creation of music regardless of genre, generation, and culture. EvMC hopes that through this model all artists and creators can make a sustainable living from their creative works and it is through this model, everyone has a share in the ownership and success in the co-operative.

EvMC's vision is to help artists in marginalized groups, those who are considered minorities in the city of Toronto, and those in low-income areas gain access to resources, guidance, and services that would help them express their art and further their dreams. Through EvMC's various membership options which vary depending on the artist, the funding would help support a variety of creative services offered through EvMC such as paid studio time, marketing, performances, and many other creative services offered through membership with EvMC.

Like many other small and non-profit organizations particularly in the arts, the ongoing COVID-19 pandemic has negatively affected EvMC and its operations, because of this EvMC is looking to members of the community for support. EvMC is asking for \$955,400 to help support the initiative which will cover a variety of operational costs as listed on page four of this document. Through your support, EvMC can move into 2022 ready to reshape the music industry and create a better future for artists everywhere. By supporting EvMC you are supporting the creation of inspiring and mindful music, but also music that is also original and innovative. EvMC will provide updates on how your contribution has impacted us and supported artists in the creation of their art.

## Associate Membership Benefits

### *Individual Partner Membership Benefits*

- Discounted or free access to events, showcases, music specials, festivals, and features.
- Priority Access to community events, meetings, and activities
- Exclusive access to the Associate Members section of our co-op member website
- Access and discounts to Associate Members services- administrative and financial management support, promotional services, etc.
- Enterprise Dividends/ Shares

### *Studio Partner Membership Benefits*

- Access to EvMC Artist database
- Discounted rates for promotional services (advertising, website and social media features, etc.)
- Discounted or free access to events, showcases, music specials, festivals, and features.
- Priority Access to community events, meetings, and activities
- Exclusive access to the Associate Members section of our co-op member website
- Access and discounts to Studio/ Partner Member services- administrative and financial management support, promotional services, etc.
- Enterprise Dividends/ Shares

### *Community/ Fan Membership Benefits*

#### *Gold Fan Membership Benefits*

- Receive our Insider's Newsletter and Co-Op Updates
- PWYC on EvMC event tickets
- Access community building events, meetings, and activities
- Exclusive access to the co-op member website
- Wages/ Time Equity using the Time Banking/ Bartering System
- More details to come!

#### *Platinum Fan Membership Benefits*

- Receive our Insider's Newsletter and Co-Op Updates
- 50 % discount on EvMC event tickets
- Exclusive VIP access to special events
- More details to come!

## Membership Benefits

### *Artist Member Benefits*

- Artist Profile and Works featured on EvMC Website and Socials
- Performance opportunities
- PWYC or free access to events, showcases, music specials, festivals, and features.
- Access community-building events, meetings, and activities
- Exclusive access to the co-op member website and services
- Access and discounts to services- administrative and financial management support, artist development, promotional services
- Enterprise/ shared dividends
- Future Goals- Group Health and Dental Benefits, Wages/Time Equity using Time Banking/ Bartering System
- All members will receive a comprehensive artist development module package
- The members will also be provided with two (2) complimentary half-hour consultations during the Term for specialized and customized artist growth strategy.



### *Patron Member Benefits*

- Receive our Insider's Newsletter and Co-Op Updates
- Free EvMC event passes
- Artist's music and merchandise promotions
- Premium access and seating for events/ showcases/ presentations, etc.
- Special mention and space on our THANK YOU page, in our media blasts (whenever appropriate), in presentations and newsletters
- Free product from our catalogue
- Promotion through our exponentially expanding social networks
- More details to come!



## Funding Breakdown

Total Funding Ask: \$955,400

Operational Costs - Operations Manager - \$62,400, Staff (marketing, A&R/membership, content creator/designer, webmaster/database admin, accounting/payroll, grants/sponsorships, PR/outreach specialist, sales, artist manager/scheduler, licensing and royalties) - \$520,000

Employer Taxes - \$50,000

Production - \$50,000

Upper Management - \$50,000

Legal Costs - (contracts, agreements.etc) - \$25000

Rent - (\$4k x 12 months) = \$48000

Equipment - (Computers, desk, chairs, sound system, rugs, break room) - \$50000

Marketing/Ads - \$50000

Contractor Hiring - \$20000

Miscellaneous Expenses - \$20000

IT Infrastructure - \$10000



## Projected Income

Income Projection : \$1,015,000

Memberships - 1000 Artist memberships - \$100/member - \$100,000

200 Associate memberships - \$200/member - \$40,000

50 Patron memberships - \$500/member - \$25,000

Ticketing/Concerts/Workshops/Events - \$100,000

Music Sales - \$200,000

Publishing (Sync, Licensing) - \$50,000

Grants/Contributions/Loans - \$500,000



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