



2014 — 2015 Annual Report

FACTOR

This project has been made possible in
part by the Government of Canada.
Ce projet a été rendu possible en partie
grâce au gouvernement du Canada.

Canada



4

Message From the Chair

6

Message From the President

8

Looking Ahead

10

Our Staff

12

Our Board of Directors

14

About the Foundation

15

Our Funding Partners

18

Contributing Radio Broadcasters

20

Financial Results

22

Juries

24

Jurors by Province

26

Overview of Funding

28

Funding Offered By Region

29

Applications Approved By Genre

30

Applications Approved By Region

31

Funding Offered By Genre

34

Funding Offered By

40

Region

52

Success Stories Program Descriptions

54

Sponsorships per

60

Province

62

Collective Initiatives

65

In the Community Awards Year-End Snapshot

69

PWC Report

Contents

In writing my first message as FACTOR's Chair I feel fortunate that I can highlight some welcome good news. As of April 2015 the Canada Music Fund (CMF), and specifically the agreements with FACTOR, have been renewed for the next five years. Now that the fund has been made permanent, it is no longer necessary for the Department of Heritage to (re)make the case for music funding every April.

This is great news for FACTOR, for the industry, and for our key partners at the Department. It means that more time can be focused on programming for the future rather than on exhausting administrative exercises. We extend our thanks to the Department and to Minister Shelly Glover for this vote of confidence. Minister Glover has since announced her retirement from politics, and we wish her the best. We also thank our industry partners who were so clear in their support for continuing public funding to FACTOR and other CMF recipients.

We must also acknowledge the continuing contribution of Canada's private broadcasters to FACTOR, which started in 1982.

Canada's funding system for popular music is a unique and innovative blend of private and public support that is renowned globally as the gold standard in support for the arts and creative industries.

FACTOR serves all parts of Canada, provides funding to multiple genres and communities, and funds both artists and entrepreneurs from the very start of their careers through to maturity. Our support extends to events in all regions and to music associations right across the country and as far north as Yellowknife and Whitehorse.

From genre-bending breakout success stories like Tanya Tagaq, The Weeknd, July Talk and Alvvays to incredible classical and jazz talents like Elizabeth Raum and Nikki Yanofsky, FACTOR supported artists continue to delight critics and fans alike.

Our catalogue of funded projects ranges from the largest music events in the country to intimate local music get-togethers.

However, FACTOR cannot dwell on past successes as music business conditions continue their rapid transformation. Streaming is here, but the streaming landscape today resembles a frontier town, rather than the fully developed ecosystem that is to come. Artists depend more than ever on their touring income, and many Canadian artists will be travelling around the world repeatedly, make a living serving their growing global audience.

FACTOR strives remain sensitive to ensuring that we do not become mired in funding outdated business models. We continue to actively evolve and embrace a comprehensive, future-looking view of the music industry in Canada.

I would like to thank FACTOR's Board and staff for their service this past year. We have a committed group of successful and knowledgeable industry professionals leading a terrific team. Our clients can be assured that this tradition of solid leadership will continue into the future.



Jeffrey Remedios,
Chair

**We continue
to actively evolve
and embrace
a comprehensive
future-looking
view of the music
industry in
Canada.**

Over thirty years ago FACTOR was founded with modest expectations. The initial budgets were small and no one imagined FACTOR would grow both in size and importance to the degree that it has. Last year, funding peaked with about \$17 million dollars distributed for program support, the largest amount spent by FACTOR in its history. With the renewal this year of the Canada Music Fund, and a new contribution agreement having been signed with the Government of Canada, FACTOR can plan for the next five years with a reasonable expectation of stable funding from both government and private broadcasters. This includes an endowment of over \$40 million built from private broadcaster benefits. FACTOR is projecting to invest at least \$16 million per year on programs from 2015 to 2020. This stable financial outlook will help offset a projected decline in revenue from private sources as the major benefits from transactions from the past seven years expire. Prudent fiscal management over the past four years, and intelligent investment strategies, have made this five-year future commitment possible.

However, client demand on FACTOR funding continues to grow, and industry priorities are shifting. The production of sound recordings has become a less expensive proposition. Artists are seeking more opportunities to tap into markets outside of Canada through extensive touring. Industry organizations have ramped up their efforts to place their artists in worldwide festivals and music events as they seek to enhance their music brands abroad. More and more applications for support arrive at FACTOR every year. All of this requires that we shift our funding to areas which better reflect industry priorities and needs, while living within our means.

Through its Board and relationships with other music organizations, FACTOR seeks and acts upon the best available industry advice with respect to program priorities and design. The FACTOR of 2015 is a result of that ongoing consultation. As the industry evolves over the next five years, we will again be seeking counsel. FACTOR can only be as good as the quality of the ideas on which it is based. So if you have a thought, or want to join the discussion, you should contact a representative or FACTOR directly. Get involved. Join a provincial music industry association, CIMA, the CMPA, or the MMF. Or, get in touch with us directly. Send us an email or tweet. We're always listening.



Duncan McKie,
President

Over thirty years
ago **FACTOR** was
founded...

no one imagined
FACTOR would
grow both in
size and
importance to
the degree that
it has.

When FACTOR launched its new program and staff structure in April 2013, the organization gave itself two years to collect data and monitor client activities before making any major changes. While the results of the changes to FACTOR's structure and program delivery are generally positive, there were significant adjustments made to funding levels during this fiscal year in order to meet demand in certain programs.

The decision to make those adjustments is illuminated by two principles that guide decision making at FACTOR. The first is ensuring the longest-possible-term funding for the music industry through the careful maintenance of an investment fund; the second is striking a balance between prioritizing new and emerging, versus established artists and enterprises. Keeping these in view, the Board of Directors felt that in order to stay on track to stable, long-term funding, FACTOR would have to reduce program spending while at the same time supporting the greatest possible number of projects. Consequently, the decision was made to reduce the maximum project funding for upper level projects in the Comprehensive Artist and Comprehensive Music Company programs, and to reduce the maximum amount of tour support available per artist per year across all programs. This decision had a negative impact on some projects that were underway, and FACTOR staff are gratified to have so many clients expressing their understanding of the situation for exactly what it is: short term pain for long term gain. Looking ahead to 2015-2016, FACTOR has made some technical changes to program rules, but continues to offer a wide range of funding programs in support of sound recordings, marketing, touring, showcase, videos, and event

production. During the upcoming year, FACTOR will continue to monitor the progress of funded projects, and will collect production, market, and revenue data so that if further program changes are made, they will be based on the best available information.

With over 5,188 applicants and 4,770 solo artists, bands and ensembles in our system who are ready to apply to one or more of FACTOR's thirteen programs, it is an understatement to say the Canadian music industry has a lot of moving parts. FACTOR's challenge is to continue to respond to this dynamic demand, and that means addressing our clients' needs with as much flexibility as we can afford. That means our programs will continue to evolve in many small ways.

**FACTOR's
challenge is to
continue to
respond to this
dynamic demand,
and that means
addressing our
clients' needs with
as much flexibility
as we can afford.**

**In 2014–2015,
FACTOR
employed
20 full-time
staff in four
departments.**

Duncan McKie
PRESIDENT

Operations

Allison Outhit
VICE PRESIDENT OF OPERATIONS

Phil Gumbley
DIRECTOR OF OPERATIONS

Danitza Nolasco
CRM ADMINISTRATOR

Cathy Waszczuk
OFFICE COORDINATOR

Communications

Siobhan Ozege
COMMUNICATIONS AND STAKE-
HOLDER RELATIONS OFFICER

Accounting

Marina Anianova
ACCOUNTING MANAGER

Client Services

Angela Fex
MANAGER

Eryka Nilsen
ASSISTANT MANAGER

Megan Jones
ASSISTANT MANAGER

Tamara Dawit
SENIOR PROJECT COORDINATOR
– SPONSORSHIPS & COLLECTIVE
INITIATIVES

Beth Hamill
SENIOR PROJECT COORDINATOR

Erin Kiyonaga
SENIOR PROJECT COORDINATOR

Aurora Bangarth
PROJECT COORDINATOR

Jeffrey Hayward
PROJECT COORDINATOR

Angela Kozak
PROJECT COORDINATOR

Derek Wilson
PROJECT COORDINATOR

Amanda Langton
PROJECT COORDINATOR

Lindsey Van De Keere
PROJECT COORDINATOR

Molly Shore
JURY SUPERVISOR

FACTOR would like to
thank Christina Cassaro,
Joshua Fourney, Tim Jones
and Yuli Scheidt for their
contributions to FACTOR
during our fiscal year.

The FACTOR Board of Directors is comprised of a volunteer group of 11 individuals, six from the music industry and five from Canada's private radio broadcasters. There are eight member organizations, which control eight voting seats on FACTOR's board.

Canadian Independent Music Association;

One member, admitted by Board

resolution, drawn from the Independent

Recording Industry;

Canadian Music Publishers Association;

Music Managers Forum – Canada;

Canadian Association of Broadcasters,

representing private terrestrial broadcasters;

Bell Media Inc.;

CORUS Entertainment Inc.;

Rogers Communications Inc.;

The seats held by FACTOR's eight member organizations are responsible for electing directors to the remaining three seats on FA

One is reserved for a representative from radio broadcasting;

One seat is reserved for a representative from the independent music industry;

One seat can be held by any independent representative who is not in radio broadcasting. This last seat is traditionally held by a professional musician.

Duff Roman is FACTOR's Director Emeritus. He is the founding president of the organization. His unwavering support and guidance ensures that FACTOR's institutional memory is available to new Board members.

FACTOR also has a provision for the Chairman of the National Advisory Board to attend meetings of the Board of Directors as an Observer. Observers do not have voting privileges and provide input as required.

Board directors can serve a two-year term on the board, to a maximum of three terms. This by-law was adopted in 2007 to ensure Board rotation.

We would like to thank Sarah Stasiuk for her contributions to FACTOR this year.

Our Board of Directors



CHAIR

Jeffrey Remedios

CIMA Appointee
President,
Arts & Crafts



VICE-CHAIR

Lenore Gibson

Bell Media Inc., Appointee
Senior Counsel,
Regulatory Affairs



TREASURER

Rick Arnish

Elected Director,
Radio Industry
Chairman, Jim Pattison
Broadcast Group

6

members are from
the music industry



SECRETARY

Meghan Symysyk

MMF Appointee
Artist Manager,
SRO/Anthem

**Lloyd Nishimura**

Elected Director,
Music Industry
President, Outside Music

**Chris Pandoff**

CORUS Appointee
President,
CORUS Radio

5

members are from
Canada's private radio
broadcasters

8

under the current
by-laws there
are eight members
of the organization,
controlling eight seats
on the Board.

**Steve Parsons**

CAB Appointee
Operations Manager, Boom
97.3/Flow 93.5

**Al Ford**

Rogers Appointee
Program Director,
JACK FM

**Justin West**

CIMA Appointee
President, Secret City
Records

3

seats are reserved for
independently elected
members.

**Mark Jowett**

CMPA Appointee
VP, International
A&R/Publishing,
Nettwerk Music Group

**Sarah Slean**

Elected Director,
Music Industry
Singer/Songwriter

**Duff Roman**

Director Emeritus
President & CEO, Duff
Roman Media Inc.

**Scott Long**

Observer, Chair of National
Advisory Board
Executive Director, Music
Nova Scotia

FACTOR, the Foundation Assisting Canadian Talent on Recordings, was founded in 1982 and is one of the most significant sources of financial assistance offered to help sustain and grow the independent Canadian music industry.

FACTOR 2014–2015

As a private non-profit organization, FACTOR is dedicated to providing assistance toward the growth and development of the Canadian music industry. The foundation administers contributions from private radio broadcasters as well as two components of the Department of Canadian Heritage's Canada Music Fund. FACTOR has been managing federal funds since the inception of the Sound Recording Development Program in 1986 (now known as the Canada Music Fund).

Support is provided to Canadian recording artists, songwriters, managers, labels, publishers, event producers and distributors through various programs, at every stage of their careers. Whether an artist is looking

to record a demo, a full length sound recording, market and promote an existing album, or showcase and tour domestically or internationally, funding is available. FACTOR supports many facets of the infrastructure for artists and music entrepreneurs to progress into the international arena. Canada has an abundance of talent competing nationally and internationally and FACTOR's sponsors can be very proud that through their generous contributions they have created so many success stories.

FACTOR's annual budget is derived from two sources: the Department of Canadian Heritage through the Canada Music Fund, and Canada's private radio broadcasters. For 25 years, we have administered federal government and privately-sourced funds.

We are proud to be a part of a unique cultural initiative that is a model of public-private cooperation.

Canada Music Fund

In 2014–15, FACTOR administered \$8.5 million through two components:

New Musical Works

New Musical Works (NMW) which provides a broad range of support to artists, record labels, artist managers, associations and other organizations; and



= Funded by Canada Music Fund.

Collective Initiatives

Collective Initiatives (CI), which provides financial assistance for initiatives that develop, promote and showcase the broader Canadian music industry through award shows, educational initiatives, international showcases and tools for marketing Canadian music on digital platforms.

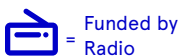


= Funded by Canada Music Fund.

In 2014–15, the majority of FACTOR's budget came from contributions from Canada's private radio broadcasters totalling nearly \$12 million. There are two types of contributions:

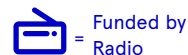
Canadian Content Development

Canadian Content Development (CCD), is part of a long-running federal commitment to the development and promotion of Canadian cultural products through The Broadcasting Act. This requires that private commercial radio broadcasters make a financial contribution toward the development of Canadian music for play on commercial airwaves. This requirement is administered by the Canadian Radio-Television and Communications Commission (CRTC).



Tangible (transaction) Benefits

Tangible (transaction) Benefits, as part of the Commercial Radio Policy requires that commercial radio stations wishing to purchase or acquire broadcast assets must commit at least 6% of the value of the transaction to CCD. Of the committed amount, 1.5% must be directed to FACTOR or Musicaction.



FACTOR proudly offers three programs and one component that are funded entirely through broadcaster contributions:

Comprehensive Artist

See Program Description
on page 40.

M&P Non-FACTOR Funded

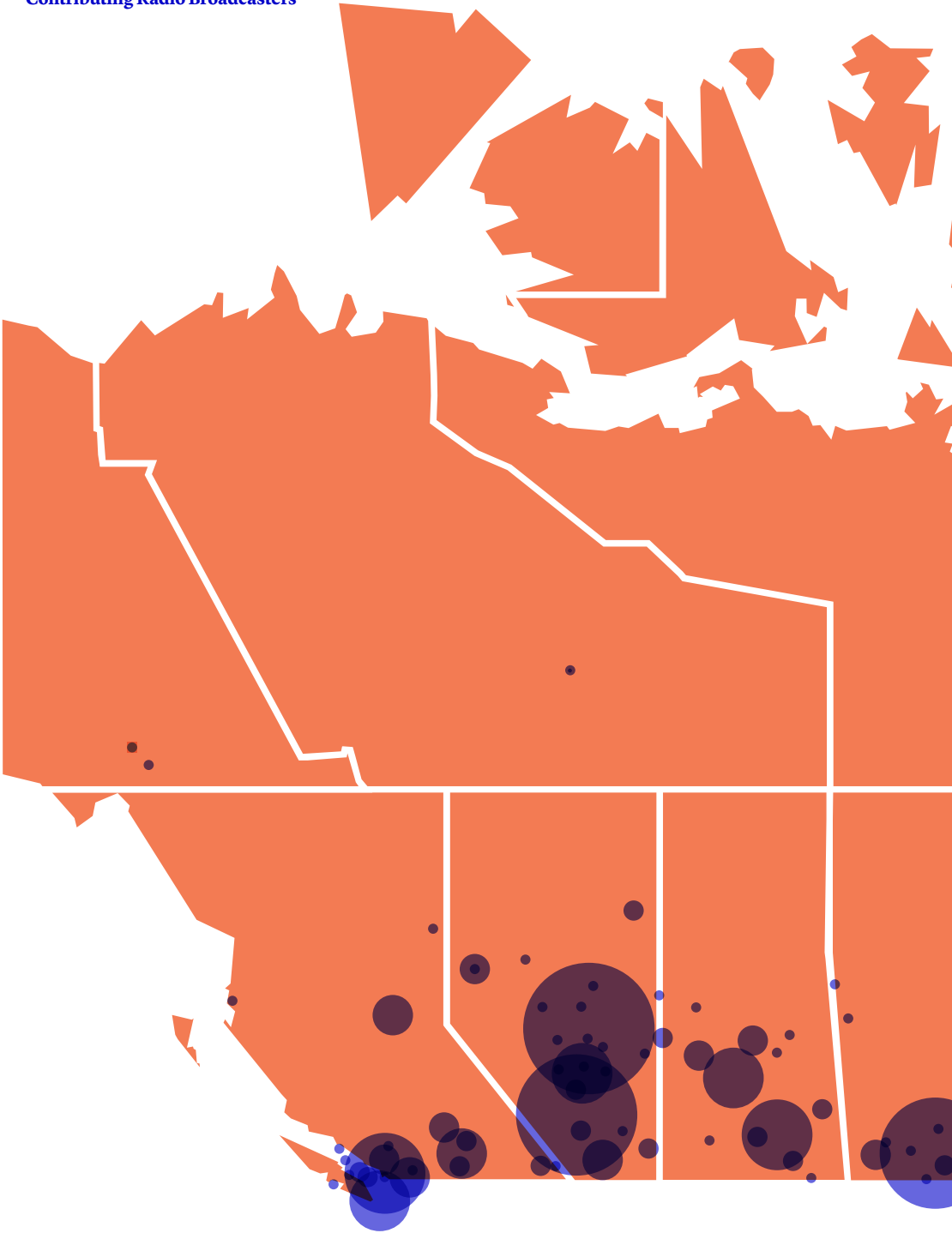
See Program Description
on page 47.

Sponsorship

See Program Description
on page 56.

The **Radio Marketing Fund** is administered via components in Comprehensive Artist, Comprehensive Music Company, Juried Sound Recording and Marketing & Promotion for FACTOR Funded Sound Recordings programs.

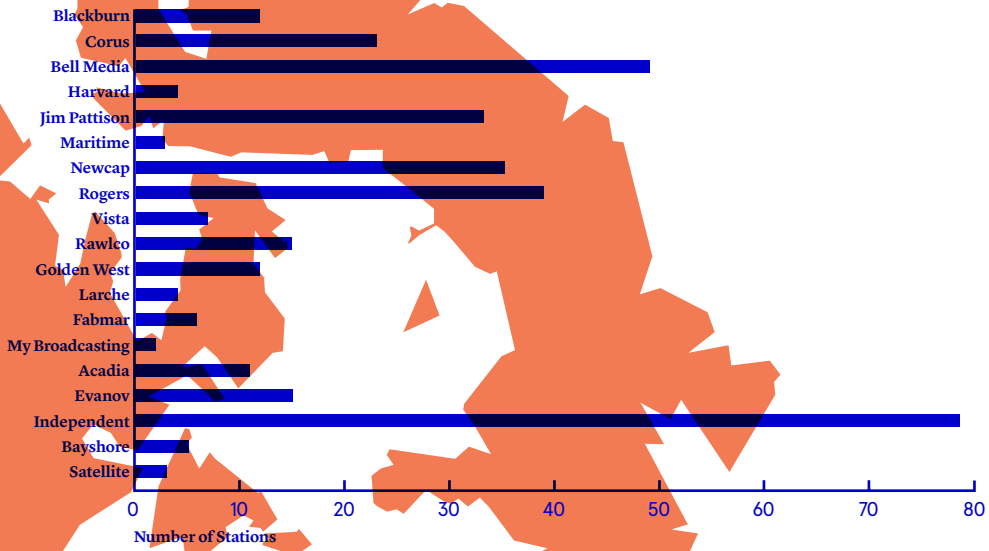
FACTOR 2014-2015



This visualization represents radio broadcasters in Canada who paid the basic CCD contribution to FACTOR in 2014–2015. Please note: the mandatory basic CCD contribution is calculated for English-language licensees whose total revenues exceed \$1,250,000. This excludes any Tangible Benefits, or Over and Above contributions.

Contributing Radio Broadcasters

Stations by Broadcast Owner

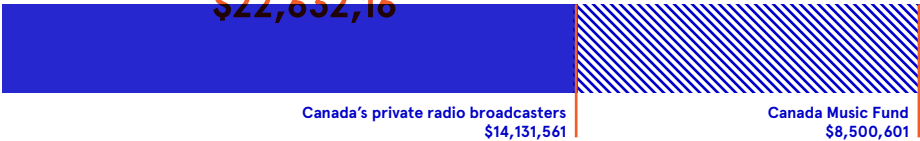


This visualization does not include the following satellite radio broadcasters:
Sirius Canada Inc, Canadian Satellite Group Inc and Stingray Digital Group.

Revenue

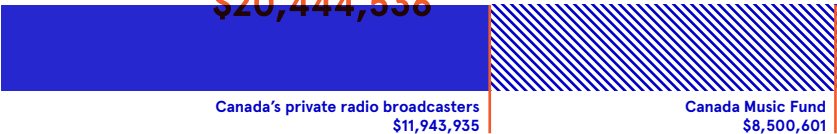
2014/2015

\$22,632,16



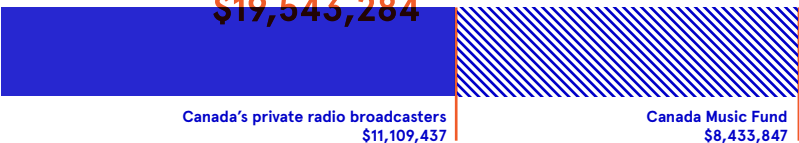
2013/2014

\$20,444,536



2012/2013

\$19,543,284



FACTOR 2014-2015

Expenditures

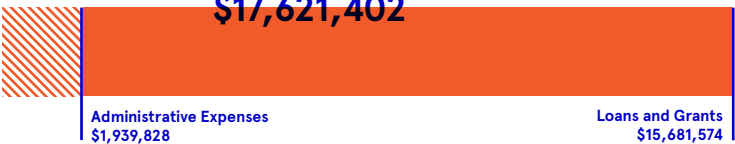
2014/2015

\$19,186,362



2013/2014

\$17,621,402



2012/2013

\$16,538,687



In 2014–2015

\$8,500,601

In contributions from the Department of Canadian
Heritage through the Canada Music Fund

FACTOR's

\$14,131,561

In contributions from Canada's private
radio broadcasters

revenue was

\$373,233

In loan repayments

\$22,632,16

\$17,096,526

Offered in loans and grants

with \$19,186,362

\$16,629,203

Paid out in loans and grants

spent in

\$2,173,448

In Administrative Expenses

expenditures

\$383,711

Paid out to Regional Affiliates

FACTOR relies on the participation of members of the Canadian music scene to help assess projects through FACTOR's Demo Program and Juried Sound Recording Program.

FACTOR jurors are volunteer members of the Canadian music industry. Their knowledge, expertise, and ability to interpret the current music landscape in Canada makes them qualified to help FACTOR decide which applications are best suited for funding.

FACTOR jurors are valued for their experience and areas of specialty, including genres, industry, and artistic and professional focus.

Our jurors include artists, producers, artist managers, agents, promoters, record labels, publishers, publicists, radio DJs and journalists.

Juried assessments draw on the range and diversity of the Canadian music industry and help FACTOR funding reach every corner of Canada, across a spectrum of genres. We believe that peer evaluation ensures a fair and transparent process and promotes appropriate representation for all provinces and musical genres.

Who Is Eligible to be a Juror?

Music industry professionals are eligible to become jurors if:

1. They are a Canadian Citizen or a Permanent Resident
2. They have a minimum of five years of music industry experience, and have been active in the industry within the last two years.

How Do the Juries Work?

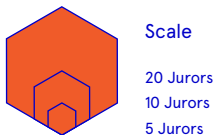
Interested in becoming a Juror? Email our Jury Supervisor at juror@factor.ca

Juries are held three times a year, after the Deadlines for the Demo and Juried Sound Recording programs. Jurors can participate in as many juries as they like, provided there exists no potential conflict of interest, and the Juror is sufficiently familiar with the genre and geographical region of the application.

Our remote, online system enables jurors across the country to log in to

our system at their own convenience and participate in our review process.

Jurors are responsible for listening to the assessment tracks and reviewing the support material, scoring the submission, providing objective and constructive comments, and making a recommendation for or against the funding of a specific project.



Aaron Bethune BC	Brent Nielsen SK	Dan Ball BC	George Radutu ON	Jim Montgomery ON
Aaron Little ON	Brett Greene ON	Dan Hawie ON	Georges Couling BC	Jinting Zhao AB
Aaron Morris ON	Brian Boechler SK	Dan Lavoie ON	Gerald Coleman AB	Jocelyn Chan ON
Aaron Saloman QC	Brigitte Demeter BC	Dan Sheinberg BC	Gerald Reilly SK	Jodie Borle MB
Aaron Scholz SK	Brooke Daye ON	Dan Yaremko BC	Gerry Hebert AB	Joe Cruz BC
Aaron Schubert BC	Bruce Leperre MB	Daniel Boeckner CAL	Gilles Fournier MB	Joe Oliva ON
Adam Berger ON	Bruce Morel NS	Daniel Wolovick NFLD	Gina Loes BC	Joel Baskin ON
Adam Hannibal MB	Bruno Fruscalzo BC	Danny Schur MB	Gino Olivieri QC	Joel Graham SK
Adam Hurstfield BC	Bryan Columbus ON	Darrek Anderson AB	Glen Deveau NB	Joelle May AB
Adam Leon ON	Bryan Martin QC	Darwin Baker MB	Glen Erickson AB	John A. Sorensen ON
Adrian Carr QC	Bryce Seefield ON	Dave Blake QC	Glen Strickey PEI	John Clarke NFLD
Aimee Hill AB	Bucky Driedger MB	David Aide AB	Glen Tilley NFLD	John Cornell ON
Al Chapman AB	Caitlin Veitch QC	David Christensen NS	Glen Willows BC	John Drew Munro QC
Alan Cross ON	Calum Slingerland ON	David Cox ON	Glenn Pardy NFLD	John Dunham AB
Alan Dowling PEI	Cameron Noyes AB	David Marsell ON	Grant Paley ON	John Fettes SK
Alka Sharma ON	Candace Shaw ON	David Miskimins ON	Greg Jarvis ON	John Hartman ON
Allan Mamaril ON	Carla McEwen SK	David Moore NS	Greg McIntosh ON	John Kendle MB
Allan Walsh ON	Caroline Whalen NS	David Parfit BC	Gregg Bolger AB	John Parker NS
Allegra Young ON	Carolyn Mill BC	David Rashed PEI	Hannah Crook ON	John Pearce ON
Allison Kwan AB	Carrie Mullings ON	David Yazbeck ON	Haviah Mighty ON	John Shields BC
Alysha Main ON	Casey Mecija ON	Dawn Woroniuk SK	Heather Crane ON	Johnny Oliver PEI
Alyssa Delbaere-Sawchuk ON	Casey Norman MB	Dean Stairs NFLD	Heather Gardner ON	Jon Bartlett QC
Amalia Nickel BC	Cat Bird ON	Deb Beaton-Smith BC	Heather Kelly ON	Jon Weisz QC
Amanda Langton ON	Catherine MacLellan PEI	Denis Arsenal NB	Hiroshi Koshiyama MB	Jonathan Bunce ON
Amanda Martinez ON	Catherine Moore NY	Derek Brin ON	Howard Redekopp BC	Jonathan Marshall NFLD
Amanda Schwers BC	Catherine Taddo ON	Derek DiFilippo BC	Ian Boyd ON	Jon-Rhys Evenchick ON
Amanda Tosoff ON	Cathleen McMahon BC	Derek Mason BC	Ian Gosbee NS	Jordan Howard ON
Amanda VanDenBrock ON	Cathy Porter NS	Devin Latimer MB	Irma MacPherson AB	Jordan Safer ON
Amber Goodwyn SK	Chantel Emond MB	Diane Foy ON	Isis Graham AB	Josee Vaillancourt MB
Amie Therrien ON	Charles Hansen PEI	Didier Delahaye YT	Jacinthe Pare QC	Joseph Peloquin-Hopfner MB
Andrea Higgins ON	Charles Hsuen NS	Dinah Desrochers BC	Jack Jonasson MB	Josh Keller BC
Andrea MacNevin NB	Charles Morgan ON	Don Chapman NS	Jamie Robinson NS	Josh Pothier ON
Andrew Gillis NS	Charlie Andrews ON	Doug Kuss AB	Janesta Boudreau NS	Julia Chan QC
Andrew Melzer PEI	Chic Callas YT	Doug Organ AB	Janet Trecarten MB	Julia Ryckman MB
Andrew Yankiwski MB	Chris Bolseng AB	Douglas Bedard ON	Jared McKetiak MB	Julian Wolansky BC
Andy Crosbie ON	Chris Cuber QC	Douglas Romanow ON	Jason Bruce NS	Kalie Malinka AB
Andy Harbison ON	Chris Donnelly ON	Duane Gibson ON	Jason MacIsaac NS	Karl Schwonik AB
Angela Harris BC	Chris Graham ON	Dulce Barbosa ON	Jason Mingo NS	Kate Ferris MB
Angele Ramsden QC	Chris Hiebert MB	Dustin Hawthorne ON	Jason Rouleau BC	Kate Wattie BC
Anita Mallezza QC	Chris McKee ON	Dwayne Ellis NS	Jason Troock AB	Katherine Moller NB
Anna Avery YT	Chris Morin SK	Dylan Kell-Kirkman QC	Jason Wellwood ON	Kathleen Lonergan ON
Anne-Marie Smith ON	Chris Roubanis PEI	Dylan Willows BC	JC Campbell MB	Kathrine Weiss ON
Anthony Carvalho MB	Chris Wardman ON	Eileen Joyce Harvey NS	Jeanette Stewart SK	Kathryn Kerr MB
Ariane Mahryke Lemire AB	Chris Wares QC	Elgin-Skye McLaren BC	Jean-Guy Roy MB	Keith Price MB
Art Szabo BC	Christian Hurst ON	Eli Klein ON	Jean-Philippe Lavoie ON	Keith Whiting ON
Ashton Ehnes BC	Christopher White ON	Elinor Frey QC	Jeff Rogers NS	Kennedy Jensen AB
Ashwin Sood BC	Christopher Wilkinson NS	Elizabeth Curry SK	Jeffrey Patteson MB	Kenny Huynh MB
Ava Kay ON	Chuck Teed NB	Emilie Morneau QC	Jen Clarke UK	Keri Latimer MB
Ben Beveridge SK	Cindy McLeod AB	Emily Millard BC	Jen Fox ON	Kevin Lynn ON
Ben Graham ON	Claire Findlay ON	Erien Eady-Ward NS	Jen Fritz BC	Kim Bingham FR
Benjamin Dietschi ON	Clinton Carew AB	Erikson Herman ON	Jen Rogers ON	Kim Logue ON
Bernard Cormier NB	Colette Chand BC	Erin Carroll ON	Jenn Sookdeo ON	Kim Ruger AB
Bert Johnson QC	Colin Mackenzie QC	Erin Kinghorn ON	Jennifer Hyland ON	Kinsey Posen MB
Beth Moore ON	Colin McKay NS	Erin Ross QC	Jenny Henkelman MB	Kodi Hutchinson AB
Bethany Fulde NS	Colleen Krueger AB	Eusebio Lopez-Aguilar MB	Jennyfer Brickenden NS	Konrad Skorupa ON
Bill Borgwardt AB	Conrad Gryba BC	Evan Thompson SK	Jeremy Olson SK	Krisjan Leslie NFLD
Bill McBirnie ON	Cori Brewster AB	Evan Tighe QC	Jerry Pergolesi ON	Krista Holmes ON
Billy Bruhmuller ON	Craig Cardiff ON	Ewa Dembek YT	Jessa Runciman ON	Krista Keough NS
Blaine Johnson ON	Craig Hudson NB	Fawn Fritzen YT	Jesse Steaman ON	Krys Tennant MB
Blair Patton ON	Crissi Cochrane ON	Fawwaz Alladin ON	Jesse Weeks ON	Kyle Brenders ON
Blake Gabriel ON	Curtis Nowosad MB	Flo Oramasionwu MB	Jessica Buck ON	Kyle Kraft BC
Bonnie McGrew BC	Cynthia MacLeod PEI	Florian Maier MB	Jessica Charlton AB	Kyria Kilacos QC
Brenda Lee Katerenchuk YT	D.Jae Gold ON	Frank Deresti ON	Jessica David ON	Lanny Williamson AB
Brendan Biddulph SK	Dalton Higgins ON	Gardiner MacNeill PEI	Jim Gelcer ON	Laura Cappe ON

Lee Mizzi ON	Michael Gorman ON	Ray Martin MB	Sima Shamsi QC
Lee Park QC	Michael Greenwood ON	Réa Beaumont ON	Spencer Kuziw QC
Les Henderson ON	Michael Greggs ON	Renata Mills BC	Spencer Mussellam ON
Liam Killeen ON	Michael Morreale ON	Rhea March AB	Stacie Dunlop ON
Liam Titcomb ON	Michael Nowak BC	Rhonda Head MB	Stefano Galante QC
Linda McRae TEN	Michel Durand-Wood MB	Rhonda Thompson MB	Stephane Moraille QC
Lindsay Dworkin ON	Michelle Puska ON	Rich Stenson AB	Stephen Clarke YT
Lindsey Walker AB	Michelle Robertson NFLD	Richard Fenton ON	Steve Dodd AB
Lisa Ioannou ON	Mickey Quase NS	Richard Fernandes ON	Steve Kraus ON
Lisa Ross YT	Mike Cashin BC	Richard Hornsby NB	Steve Kravac BC
Lloyd Doyle PEI	Mike Magee QC	Richard Korbyl AB	Steve Schutz BC
Lloyd Peterson MB	Mike Renaud ON	Richard Liukko AB	Steven Fernandez ON
Lori Hirst ON	Mike Ritchie NS	Rick August SK	Steven Foster ON
Lorraine Lawson ON	Mike Southworth BC	Rick Lee BC	Steven Gardiner ON
Luis Cardona MB	Mishelle Pack ON	Rick Levine ON	Steven Naylor NS
Lynn Johnston ON	Mitchell Webb AB	Rik Reese NB	Steven Smith BC
Lynne Skromeda MB	Monica Pearce ON	Rob Krause MB	Sue Urquhart PEI
Maggie Tate AB	Morgan Hamill MB	Rob Smith AB	Sunny Diamonds ON
Malcolm Aiken BC	Murray Lightburn QC	Robert Pattee BC	T. Carrabre MB
Manuel Cuevas BC	Murray Munn YT	Robert Teehan ON	Tanya Derksen MB
Manuela Wuthrich AB	Myles Deck ON	Robert Wood BC	Tanya Gallant PEI
Mar Sellars ON	Nancy Marley QC	Romi Mayes MB	Tara McCarthy YT
Marc Cyr NS	Natalia Pardalis BC	Ron Irving BC	Tara Muldoon ON
Marc Donato ON	Natalia Yanchak QC	Ron Korb ON	Taron Cochrane SK
Marc Nadjivan Merilainen ON	Natasha Duprey BC	Ron Rogers ON	Tenille Goodspeed NS
Margaret Dinsdale ON	Natasha Jay BC	Ross Burns NS	Terry Parker NB
Marie-Claude McDonald MB	Nathalie Gingras QC	Ruth Blakely AB	Terry Tran AB
Marie-Josée Dandaneau MB	Nathan Down AB	Ryan MacGrath AUS	Terry Whalen NB
Marie-Laure Saidani QC	Nathan Jones NB	Ryan Mennie AB	Tim Des Islets ON
Marina Seretis BC	Neil Bergen SK	Ryan Nolan ON	Tim Fraser ON
Mark Bragg NFLD	Nicholas Williams ON	Ryan Stinson SK	Tim Jones MB
Mark Bridgeman BC	Nick Dugas NS	Sally Norris ON	Tim van de Ven QC
Mark Watson ON	Nicole Leger NB	Sam Smith MB	Timothy Eccles ON
Martin Bak ON	Nigel Berringer BC	Samantha Everts ON	Timothy Jones ON
Marty Ballentyne SK	Nils Ling PEI	Samantha Slattery ON	Tina Jones BC
Mary Ellen Gillespie ON	Oswald Burke ON	Sarah Van Dusen AB	TJ Blair MB
Maryanne Gibson AB	Ozan Boz ON	Scott Brown NB	Todd Macdonald ON
Mary-Jane Russell ON	Ozgu Ozman ON	Scott Johnson BC	Tolulope Olumide ON
Mathieu-Gilles Lanciault QC	Pamela Roz MB	Scott Merrifield ON	Tom Cochrane NFLD
Matt Davis ON	Pat Sandrin QC	Scott Waring ON	Tom McKillip BC
Matt Foy ON	Patricia Pavey SK	Sean Barette ON	Troy Bynoe ON
Matt Gauthier ON	Patricia Silver ON	Sean Bray ON	Tyler Johnson BC
Matt Lewis ON	Patrick Baillargeon QC	Sean Koch ON	Tyson Yerex BC
Matt McKeage YT	Patrick Geraghty BC	Sean McManus MB	Vanessa Azzoli ON
Matthew Fava ON	Paul Galati QC	Sean Moreira ON	Vel Omazic ON
Matthew Fisher ON	Paul Goguen NB	Sean Perras ON	Veronica Charnley ON
Matthew Hiscock QC	Paul Hessey ON	Serge Samson NS	Veronica Johnny ON
Maud Salvi AB	Paul Hinrichs BC	Serge Sargento ON	Veronique Dault ON
Maureen Prairie ON	Paul Leclair ON	Serge Sloimovits ON	Vic Desanlis QC
Max Merrifield ON	Paula Danyilevich ON	Shad Bassett AB	Vicky Rogers AB
Maxwell Roach ON	Paula Perri ON	Shameer Punjani BC	Victor Guidera BC
Megan Bradfield BC	Pedro Barbosa QC	Shane Ward MB	Victor Mijares ON
Meghan Scott NS	Peter Hicks NB	Shannon Luttmer BC	Victoria Shepherd ON
Melanie Laquerre ON	Peter Katz ON	Shannon Pratt PEI	Vince Aquilina ON
Melanie Stone NS	Peter Linseman ON	Shauna Cooper SK	Vincenzo Maccarone ON
Melissa Kaminsky MB	PHATT al ON	Shawn Bostick NB	Wanda Milne NS
Melissa Larkin ON	Philip Brown NB	Shawn Cole BC	Wayne Cochrane ON
Melissa Mowat BC	Philip May ON	Shawna Caspi ON	William Petrie ON
Melissa Spence MB	Pierre-Luc Durand QC	Shawna Cooper ON	Yolande Bourgeois NB
Mia Rankin TEN	Prashant Michael John AB	Shaynee Modien SK	Zachary Lober QC
Michael Boyle AB	Promise Shepherd ON	Shelley Wright ON	
Michael Burke BC	Rachel Therrien QC	Shena Yoshida BC	
Michael Elves MB	Ralph Alfonso QC	Shuyler Jansen BC	
Michael Falk MB	Randy Stark TEN	Sierra Jamerson AB	



**In 2014–2015, FACTOR
received 4,611 applications
to all components. 2,463 of
these were offered funding,
totaling \$17,096,525.63**

\$3,843,791

Sound Recordings

funded through our Songwriter's Workshop, Demo, Juried Sound Recordings, Comprehensive Artist and Comprehensive Music Company programs;

\$4,095,187

Live Performance

funded through our Live Performance, Juried Sound Recording, Comprehensive Artist, Comprehensive Music Company, Marketing and Promotion for Non-FACTOR-funded Sound Recordings and Marketing and Promotion for FACTOR-funded Sound Recordings programs;

\$4,349,099

Marketing

funded through our Juried Sound Recording, Comprehensive Artist, Comprehensive Music Company, Radio Marketing Fund, Marketing and Promotion for Non-FACTOR-funded Sound Recordings and Marketing and Promotion for FACTOR-funded Sound Recordings programs;

\$895,996

Video

funded through our Video, Juried Sound Recording, Comprehensive Artist, Comprehensive Music Company, Marketing and Promotion for Non-FACTOR-funded Sound Recordings and Marketing and Promotion for FACTOR-funded Sound Recordings programs;

\$1,126,135

Industry Support

funded through our Business Development and Business Travel programs;

\$316,500

Sponsorships

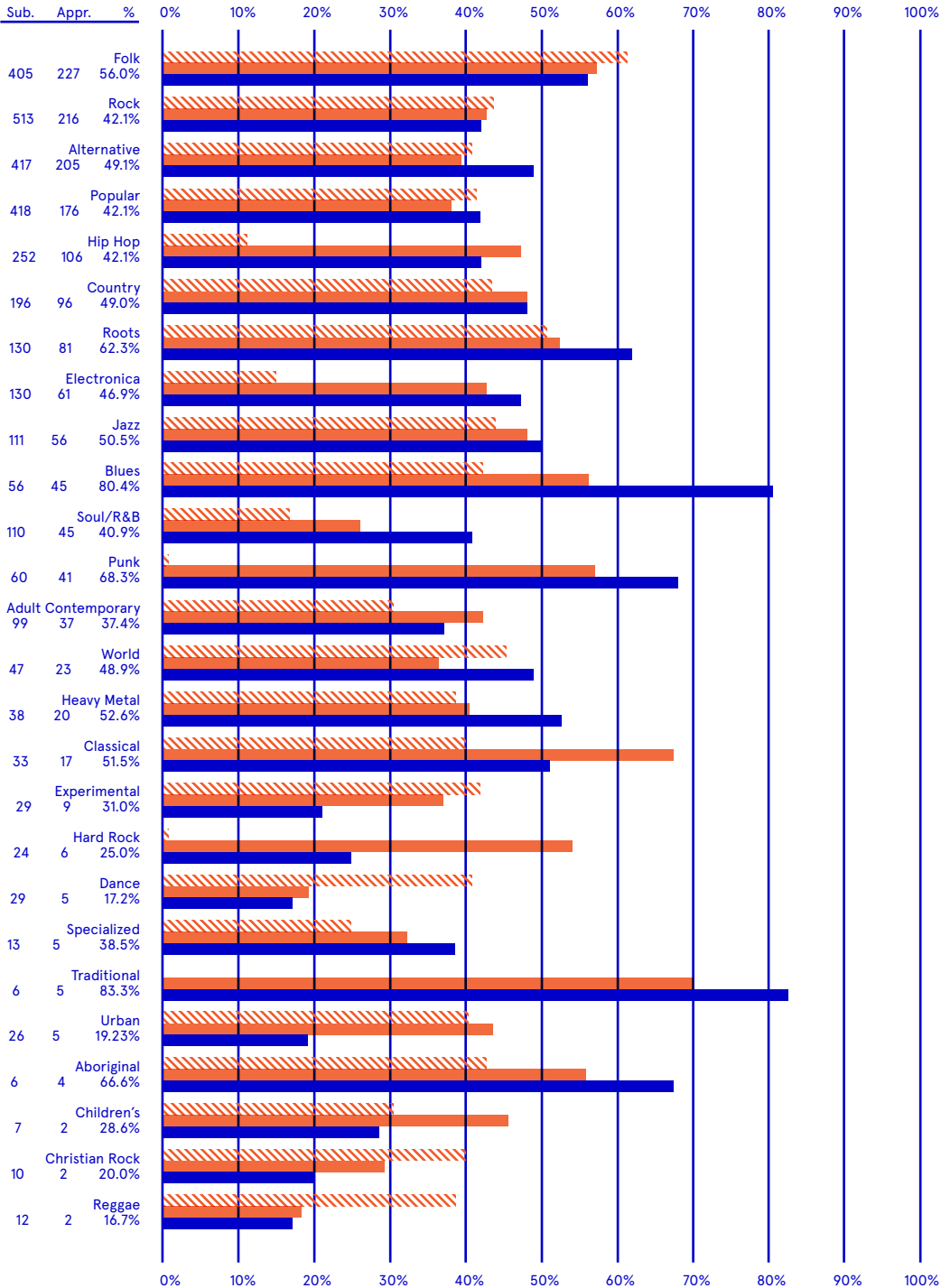
\$2,469,818

Collective Initiatives

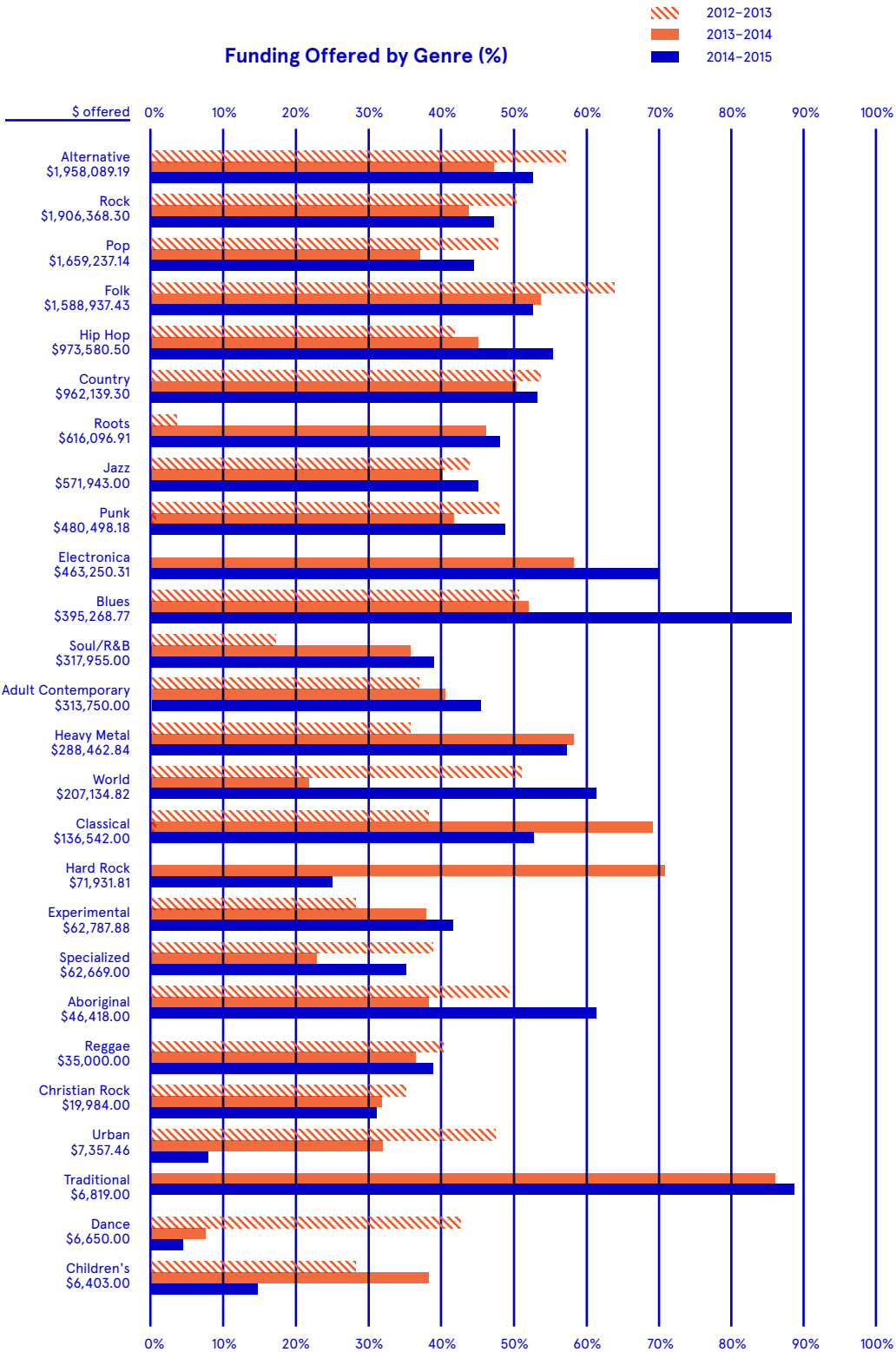
Applications Approved by Genre (%)

2012-2013
2013-2014
2014-2015

FACTOR 2014-2015

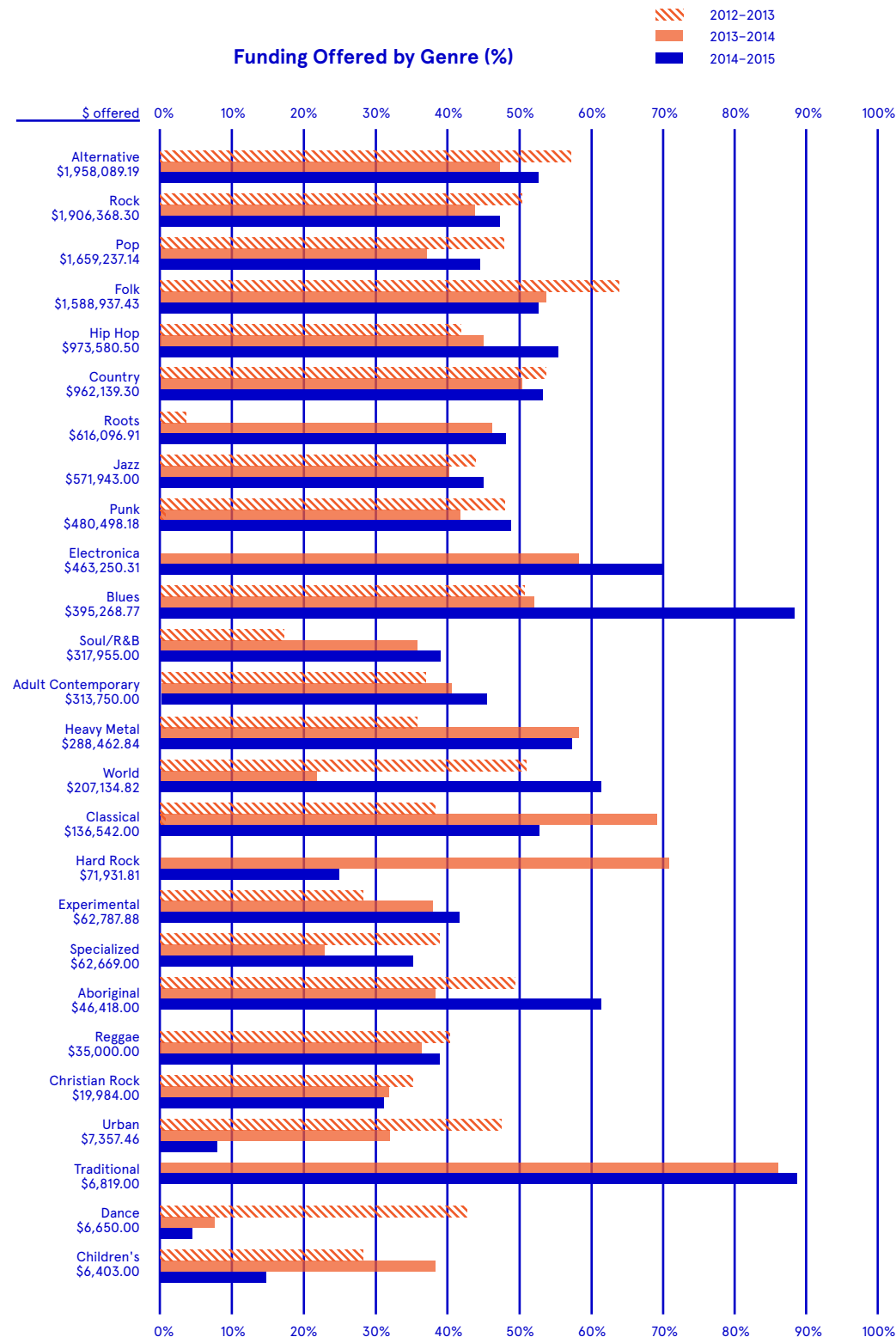


Funding Offered By Genre (%)



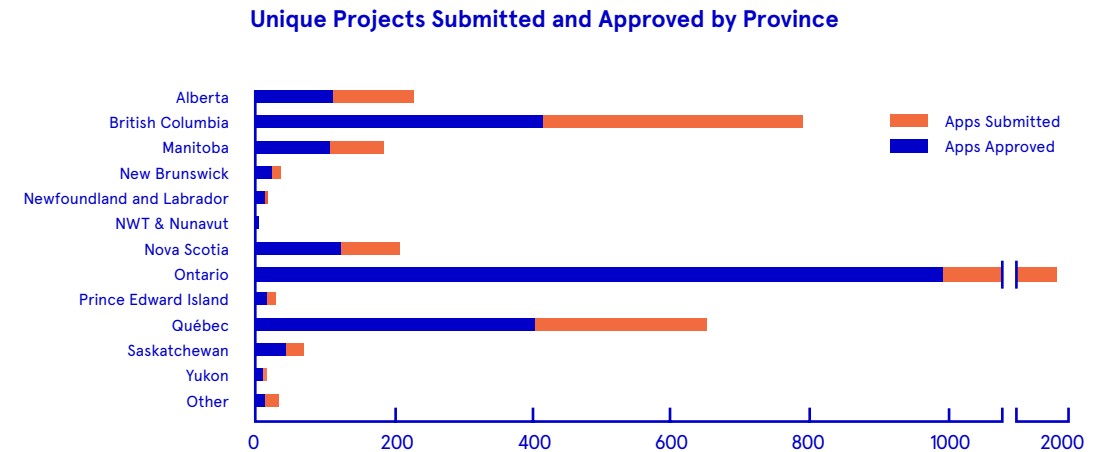
29

Funding Offered By Genre (%)



30

Applications Approved By Region (%)



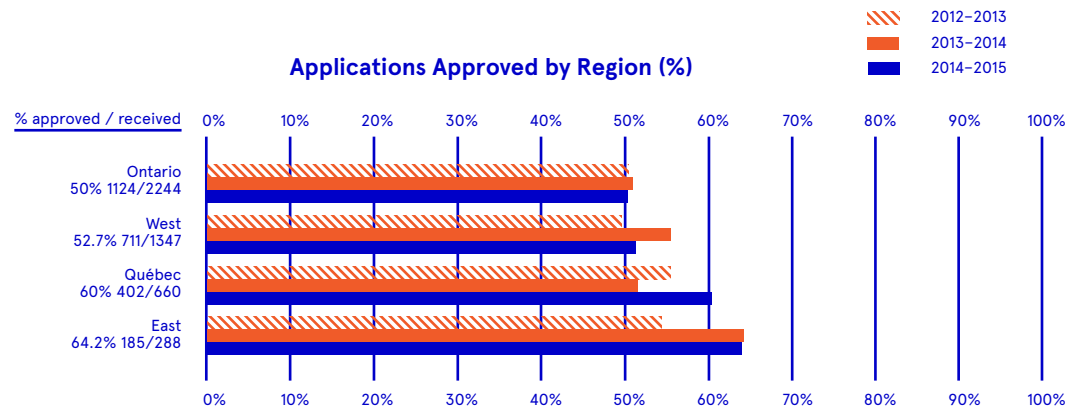
FACTOR 2014-2015

As of July 1 2014, the combined populations of Newfoundland and Labrador, PEI, Nova Scotia and New Brunswick ("the east") represented 6.7% of the national population; Quebec represented 23.1%; Ontario represented 38.5%; Manitoba, Saskatchewan, Alberta and British Columbia ("the west") represented a combined 31.4%; and Nunavut, NWT and the Yukon represented 0.3%

Source: <http://statcan.gc.ca/tables-tableaux/sum-som/101/cst01/demo02-eng.htm>

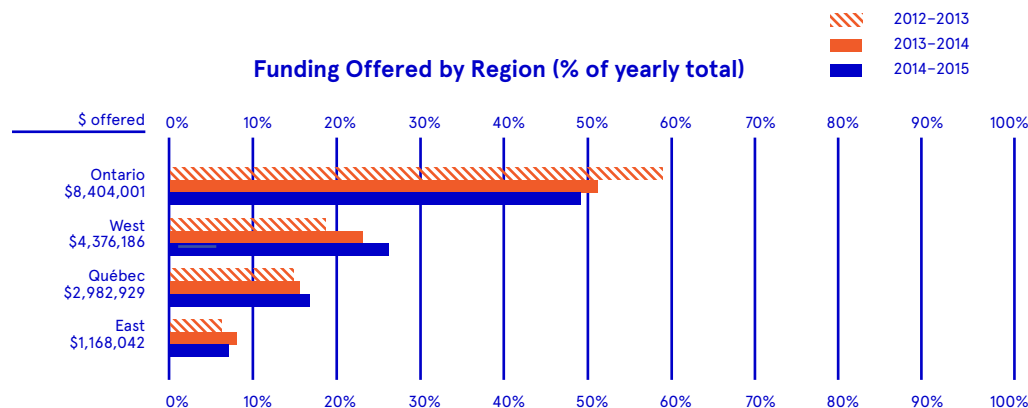
The concentration of Canada's population across these categories is presented for comparative purposes, has been normalized into percentages to enable clearer reading Application rates and funding offered to applicants across these regions.

Applications Approved by Region (%)



The percentage values that appear in Applications Approved by Region are calculated by dividing the number of approved applications by the number received.

Funding Offered by Region (% of yearly total)



The percentage values that appear in Funding Offered by Region are calculated by dividing the amount offered per region by the combined amounts offered across all regions.

FACTOR 2014-2015

Jess Moskaluke

With a record-breaking single, a new lip gloss line, and multiple accolades including her first JUNO (2015) nominations for Country Album of the Year and Breakthrough Artist of the Year, Jess Moskaluke is dazzling the Canadian country music world. Her rapidly growing fan base is evident, with a collective online following in the tens of millions; she received her official Silver Play Button YouTube award for breaking 100,000 subscribers. Jess won her first 2014 CCMA award for Female Artist of the Year. Her single, “Cheap Wine and Cigarettes”, quickly became the highest charting song on the iTunes top 200 singles chart for any Canadian artist. Her 10-track album *Light Up The Night*, also achieved GOLD record status in August 2014; becoming the first Canadian female solo country artist since Shania Twain to surpass 40,000 downloads for a song. These achievements would not have been possible without the support of FACTOR throughout her budding career. Jess recently wrapped her first Canadian tour, opening for Chad Brownlee on his 2015 *When The Lights Go Down Tour*.

Female Artist of the Year

CCMA Awards 2014

Sound Recordings
580 Approved

Live Performances:
Tour Support
365 Approved

Live Performances:
Showcase
465 Approved

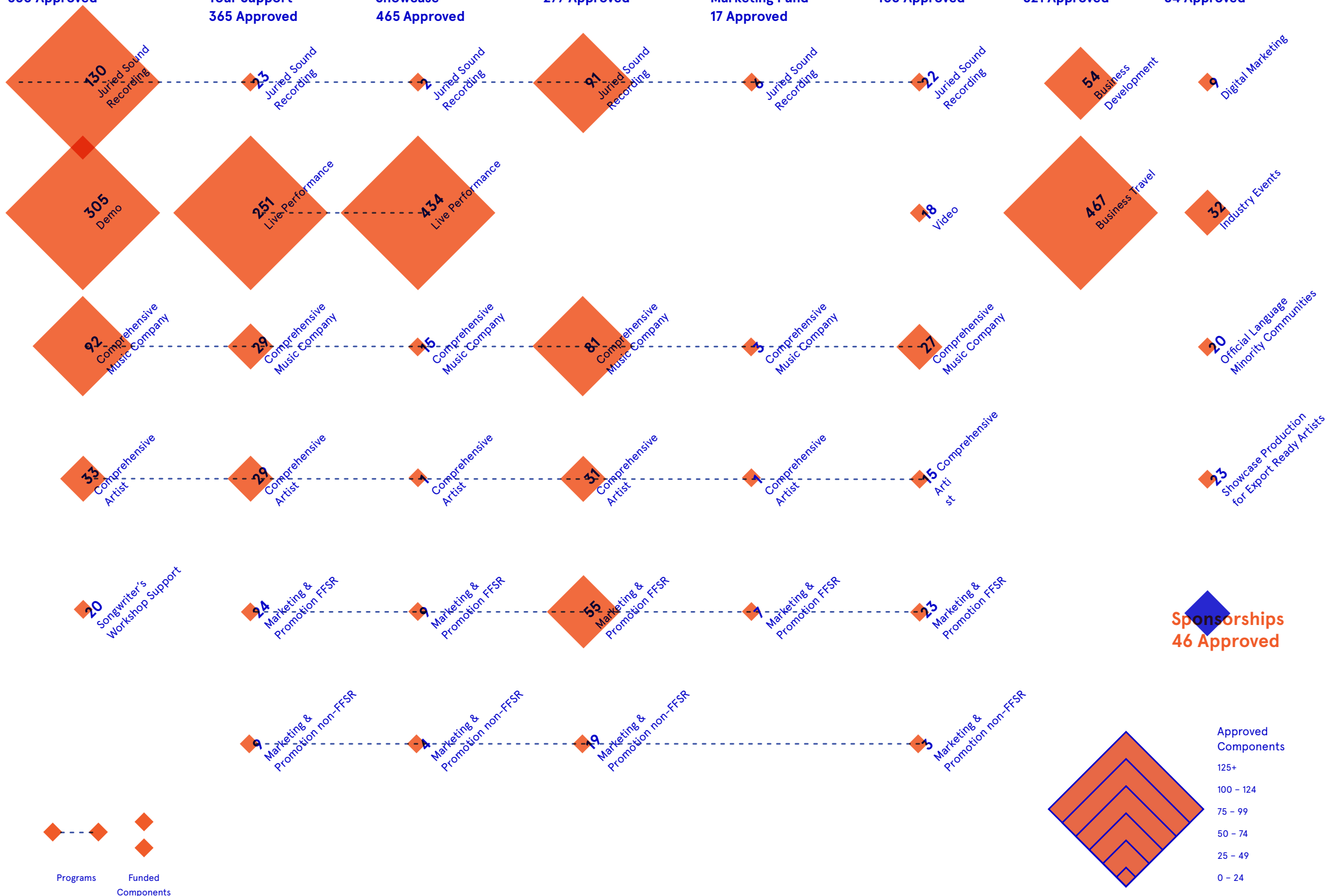
Marketing
277 Approved

Radio
Marketing Fund
17 Approved

Video
108 Approved

Industry Support
521 Approved

Collective Initiatives
84 Approved



Project Overview – Funding

Sound Recordings
\$3,843,790.82

Live Performances:
Tour Support
\$3,480,782.22

Live Performances:
Showcase
\$614,404.88

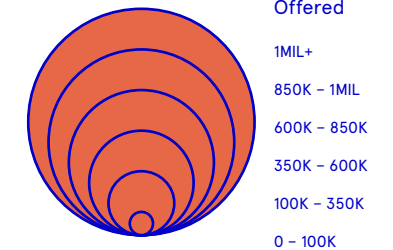
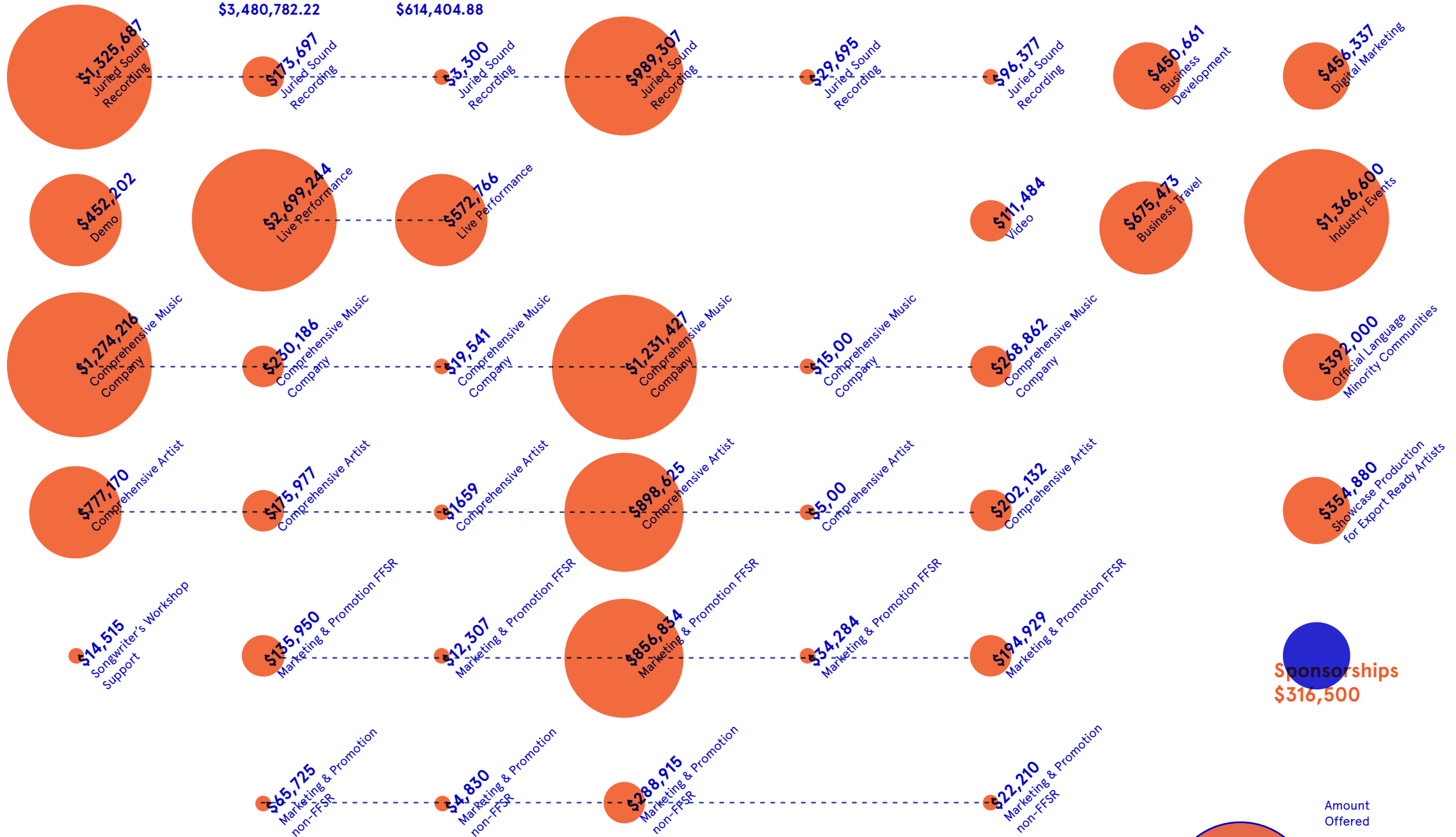
Marketing
\$4,265,119.09

Radio Marketing Fund
\$83,979.96

Video
\$895,995.88

Industry Support
\$1,126,134.69

Collective Initiatives
\$2,469,818.09

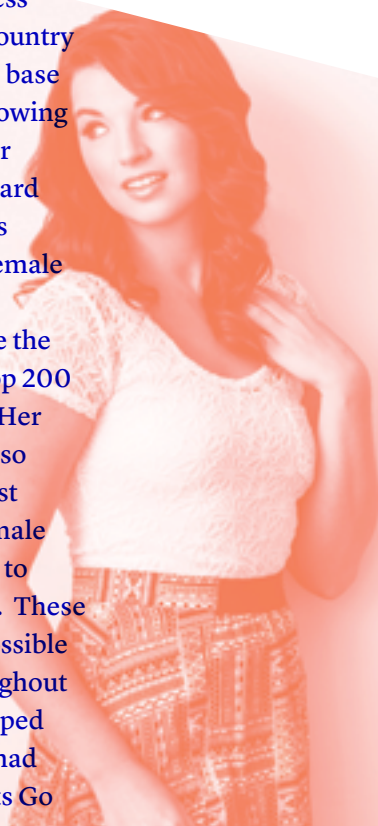


Programs

Funded Components

Jess Moskaluke

With a record-breaking single, a new lip gloss line, and multiple accolades including her first JUNO (2015) nominations for Country Album of the Year and Breakthrough Artist of the Year, Jess Moskaluke is dazzling the Canadian country music world. Her rapidly growing fan base is evident, with a collective online following in the tens of millions; she received her official Silver Play Button YouTube award for breaking 100,000 subscribers. Jess won her first 2014 CCMA award for Female Artist of the Year. Her single, “Cheap Wine and Cigarettes”, quickly became the highest charting song on the iTunes top 200 singles chart for any Canadian artist. Her 10-track album *Light Up The Night*, also achieved GOLD record status in August 2014; becoming the first Canadian female solo country artist since Shania Twain to surpass 40,000 downloads for a song. These achievements would not have been possible without the support of FACTOR throughout her budding career. Jess recently wrapped her first Canadian tour, opening for Chad Brownlee on his 2015 *When The Lights Go Down* Tour.



Female Artist of the Year

CCMA Awards 2014

Owen Pallett

What's left to do when you've already won the Polaris Prize and been nominated for an Oscar? If you're Owen Pallett, it's to continue making and sharing beautiful and complex music. Owen released his fourth album, *In Conflict* this year to critical acclaim. This album was funded by FACTOR and features some vocal and instrumental contributions from Brian Eno. The album was shortlisted for the Polaris Prize, his third album to be shortlisted for the award. This year, Owen played violin on albums for Caribou and Foxes in Fiction, and toured in Canada, the US, Europe, the UK, and Japan.



Photo: Brian Vu

FACTOR 2014-2015

Cold Specks

Following the release of the FACTOR-funded album *Neuroplasticity* it has been an eventful year for Cold Specks. She received worldwide critical acclaim and high profile features in publications like the LA Times, The Wall Street Journal and many other notable "year-end" lists. Cold Specks even graced the cover of the WSJ Arena section, in addition to receiving a full-page feature in November. *Neuroplasticity's* live campaign started in May 2014, here in Canada at Massey Hall as part of the Massey Hall Presents series. After completing a world map of tours she ended this fiscal year supporting Sufjan Stevens on select North American dates.



Photo: Steve Gullick

Alvvays

It's hard to believe that it's been less than a year since Alvvays released their first record. Their self-titled debut, produced by Chad VanGaalen and funded by FACTOR, came out in July on Royal Mountain Records and continues to receive great critical reviews, strong sales and radio airplay. Alvvays and their record received Juno nominations for Breakthrough Group of the Year, and Alternative Album of the Year. Their song, "Archie, Marry Me" debuted at #1 on American College Radio chart (CMJ) and they've been featured in major publications and sites like Rolling Stone, Pitchfork, NME and Exclaim. Alvvays toured as headliners on sold out tours throughout North America, the UK, and Europe and are still on the road, performing at major spring and summer festivals around the world.



Photo: Shervin Lainez

FACTOR 2014-2015

Jenn Grant

If she hadn't already, in 2015 Jenn Grant has arrived. This year, Jenn's album, *Compostela* got her Juno nominations for Adult Alternative Album of the Year, and for Songwriter of the Year, FACTOR have been integral in helping to fund her touring to support this campaign. She also received nominations for East Coast Music Association Pop Recording of the Year, Song of the Year, and Fans' Choice Entertainer of the Year for the FACTOR-Funded 2014 EP *Clairvoyant*. This PEI-native brings east coast charm and beauty into every song she sings.



Tanya Tagaq

Polaris Music Prize

Polaris Music Prize

Pushing the Boundaries

Canadian Folk Music Awards

With her unique style of throat singing, Tagaq is taking the world by storm. In September, she won the Polaris Prize for her album *Animism*, taking home \$30,000. *Animism* also won a Juno for Aboriginal Album of the Year, and a Canadian Folk Music Award for “Pushing the Boundaries.” Tanya has been featured in *The New York Times*, *Rolling Stone*, and joined *Alvvays* on NPR’s “The Austin 100” in advance of her performance at SXSW. Since her Polaris win, she has played shows in various Canadian and American cities, continuing on to Europe in the spring. Tanya’s work is daring and political, dealing with issues like colonialism. In a recent interview, Tanya thanked FACTOR and other music funders for allowing her to “stick to her guns” and not compromise her musical style.

Aboriginal Album of the Year

JUNO Awards



Nikki Yanofsky

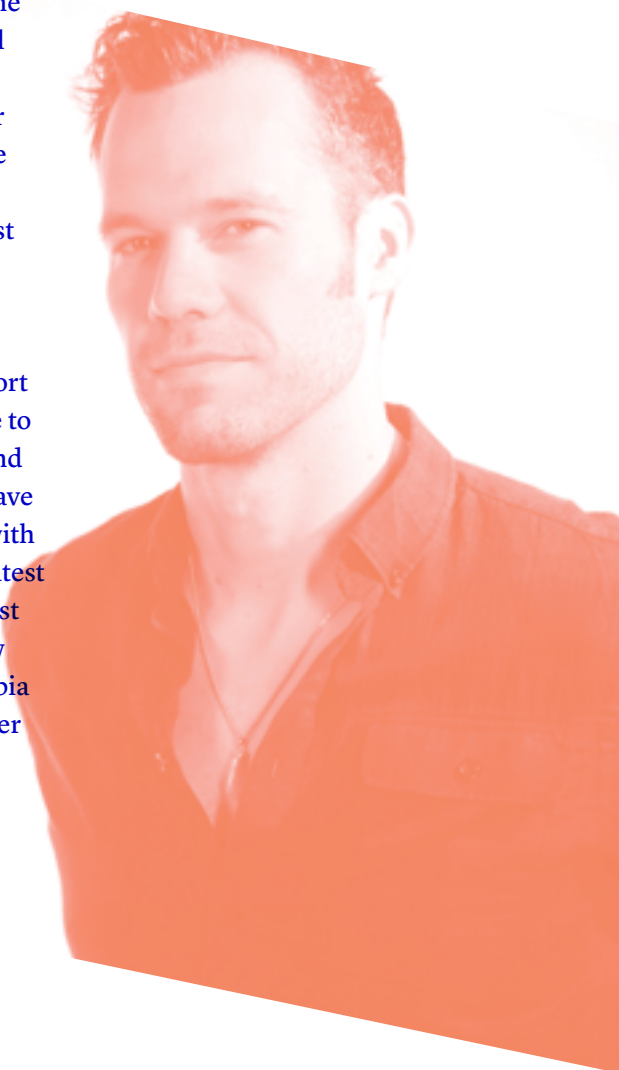
In 2014, Nikki had her highest album debut with her sophomore release *Little Secret*, entering the Canadian Album Chart at #4. Executive produced by music legend Quincy Jones, *Little Secret* combines pop-song structures with sophisticated harmonies, club-ready beats, and punchy big-band horns. *Little Secret*'s first two hit singles "Something New" and "Necessary Evil" have earned her huge acclaim globally including appearances on *Dancing with the Stars* and CBS' *The Talk*. More recently, *Little Secret* was certified gold in Canada and received a Juno nomination for Pop Album of the Year. Nikki is currently in the studio with Wyclef Jean, working on her 3rd studio album for A440 Entertainment, which is also supported by the generous partnership with FACTOR, The Canada Music Fund and Canada's private radio broadcasters.

FACTOR 2014-2015



Chad Brownlee

An award-winning singer, songwriter, philanthropist, and former NHL draft pick, country music artist Chad Brownlee's dynamic career continues to erupt on the Canadian music scene. Over the last few years Brownlee has received critical acclaim and numerous accolades including a highly coveted 2014 JUNO nomination for Country Album of the Year, and consecutive Canadian CCMA Award nominations for Male Artist of the Year nominations. His vast discography reflects a solid body of work, including the albums *Love Me or Leave Me*, and his most recent release *The Fighters*, which was created with the incredible support of FACTOR. Through FACTOR's patronage to aid in production, marketing, advertising and promotion, in recent years Chad's singles have rapidly climbed the country music charts, with multiple singles cracking the 'top 10'. His latest album features the award winning track "Just Because" for which Brownlee and his fellow co-writers received the 2014 British Columbia Country Music Association Socan Songwriter of the Year Award.



Business Development

\$450,661
offered

6
provinces/
territories

54
projects
approved



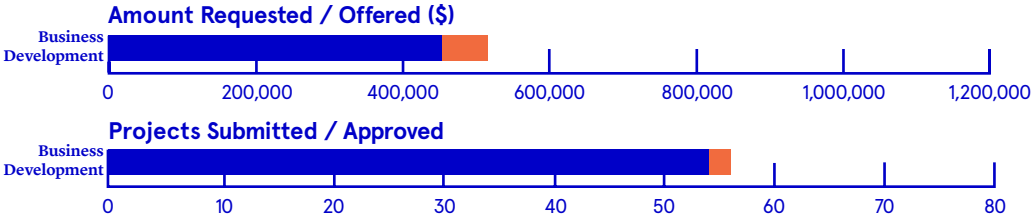
supports the program

The Business Development program offers funding support to Canadian music companies for non-artist-specific infrastructure costs and brand development. Funding provided through this program supports corporate development activities such as increasing web and social media outreach and strengthening brand image domestically and globally.

Funding for the Business Development program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada Music Fund.



Photo: Chris Smith



Business Travel

\$675,473
offered

8 provinces/
territories

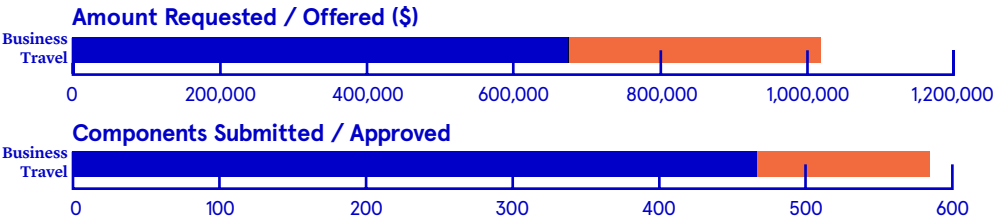
467 components
approved



supports the program

The Business Travel program supports Canadian music companies by assisting with the cost of domestic and international business travel to industry events, in addition to costs associated with such events (such as promotional materials and activities connected to event attendance).

Funding for the Business Travel program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada Music Fund.



\$2,060,564

offered

Comprehensive Artist

7

provinces/territories

33

new sound recordings

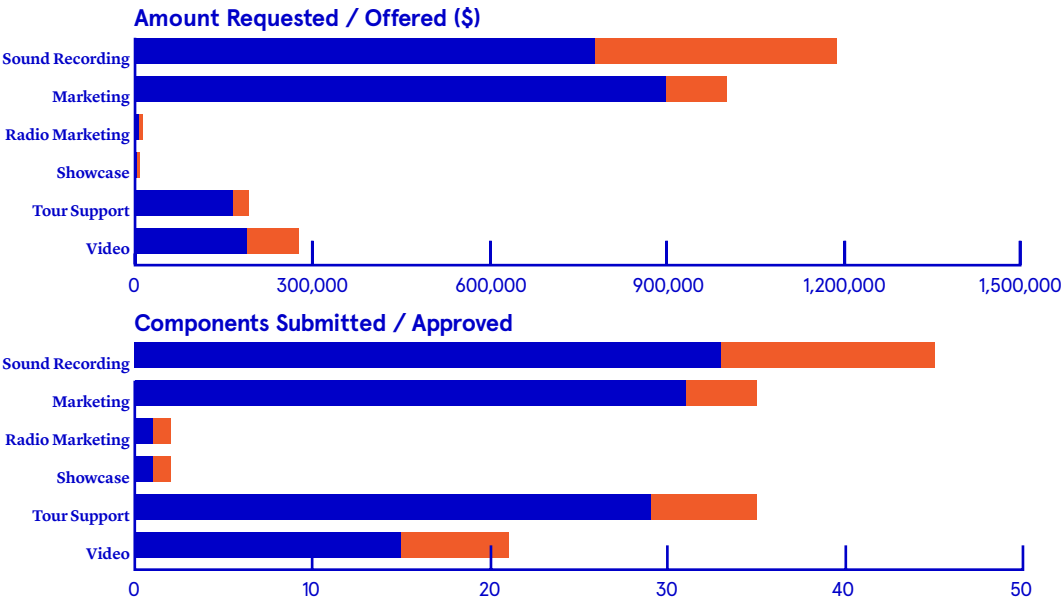


supports the program

The Comprehensive Artist program is composed of 5 unique components: Sound Recording, Marketing, Showcase, Tour Support, and Video. Through this program, FACTOR funds a portion of the cost of recording or acquiring a new, previously unreleased sound recording, and assists with the cost of releasing, marketing, and promoting that sound recording. The Comprehensive Artist program is tailored to artists with demonstrated commercial success (rated 3 or higher) and Canadian record labels.

The Comprehensive Artist program receives funding exclusively from Canada's private radio broadcasters.

FACTOR 2014-2015



Comprehensive Music Company

\$1,274,216 offered

6 provinces/territories

92 sound recordings

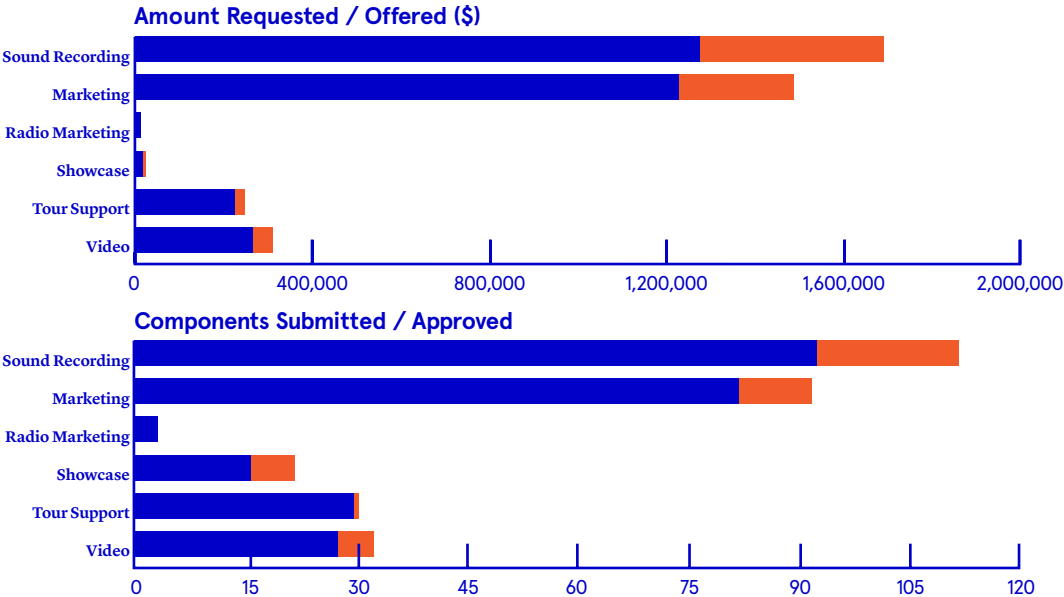


supports the program

The Comprehensive Music Company program offers funding support to help Canadian music companies subsidize the production, acquisition or marketing and promotion of a new, unreleased full-length sound recording. Under the Comprehensive Music Company program, eligible Canadian record labels can apply to 5 Components: Sound Recording, Marketing, Showcase, Tour Support, and Video.

The Comprehensive Music Company program is supported by funding from Canada's private radio broadcasters and by the Department of Heritage, through the New Musical Works component of the Canada Music Fund.

FACTOR 2014-2015



Demo

\$452,202

offered

11

provinces/
territories

305

Demo Sound
Recordings

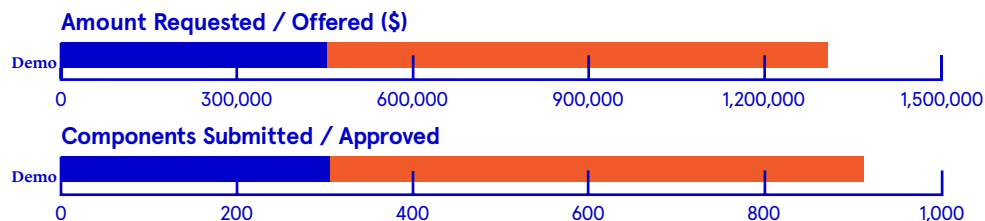
supports the program

The Demo program subsidizes the production of a high-quality, professional sound recording that may be used as a demo, or released commercially. The Demo program is one of two juried sound recording programs offered by FACTOR. All successful applications to the Demo program were reviewed and assessed by a jury of leading Canadian music industry professionals, who made funding recommendations to FACTOR's Board of Directors based on the artistic merit and commercial potential of submitted materials.

Funding for Demo program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada Music Fund.



Photo: Chris Smith



Juried Sound Recording

\$2,618,066
offered

9

provinces

130

new sound
recordings



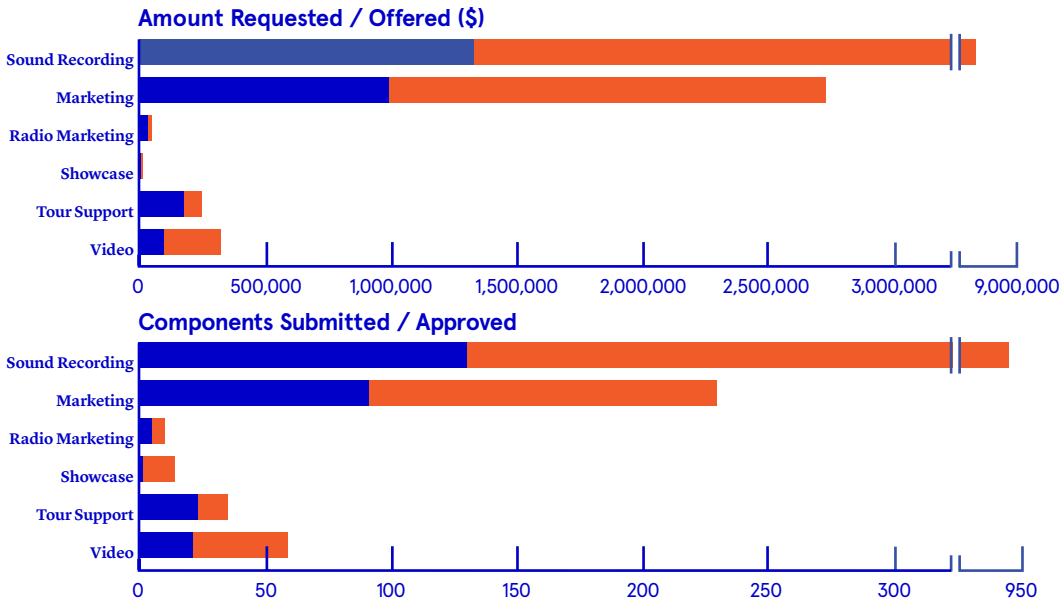
supports the program

The Juried Sound Recording (JSR) program supports the recording, production, and dissemination of a new, full-length sound recording through 5 components: Sound Recording, Marketing, Tour Support, Showcase, and Video. While the Sound Recording component is mandatory for every application, applicants may also apply for funding through the remaining components to assist with the costs of marketing and promoting a project.

The JSR is one of FACTOR's juried programs. All JSR applications are evaluated by a jury of leading Canadian music industry professionals. Jury members assess the artistic merit and commercial potential of potential projects before making recommendations to the FACTOR Board of Directors, who grant final funding approval.

Funding for Juried Sound Recording Program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works Component of the Canada Music Fund.

FACTOR 2014-2015



Live

\$3,272,011
offered

Performance

12
provinces/
territories

682
components
approved



supports the program

Through the Live Performance program, Canadian artists can apply for funding to support domestic or international industry showcase appearances and tours in support of current or forthcoming qualifying releases.

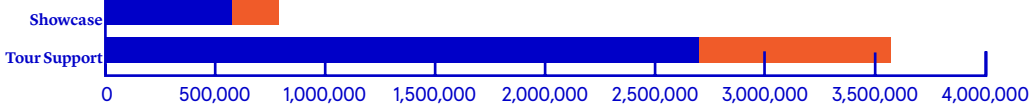
The Live Performance program is supported by funding from Canada's private radio broadcasters and by the Department of Canadian Heritage, through the New Musical Works Component of the Canada Music Fund.

FACTOR 2014-2015

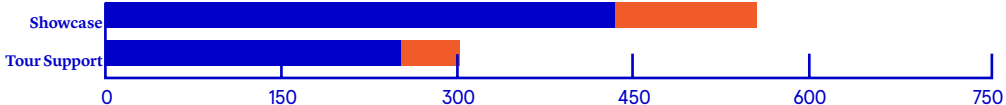


Photo: Chris Smith

Amount Requested / Offered (\$)



Components Submitted / Approved



Marketing & Promotion for FACTOR-Funded

\$1,234,315 offered

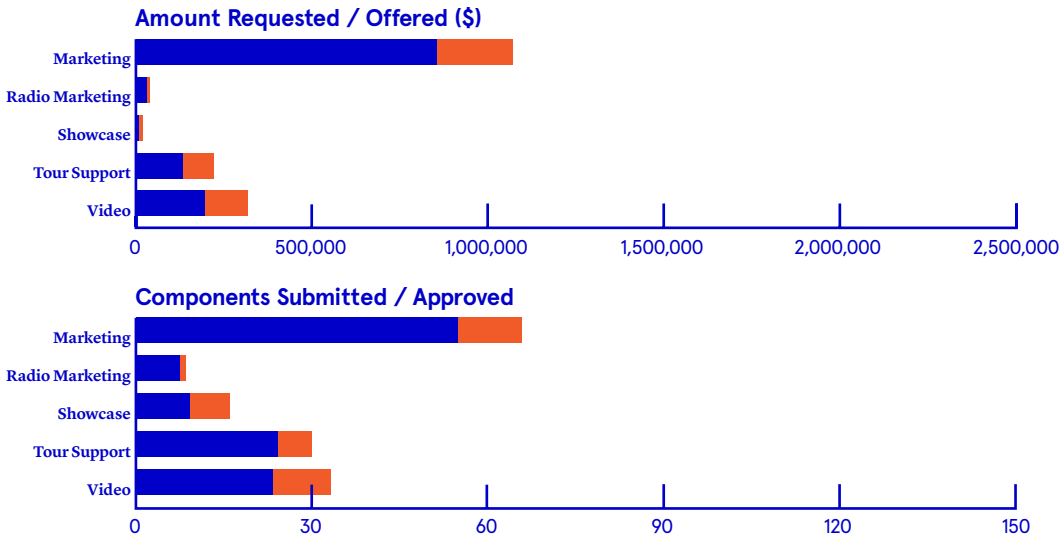
6 provinces/territories

75 components approved

supports the program

The Marketing and Promotion for FACTOR-Funded Sound Recordings program provides continuing financial support to sound recordings that were funded by FACTOR under the previous suite of programs (Direct Board Approval Sound Recording Program, Juried Sound Recording Programs, and the Emerging Artist Sound Recording Program). FACTOR phased out this program on March 31st, 2015.

Funding for this program is provided by Canada's private radio broadcasters and by the Department of Heritage, through New Musical Works Component of the Canada Music Fund.



Marketing & Promotion for Non-FACTOR-Funded

\$381,680 offered

5 provinces/territories



supports the program

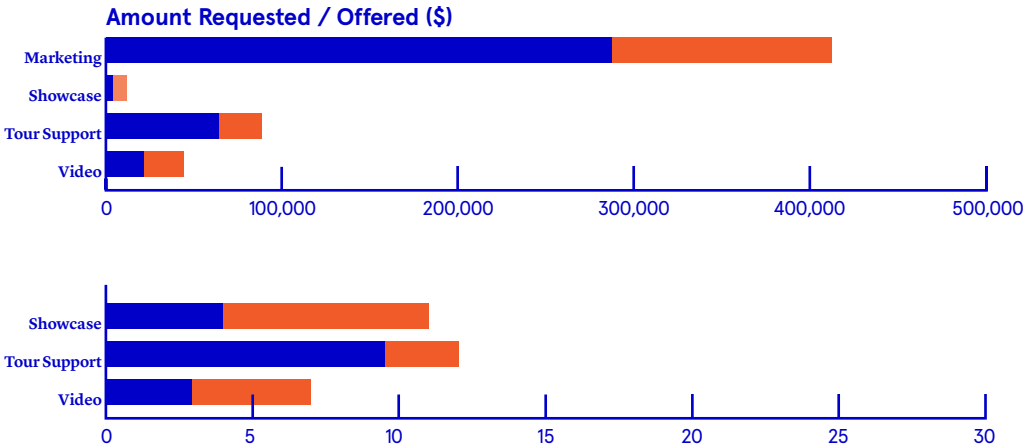
The Marketing and Promotion for Non-FACTOR-Funded Sound Recordings program provides financial support to market and promote a qualifying Canadian sound recording with demonstrated commercial success, defined by the following Qualifying Sales Threshold(s):

There are four Components: Marketing, Showcase, Tour Support, and Video.

Genre	QST units*
Pop, Rock, Adult Contemporary, Alternative, Christian Rock, Hard Rock	3500
Country, Roots, Folk, Blues, Traditional, Dance, Electronica, Soul/R&B	2000
Aboriginal, World, Classical, Urban, Hip Hop, Jazz, Reggae, Children's, Specialized, Experimental, Heavy Metal, Punk	1500
*AND/OR Have a song on a Top 40 BDS Radio Chart	

Funding for this program is provided by Canada's private radio broadcasters.

FACTOR 2014-2015



Songwriter's Workshop Support

\$14,515 offered

3 provinces/territories

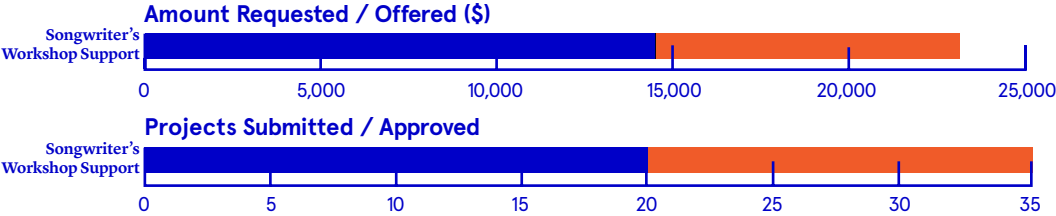
20 projects approved



supports the program

The Songwriter's Workshop Support program assists professional Canadian songwriters with the cost of travel related to songwriting workshops and seminars.

This Program is funded by Canada's private radio broadcasters and the New Musical Works Component of the Department of Heritage's Canada Music Fund.



Video

\$111,484

offered

4

provinces/
territories

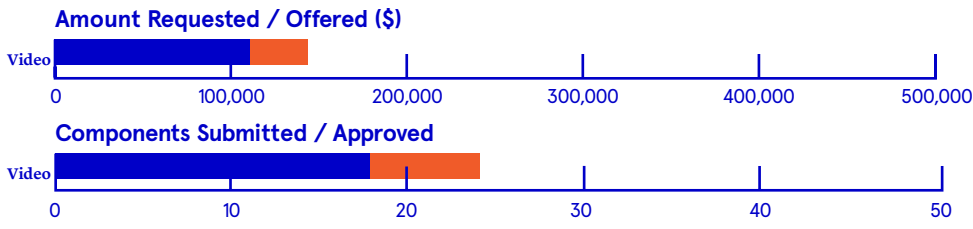
18

components
approved



The Video program offers financial assistance to artists and record labels for the production of an original music video in support of a qualifying sound recording.

This program is funded by Canada's private radio broadcasters and by the Department of Heritage through the New Musical Works Component of the Canada Music Fund.



Sponsorship **\$316,500**
offered

13

provinces/
territories

45

projects
approved



supports the program

Through the Sponsorship program, FACTOR offers support to initiatives that fall under FACTOR’s funding mandate, but do not fall under FACTOR’s existing programs. Applicants to the Sponsorship program must submit a proposal, indicating the purpose, nature of operations, budget framework, industry impact and scope, and related details, before being approved.

The Sponsorship program is exclusively funded by Canada’s private radio broadcasters

FACTOR 2014–2015



Photo: Tiana Feng

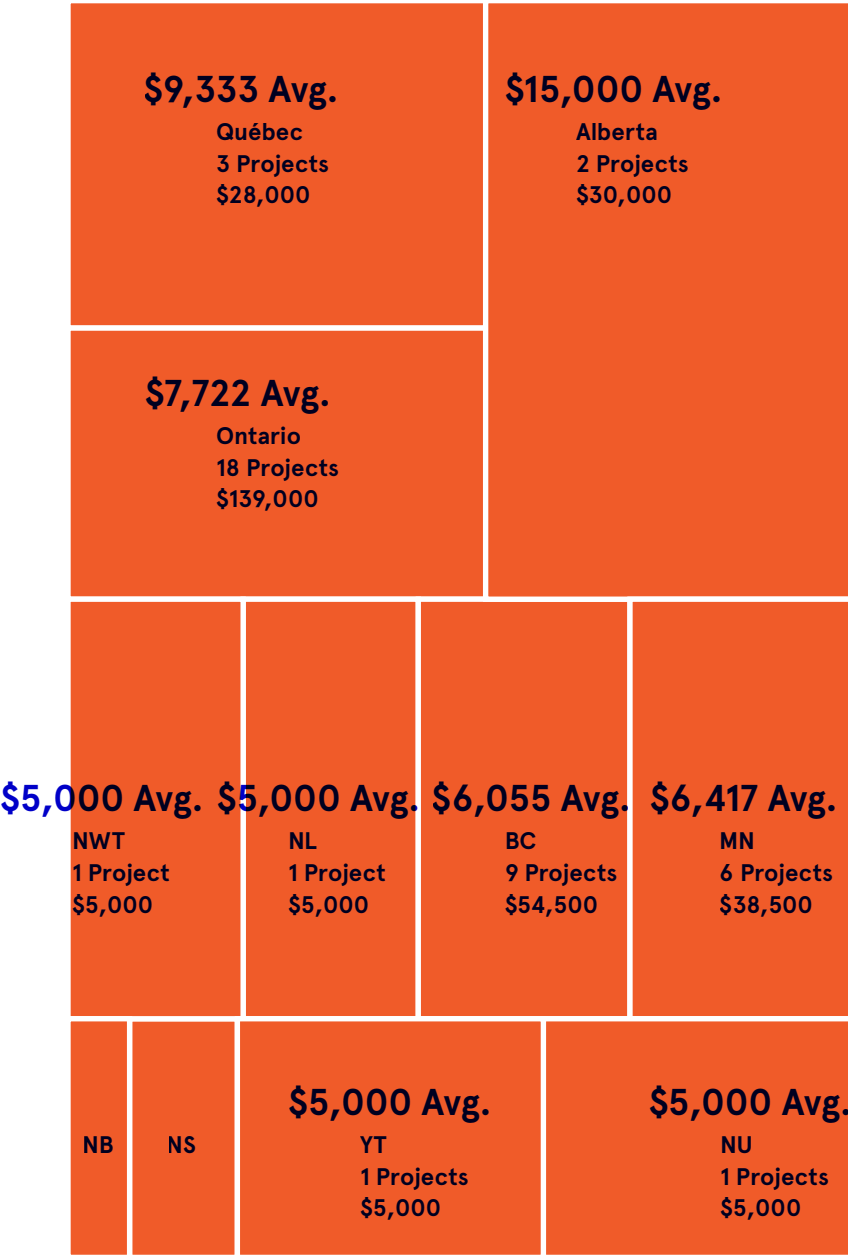
Amount Requested / Offered (\$)



Projects Submitted / Approved



FACTOR 2014-2015



This year, FACTOR funded 45 projects, offering \$315,500 for sponsorships. These figures have been averaged out to show the average amount offered per project per province

Sponsorships per Province

Province	# Projects	\$ Offered	\$ Average	Province	# Projects	\$ Offered	\$ Average
Ontario	18 Projects	\$139,000	\$7,722	Nunavut	1 Project	\$5,000	\$5,000
British Columbia	9 Projects	\$54,500	\$6,055	Yukon	1 Project	\$5,000	\$5,000
Manitoba	6 Projects	\$38,500	\$6,417	Newfoundland	1 Project	\$5,000	\$5,000
Alberta	2 Project	\$30,000	\$15,000	Nova Scotia	2 Projects	\$3,500	\$3,500
Quebec	3 Projects	\$28,000	\$9,333	New Brunswick	1 Project	\$1,000	\$1,000
NWT	1 Projects	\$5,000	\$5,000	PEI & SK	0 Projects	\$0	\$0

Collective Initiatives

\$2,469,818
offered

9

provinces/
territories

84

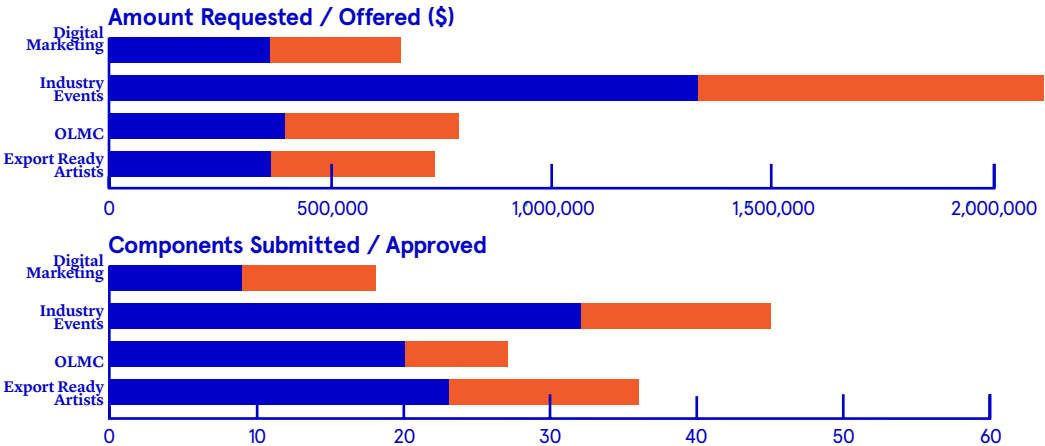
Collective
Initiatives



supports the program

The Collective Initiatives program supports innovative, educational, export and digital projects which increase the national and international profile and commercial potential of multiple Canadian artists and music entrepreneurs. The program includes four components, each encompassing a range of different projects and activities.

FACTOR's Collective Initiatives program receives funding from the Department of Canadian Heritage through the Collective Initiatives Component of the Canada Music Fund, and from Canada's private radio broadcasters.



Industry Events

This component supports the creation of market development opportunities for Canadian artists and music entrepreneurs by subsidizing music conferences, educational initiatives, and award shows. Successful projects must demonstrate strategic value towards the success of Canadian artists and music entrepreneurs in the national and global marketplace.

Halifax Pop Explosion

\$30,000

offered

Nova Scotia

location

The 2014 conference and programming focused on Hip Hop, DJs + EDM acts, and how to increase female participation in the industry. The music conference focused on export and business development skills through workshops, keynotes and networking sessions.



Photo: David Kenney

Showcase Production for Artists from Official Language Minority Communities

This component is intended to assist with the costs of organizing and producing music showcases that expose Anglophone artists residing in Quebec (OLMC-eligible) to a larger audience through appearances at local, regional, national, or international events.

Rifflandia **\$20,000**
offered

With FACTOR support, OLMC acts Mozart's Sister, The Franklin Electric, and Half Moon Run performed a showcase at the beautiful Alex Goolden Performance Hall in Victoria, BC.

**British
Columbia**
location



Digital Marketing

This Digital Marketing component is intended to fund projects that improve the accessibility of Canadian music on digital platforms, and to develop the infrastructure and capacity of Canadian digital music markets. This component focuses its funding in four areas that include: digital tools that help artists commercialize, events that connect artists with music tech companies, initiatives that support production of high-quality digital marketing collateral, and online hubs that promote the discovery and purchasing of records by Canadian artists.

Hipster Bait

\$50,000

offered

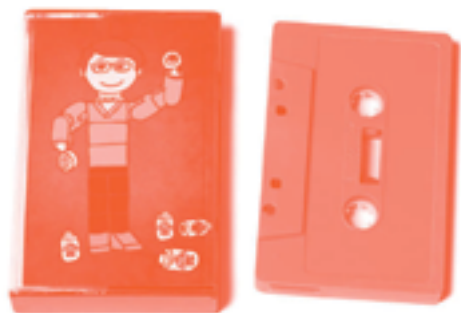
Hipster Bait is a rock & roll music discovery game which uses physical cassette recordings, an HTML5 web application, interactive maps, geocaching and QR code technology, which converge to create a modern musical treasure hunt.

British Columbia

location

One Net Marketing

agency



POP Montréal

QC \$50,000

Helped produce showcases for 130 OLMC for 25 international delegates and 10 international journalists.

M for Montreal

QC \$50,000

The 2014 M for Montreal buyers' program included showcases for 44 OLMC artists.

POP-Up Concerts Video

Series

QC \$27,000

Supported a new short form digital video series, entitled The POP-Up Concerts featuring 15 OLMC artists.

POP Montréal @ SXSW

QC \$17,500

Pop Montreal curated two showcases at SXSW featuring 7 Montreal Anglophone artists including So Called, Will Butler, Look Vibrant, Country.

Société des Arts Libres et Actuels

@ Cartel

QC \$13,000

FACTOR funding provided showcase opportunities for 12 OLMC acts at three events during Cartel MTL, a new music curators conference.

Emerging Music Festival

QC \$35,000

The Emerging Music Festival provided performance opportunities for 16 OLMC artists at this primarily-Francophone festival in Rouyn-Noranda, QC. It was attended by 35 Canadian and European buyers.

May Run Music Festival

PEI \$10,000

A new folk, bluegrass, country, pop, rock, electronica, blues, jazz and classical festival established by Music PEI. OLMC artists, Stars, Plants and Animals and Nortre Dame de Grass showcased.

Halifax Pop Explosion

NS \$10,000

Factor funding supported 11 OLMC acts including Brave Radar, Freeloove Fenner, Kurvi Tasch, Solids, Technical Kidman, Dead Horse Beats, Hand Cream, Cold Specks, Sheer Agony, Maica Mia and Mozarts Sister.

Winter Head- quarters / Quartiers d'hiver

QC \$14,000

Provided performance opportunities for 12 OLMC artists in the French community of Rouyn-Noranda, QC.D36

Mundial Montreal

QC \$12,000

Mundial Montreal, a hub for the World Music Industry in North America showcased OLMC to 55 buyers from Canada, US, and Europe.

Canadian Music Week Inc.

ON \$40,000

Assisted with showcase production for OLMC artists during the Canadian Music Week festival, targeting new audiences and industry buyers.

Folk Music Canada

ON \$14,500

Folk Music Canada produced showcases for 9 OLMC artist, targeted at US, UK and Australian delegates in attendance.

Home Routes

MN \$20,000

Supported fall home tours for 3 OLMC artists across 13 communities in Ontario and Western/Northern Canada.

RIDM Beat Dox Showcase

QC \$10,000

FACTOR funding helped produce 7 evening showcases for 18 OLMC artist, programmed with partners including M for Montreal, Pop Montreal, Cartel MTL and Suoni Per Il Popolo.

Sled Island Music & Arts Festival

AB \$9,000

Provided showcase opportunities for 9 OLMC acts as well as networking events with 15 invited delegates from the US and Europe including managers, booking agents, and music supervisors.

Quebec City OFF Festival

QC \$10,000

Funding support that allowed 14 OLMC artists to play at the 11th edition of the Quebec City OFF Festival, featuring both English and French emerging talent.

Rifflandia Festival

BC \$20,000

Supported a showcase for 3 OLMC acts in Victoria as part of the Rifflandia Festival at the Alix Goolden Performance Hall.

Folk Music Canada

ON \$10,000

Folk Music Canada produced showcases for OLMC artists at Folk Music Ontario Conference (Toronto), the Northeastern Regional Folk Alliance event (Catskills, NY) and the Rhythm & Roots Music Festival (Rhode Island).

Shigawake Music Festival de Musique

QC \$15,000

FACTOR funding helped produce a showcase for 14 OLMC artists.

Mundial Montreal in NY

QC \$5,000

The Association of Performing Arts Presenters (APAP) showcased 2 OLMC artists in NY.

In the Community

In 2014-2015, FACTOR sat on 28 panels across the country at events like the OVO Summit (Toronto), Breakout West (Winnipeg), and Music NL Week (Cornerbrook). We also attended international industry events like SXSW (Austin), CMJ (New York), and MIDEM (Cannes). We operated a drop-in FACTOR lounge during Canadian Music Week and North by North East in Toronto, and partnered with several music industry associations (MIAs) to hold “townhall” meetings for their members in Montreal, Victoria, Calgary, and Charlottetown. Through these events, we have individually met with hundreds prospective and current FACTOR-funded artists in all corners of the country. Further, we expanded our network by adding Music NWT (North West Territories) to our regional MIA partner network.

We are committed to working closely with the Canadian music industry, and we achieve this through our National Advisory Board (NAB). The NAB was established in 1992 as a means to bring together regional industry associations – today, this includes the Music Managers Forum, the Canadian Music Publishers Association, and the Canadian Independent Music Association. Our NAB includes:

FACTOR’s programming is promoted throughout the regions with the help of our Regional Education Coordinators (RECs):

Shevaughn Battle, Montreal, QC
 Rachel Stone, Winnipeg, MB
 Carly Klassen, Edmonton, AB
 Jennifer Winsor, St. John’s, NL
 Laura Simpson, Halifax, NS
 Savannah Wellman, Vancouver, BC
 Kim Beggs, Whitehorse, YT
 Jennifer McKerral, Sudbury, ON
 Lorna Kelly, Saskatoon, SK
 Jean Surette, Moncton, NB

FACTOR would like to thank Mike Carver (Music PEI) and Mike Filipowich (Music NWT) for their hard work this past year, and we wish them the best in their future endeavours.



CIMA



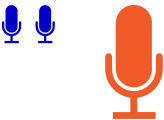
SASKO MUSIC

FACTOR 2014-2015

Whistler, BC



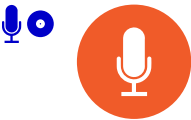
Victoria, BC



Princeton, BC



Edmonton, AB



Calgary, AB



Banff, AB



Winnipeg, MB



Ottawa, ON



Hamilton, ON



Toronto, ON



Rouen, QC



Montreal, QC



Fredericton, NB



Halifax, NS



Cornerbrook, NL



Charlottetown, PEI



Charlottetown, PEI



Austin, TX



Cannes, France



Outreach Event



Industry Event



Both Outreach Event
& Industry Event



Certifications

Alyssa Reid
Satisfaction Guaranteed
Gold Digital Download



Bet. E and Stef
Jazz Bossa Nova
Gold



Classified
3 Foot Tall
Platinum Digital Download



Classified
Classified
Gold



Classified
Higher
Gold Digital Download



Down With Webster
Chills
Gold and Platinum Digital
Downloads



George Canyon
Somebody Wrote Love
Gold



Marianas Trench
By Now
Gold Digital Download



Marianas Trench
Fix Me
Gold



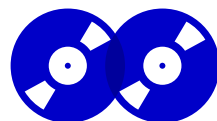
Marianas Trench
Stutter
Gold and Platinum Digital
Downloads



Nikki Yanofsky
Little Secret
Gold



The Canadian Tenors
The Canadian Tenors
Double Platinum



USS
This Is The Best
Gold Digital Download



Digital Certification



Record Certification



Gold Certification



Platinum Certification

Western
Canadian Music
Awards

<u>AWARD</u>	<u>ARTIST AND ALBUM</u>
<u>Country Recording of the Year</u>	Codie Prevost, All Kinds of Crazy
<u>Electronic/Dance Recording of the Year</u>	Pigeon Hole, Chimp Blood
<u>Independent Album of the Year</u>	Royal Canoe, Today We're Believers
<u>Pop Recording of the Year</u>	Imaginary Cities, Fall of Romance
<u>Rap/Hip Hop Recording of the Year</u>	Shad, Flying Colours
<u>Rock Recording of the Year</u>	Said the Whale, Hawaii
<u>Roots Solo Recording of the Year</u>	Del Barber, Prairieography
<u>Songwriter of the Year</u>	Del Barber, "Big Smoke" from Prairieography

Canadian Folk
Music Awards

<u>AWARD</u>	<u>ARTIST AND ALBUM</u>
<u>Contemporary Album of the Year</u>	The Strumbellas, The Strumbellas, We Still Move On Dance Floors
<u>Contemporary Singer of the Year</u>	Matt Andersen, Weightless
<u>Instrumental Solo Artist of the Year</u>	Jayme Stone, The Other Side of Air
<u>New/Emerging Artist of the Year</u>	The Bros. Landreth, Let It Lie Good Lovelies
<u>Pushing the Boundaries</u>	Tanya Tagaq, Animism

Canadian
Country Music
Awards

<u>AWARD</u>	<u>ARTIST</u>
<u>Roots Artist of the Year</u>	Lindi Ortega
<u>Female Artist of the Year</u>	Jess Moskaluke

Canadian Radio
Music Awards

<u>AWARD</u>	<u>ARTIST</u>
<u>Heatseeker Award</u>	Down With Webster

Polaris Music
Prize

<u>AWARD</u>	<u>ARTIST AND ALBUM</u>
<u>Polaris Music Prize</u>	Tanya Tagaq, Animism

JUNO Awards

AWARDArtist of the YearAlternative Album of the YearVocal Jazz Album of the YearJazz Album of the YearClassical Composition of the YearAboriginal Album of the YearRoots & Traditional Album of the Year: SoloRoots & Traditional Album of the Year: GroupRecording Engineer of the YearRecording Package of the YearARTIST AND ALBUM

The Weeknd, Kiss Land

July Talk, July Talk

Diana Panton, Red

Jane Bunnett and Maqueque, ST

Brian Current, Airline Icarus

Tanya Tagaq, Animism

Catherine MacLelland, The Raven's Sun

The Bros. Landreth, Let It Lie

Eric Ratz for "Ghosts" from Big Wreck, Ghosts

Roberta Hansen and Mike Latschislaw for Steve Bell, Pilgrimage

Indie Awards

AWARDFemale Artist of the YearMust Follow Artist of the YearCollaboration of the YearAlternative Artist/Group or Duo of the YearBlues Artist/Group or Duo of the YearChildren's Artist/Group or Duo of the YearFolk/Roots Artist/Group or Duo of the YearPop Artist/Group or Duo of the YearPunk/Hardcore Artist/Group or Duo of the YearSoul/R&B Artist/Group or Duo of the YearJazz Artist/Group or Duo of the YearARTIST AND ALBUM

Basia Bulat

Born Ruffians

Classified feat. David Myles

July Talk

MonkeyJunk

Splash'N Boots

The Strumbellas

Fast Romantics

PUP

Chloe Charles

Colin Stetson

East Coast

Music Awards

AWARD

African-Canadian Recording Of The Year

Album Of The Year

Folk Recording Of The Year

Group Recording Of The Year

Pop Recording Of The Year

Event of the Year

ARTIST AND ALBUM

J-Bru, Stranger In My Hometown

Old Man Luedecke, Tender Is The Night

Old Man Luedecke, Tender Is The Night

Mary Jane Lamond & Wendy MacIsaac,
Seinn

Mo Kenney, Mo Kenney

Halifax Pop Explosion

Applicant's Province	Projects Submitted	Components Submitted	Projects Approved	Components Approved	Amount Requested from Submitted	Amount Offered
Alberta	225	275	110	134	\$1,720,144.52	\$779,547.63
British Columbia	678	797	358	416	\$5,325,487.09	\$2,605,861.43
Manitoba	185	203	110	118	\$1,837,170.04	\$795,589.32
New Brunswick	35	37	22	23	\$157,115.75	\$71,146.00
Newfoundland and Labrador	18	20	13	14	\$114,284.67	\$78,896.19
Northwest Territories*	3	3	3	3	\$7,420.00	\$7,420.00
Nova Scotia	167	202	108	130	\$1,323,139.94	\$896,063.82
Nunavut*	1	1	1	1	\$10,000.00	\$5,000.00
Ontario	1956	2244	990	1124	\$16,494,443.79	\$8,404,001.91
Prince Edward Island	24	29	16	18	\$227,901.74	\$121,935.63
Québec	545	660	318	402	\$5,224,182.41	\$2,982,929.87
Saskatchewan	67	72	42	43	\$305,636.32	\$135,312.51
Yukon	18	26	12	18	\$85,010.94	\$47,454.88
Other	32	42	15	19	\$352,978.64	\$165,366.44
	3954	4611	2118	2463	\$33,184,915.85	\$17,096,525.63

FACTOR 2014-2015

FACTOR 2014-2015

Primary Genre	Projects Submitted	Components Submitted	Projects Approved	Components Approved	Amount Requested from Submitted	Amount Offered
Aboriginal	6	8	4	5	\$75,797.00	\$46,418.00
Adult Contemporary	99	106	37	41	\$693,636.00	\$313,750.00
Alternative	417	488	205	242	\$3,746,248.58	\$1,958,089.19
Blues	56	66	45	54	\$448,949.43	\$395,268.77
Children's	7	8	2	2	\$43,767.63	\$6,403.00
Christian Rock	10	13	2	2	\$63,657.26	\$19,984.00
Classical	33	35	17	18	\$260,324.11	\$136,542.00
Country	196	244	96	129	\$1,731,018.29	\$962,139.30
Dance	29	31	5	5	\$158,949.88	\$6,650.00
Electronica	130	145	61	64	\$1,033,124.43	\$463,250.31
Experimental	29	33	9	10	\$150,057.17	\$62,787.88
Folk	405	487	227	281	\$3,053,037.13	\$1,588,937.43
Hard Rock	24	35	6	7	\$293,221.16	\$71,931.81
Heavy Metal	38	44	20	24	\$508,034.78	\$288,462.84
Hip Hop	252	285	106	110	\$2,118,527.18	\$973,580.50
Jazz	111	130	56	68	\$1,165,467.24	\$571,943.00
Pop	418	503	176	216	\$3,748,835.05	\$1,659,237.14
Punk	60	75	41	53	\$686,006.74	\$480,498.18
Reggae	12	15	2	3	\$90,826.09	\$35,000.00
Rock	513	608	216	267	\$4,000,388.59	\$1,906,368.30
Roots	130	157	81	96	\$1,148,574.95	\$616,096.91
Soul/R&B	110	121	45	48	\$811,232.54	\$317,955.00
Specialized	13	17	5	7	\$180,060.00	\$62,669.00
Traditional	6	6	5	5	\$7,715.68	\$6,819.00
Urban	26	27	5	5	\$101,877.75	\$7,357.46
World	47	53	23	29	\$338,785.88	\$207,134.82
	3177	3740	1497	1791	\$26,658,120.54	\$13,165,273.84

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
SOUND RECORDINGS				
Comprehensive Artist	45	33	\$1,185,283.13	\$777,170.00
Comprehensive Music Company	111	92	\$1,693,951.55	\$1,274,216.24
Demo	913	305	\$1,305,108.75	\$452,202.03
Juried Sound Recording	945	130	\$8,842,797.16	\$1,325,687.54
Songwriter's Workshop	35	20	\$23,016.32	\$14,515.01
	2049	580	\$13,050,156.91	\$3,843,790.82
SHOWCASE				
Comprehensive Artist	2	1	\$4,140.00	\$1,659.05
Comprehensive Music Company	20	15	\$24,725.00	\$19,541.83
Juried Sound Recording	14	2	\$9,323.75	\$3,300.00
Live Performance	566	434	\$793,529.97	\$572,766.88
Marketing & Promotion for FACTOR Funded Sound Recordings	16	9	\$22,338.75	\$12,307.12
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	12	4	\$13,413.75	\$4,830.00
TOUR SUPPORT				
Comprehensive Artist	35	29	\$203,134.18	\$175,977.61
Comprehensive Music Company	30	29	\$248,196.50	\$230,186.46
Juried Sound Recording	35	23	\$244,788.36	\$173,697.56
Live Performance	302	251	\$3,567,456.63	\$2,699,244.96
Marketing & Promotion for FACTOR Funded Sound Recordings	30	24	\$221,609.52	\$135,950.38
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	14	9	\$89,350.63	\$65,725.25
	1076	830	\$5,442,007.04	\$4,095,187.10
MARKETING				
Comprehensive Artist	35	31	\$1,003,015.11	\$898,625.28
Comprehensive Music Company	91	81	\$1,486,290.04	\$1,231,427.57
Juried Sound Recording	232	91	\$2,731,349.26	\$989,307.38
Marketing & Promotion for FACTOR Funded Sound Recordings	66	55	\$1,078,894.26	\$856,843.83
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	30	19	\$412,715.98	\$288,915.03
	454	277	\$6,712,264.65	\$4,265,119.09

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
RADIO MARKETING FUND				
Comprehensive Artist	2	1	\$10,000.00	\$5,000.00
Comprehensive Music Company	3	3	\$15,000.00	\$15,000.00
Juried Sound Recording	10	6	\$49,951.00	\$29,695.96
Marketing & Promotion for FACTOR Funded Sound Recordings	8	7	\$38,300.00	\$34,284.00
	23	17	\$113,251.00	\$83,979.96
VIDEO				
Comprehensive Artist	21	15	\$280,086.25	\$202,132.00
Comprehensive Music Company	32	27	\$314,040.88	\$268,862.00
Juried Sound Recording	58	22	\$320,022.97	\$96,377.94
Marketing & Promotion for FACTOR Funded Sound Recordings	33	23	\$268,377.17	\$194,929.94
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	7	3	\$45,313.04	\$22,210.00
Video Program	24	18	\$143,496.95	\$111,484.00
	175	108	\$1,371,337.26	\$895,995.88
INDUSTRY SUPPORT				
Business Development	56	54	\$514,915.52	\$450,661.25
Business Travel	585	467	\$1,022,854.51	\$675,473.44
	641	521	\$1,537,770.03	\$1,126,134.69
SPONSORSHIPS				
Sponsorships	67	46	\$665,069.00	\$316,500.00
COLLECTIVE INITIATIVES				
Digital Marketing	18	9	\$652,320.38	\$356,337.50
Industry Events	45	32	\$2,110,529.43	\$1,366,600.00
Showcase Production for Artists from Official Language Minority Communities	27	20	\$794,567.28	\$392,000.00
Showcase Production for Export Ready Artists	36	23	\$735,642.87	\$354,880.59
	126	84	\$4,293,059.96	\$2,469,818.09
TOTAL OFFERS	4611	2463	\$33,184,915.85	\$17,096,525.63

Foundation Assisting Canadian Talent on Recordings

Financial Statements
March 31, 2015
(expressed in Canadian dollars)

Independent Auditor's Report

To the Board of Directors of The Foundation Assisting Canadian Talent on Recordings

We have audited the accompanying financial statements of The Foundation Assisting Canadian Talent on Recordings, which comprise the statements of financial position as at March 31, 2015 and March 31, 2014 and the statements of operations, changes in net assets and cash flows for the years ended, and the related notes, which comprise a summary of significant accounting policies and other explanatory information. Management's responsibility for the financial statements

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Management's responsibility for the financial statements

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

To the Board of Directors of The Foundation Assisting Canadian Talent on Recordings

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Foundation Assisting Canadian Talent on Recordings as at March 31, 2015, and March 31, 2014 and the results of its operations and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

**Chartered Professional Accountants,
Licensed Public Accountants**

				2015	2014
	General fund \$	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
(unrestricted)					
ASSETS					
Current assets					
Cash and cash equivalents	823,103	–	–	823,103	1,355,252
Accounts receivable (note 6)	166,281	–	–	166,281	204,980
Short-term investments	500,000	–	–	500,000	1,017,578
Other assets	42,091	–	–	42,091	44,592
	1,531,475	–	–	1,531,475	2,622,402
Investments	–	–	43,640,388	43,640,388	34,782,218
Property and equipment (note 4)	–	188,244	–	188,244	217,097
Intangible assets (note 5)	–	416,041	–	416,041	489,868
	1,531,475	604,285	43,640,388	45,776,148	38,111,585
LIABILITIES					
Current liabilities					
Accounts payable and accrued liabilities (note 7)	141,953	–	–	141,953	160,559
Net assets	1,389,522	604,285	43,640,388	45,634,195	37,951,026
	1,531,475	604,285	43,640,388	45,776,148	38,111,585
Commitments (note 8)					

Approved by the Board of Directors of The Foundation
Assisting Canadian Talent on Recordings



Director



Director

				2015	2014
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
Revenue (schedule 1)	22,632,162	–	–	22,632,162	20,444,536
Expenditures					
Loans and awards (schedule 2)	16,639,681	–	–	16,639,681	15,681,574
Administrative expenses (schedule 3)	2,061,688	–	–	2,061,688	1,939,827
	18,701,369	–	–	18,701,369	17,621,401
Excess of revenue over expenditures before the following	3,930,793	–	–	3,930,793	2,823,135
Investment income	43,322	–	3,712,963	3,756,285	950,075
Change in unrealized gain on investments	–	–	107,851	107,851	1,639,089
Depreciation of property and equipment	–	(36,128)	–	(36,128)	(43,400)
Amortization of intangible assets	–	(75,632)	–	(75,632)	(89,450)
	43,322	(111,760)	3,820,814	3,752,376	2,456,314
Excess (deficiency) of revenue over expenditures for the year	3,974,115	(111,760)	3,820,814	7,683,169	5,279,449

				2015	2014
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
Balance – Beginning of year	2,461,843	706,965	34,782,218	37,951,026	32,671,577
Excess (deficiency) of revenue over expenditures for the year	3,974,115	(111,760)	3,820,814	7,683,169	5,279,449
Interfund transfers (note 9)	(5,046,436)	9,080	5,037,356	–	–
Balance – End of year	1,389,522	604,285	43,640,388	45,634,195	37,951,026

	2015	2014
	Total \$	Total \$
CASH PROVIDED BY (USED IN)		
Operating activities		
Excess of revenue over expenditures for the year	7,683,169	5,279,449
Adjustments for non-cash items		
Depreciation of property and equipment	36,128	43,400
Amortization of intangible assets	75,632	89,450
Change in unrealized gain on investments	(107,851)	(1,639,089)
Realized gains on investments	(3,712,963)	(1,081,459)
	3,974,115	2,691,751
Changes in non-cash working capital items		
Accounts receivable	38,699	312,866
Other assets	2,501	24,281
Accounts payable and accrued liabilities	(18,606)	(72,071)
	3,996,709	2,956,827
Investing activities		
Purchase of investments	(12,000,000)	(8,857,259)
Sale of investments	7,480,222	6,982,295
Purchase of property and equipment	(7,275)	(13,785)
Purchase of intangible assets	(1,805)	(160,853)
	(4,528,858)	(2,049,602)
Decrease in cash and cash equivalents during the year	(532,149)	907,225
Cash and cash equivalents - Beginning of year	1,355,252	448,027
Cash and cash equivalents - End of year	823,103	1,355,252
Cash and cash equivalents are allocated as follows		
General fund	823,103	1,355,252
Cash and cash equivalents comprise		
Cash	823,103	1,355,252
Cash equivalents	-	-
	823,103	1,355,252

1. General

The Foundation Assisting Canadian Talent on Recordings (FACTOR or the Foundation) was incorporated as a not-for-profit organization without share capital on June 17, 1982, under the Canada Corporations Act.

FACTOR provides funding by way of loans and grants to Canadian individuals and groups in the music recording industry in order to promote and foster Canadian talent. FACTOR receives and disburses funds, pursuant to agreements with the Government of Canada, under the Department of Canadian Heritage's New Musical Works and Collective Initiatives programs. The current contract with the Government of Canada expired on March 31, 2015 and a contract extension has been obtained until March 31, 2020. Financial contributions received from Canada's private radio industry are likewise distributed by FACTOR to individuals and groups in the Canadian music industry.

Pursuant to the Income Tax Act (Canada), FACTOR is classified as a not-for-profit organization and therefore is not subject to income taxes.

2. Adoption of Canadian accounting standards for not-for-profit organizations

Effective April 1, 2012, the Foundation elected to adopt Canadian accounting standards for not-for-profit organizations (ASNPO) as issued by the Canadian Accounting Standards Board. The accounting policies selected under this framework have been applied consistently and retrospectively as if these policies had always been in effect. The Foundation has not utilized any transitional exemptions on the adoption of ASNPO. There were no adjustments to the statements of financial position or the statements of operations, changes in net assets and cash flows.

3. Summary of significant accounting policies

These financial statements are prepared in accordance with ASNPO.

The significant policies are detailed as follows:

Fund accounting

FACTOR follows the deferral method of accounting for contributions.

The general fund accounts for the Foundation's general operating activities. The net assets represent the accumulation of surplus private and Government of Canada contributions, loan repayments and investment income earned thereon after interfund transfers.

The capital asset fund records capital asset purchases and proceeds of disposition and the related depreciation of these assets.

During 2014, the board of directors authorized the creation of the restricted reserve fund for long-term investments and related investment income. This fund will not be used for operational purposes and is not available for any other purpose without approval of the board of directors.

Revenue recognition

Unrestricted contributions are recognized as revenue when received or receivable if the amounts can be reasonably estimated and collection thereof is reasonably assured. Restricted contributions are deferred and recognized as revenue as the related expenses are incurred.

Investment income including interest, realized gains (losses) and unrealized gains (losses) are recognized as revenue when earned.

Cash and cash equivalents

Cash and cash equivalents include short-term deposits with maturities

of less than 90 days and are recorded at fair value.

Loans

Loans to artists, producers and record companies are advanced to finance costs directly associated with recordings as well as the promotion and marketing of those recordings. These loans must be repaid directly from royalty proceeds of projects financed by the program. Due to the uncertainty of ultimate collectibility, loans are expensed when the monies are advanced. Repayment of these loans is recorded as a recovery of loans and awards when cash is received from the recipient.

Property and equipment

Property and equipment are recorded in the capital asset fund at cost and are amortized over their estimated useful lives using the following methods and annual rates:

COMPUTER EQUIPMENT	30% – 100% declining balance
FURNITURE AND EQUIPMENT	20% declining balance
LEASEHOLD IMPROVEMENTS	straight-line over term of lease

Intangible assets

Intangible assets are recorded in the capital asset fund at cost less accumulated amortization and include developed computer software with a finite useful life. The Foundation has chosen to capitalize qualifying development costs in the statements of financial position. These assets are amortized in a straight-line basis over their estimated useful lives of seven years.

Impairment of long-lived assets

The Foundation tests for impairment whenever events or changes in circumstances indicate the carrying value of the assets may not be recoverable. Recoverability is assessed by comparing the carrying value to the projected future net cash flows the long-lived assets are expected to generate through their direct use and eventual disposition. When a

test for impairment indicates the carrying value of an asset is not recoverable, an impairment loss is recognized to the extent the carrying value exceeds fair value.

Contributed services

Members of FACTOR's board of directors, members of the National Advisory Board and unpaid volunteers from the music industry donate their time without monetary compensation. Because of the difficulty of determining the fair value of the contributed services, the value of these services is not recognized in the financial statements.

Use of estimates

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Financial instruments

Short-term investments comprise guaranteed investment certificates (GICs) with maturities of less than one year. Investments comprise of pooled funds.

The Foundation records cash, accounts receivable, short-term investments and accounts payable and accrued liabilities at amortized cost.

The Foundation records investments in equity securities that are quoted in an active market at fair value in the statements of financial position with changes in fair value recorded in the statements of operations.

Financial assets are tested for impairment at the end of each reporting period when there are indications that the assets may be impaired.

Related Parties

Related party transactions are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

4. Property and equipment

	2015		
	Cost \$	Accumulated amortization \$	Net \$
Computer equipment	329,919	321,168	8,751
Furniture and equipment	252,800	198,842	53,958
Leasehold improvements	164,097	38,562	125,535
	746,816	558,572	188,244

	2014		
	Cost \$	Accumulated amortization \$	Net \$
Computer equipment	325,705	312,095	13,610
Furniture and equipment	249,739	185,735	64,004
Leasehold improvements	164,097	24,614	139,483
	739,541	522,444	217,097

5. Intangible assets

	2015		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	686,427	270,386	416,041

	2014		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	684,622	194,754	489,868

6. Accounts receivable

Accounts receivable comprise the following:

	2015	2014
	\$	\$
Due from broadcasters	216	125,776

Due from Government of Canada	166,065	79,204
	<u>166,281</u>	<u>204,980</u>

7. Accounts payable and accrued liabilities

Accounts payable and accrued liabilities comprise the following amounts:

	<u>2015</u>	<u>2014</u>
	\$	\$
Trade accounts payable	16,497	26,904
Professional fees	55,395	55,935
Vacation accrual	45,061	47,720
Bonus accrual	25,000	30,000
	<u>141,953</u>	<u>160,559</u>

8. Commitments

Loans and awards

As at year-end, FACTOR is committed to advancing funds in the future totalling approximately \$7,360,202 (2014 - \$9,004,341) as loans and awards to recipients. Because certain conditions must be met before such loans are made, these amounts have not been recorded as liabilities.

The following is the breakdown of the amounts that remain outstanding as at March 31, 2015:

	<u>Initial commitment \$</u>	<u>Payment made to date \$</u>	<u>Remaining commitment Balance \$</u>
2014	1,630,505	832,047	798,458
2015	10,731,649	4,169,904	6,561,745
	<u>12,362,154</u>	<u>5,001,951</u>	<u>7,360,203</u>

Leases

Effective June 20, 2012, the Foundation entered into a lease agreement to rent office space for a period of ten years. As at year-end, FACTOR is also committed to various operating leases for equipment expiring in 2016. The approximate future annual minimum lease payments are as follows:

	Equipment \$	Office Space \$
2016	5,000	181,000
2017	2,000	182,000
2018	1,000	191,000
2019 and beyond	-	833,000
	8,000	1,387,000

9. Interfund transfers

During the year, \$9,080 (2014 - \$174,640) was transferred from the capital asset fund to the general fund. In addition, the investment balances of the unrestricted general fund were transferred to the restricted reserve fund in the amount of \$5,037,356 (2014 - \$2,963,395). These transfers were approved by the board of directors.

10. Financial instruments

The Foundation's investment activities may expose it to a variety of financial risks, including credit risk, liquidity risk, interest rate risk, market risk and currency risk. The following provides an overview of the risks associated with these investments.

Credit risk

Credit risk is the risk that counterparty to a financial instrument will fail to perform its obligations. The carrying value of financial assets represents the maximum credit risk exposure. The Foundation's credit risk on investments is concentrated in a portfolio of pooled funds held

entirely with one counterparty. The Foundation invests primarily in a portfolio of marketable securities and GICs and its accounts receivable are due from the Government of Canada. Therefore, exposure to credit risk is not significant.

Liquidity risk

Liquidity risk is the risk FACTOR will not be able to meet its obligations as they come due. The financial liabilities of FACTOR are short-term in nature, as all amounts are payable within one year.

FACTOR has invested in marketable securities and GICs for which a secondary market exists and thus these funds are determined to be liquid. FACTOR has sufficient funds to settle its current obligations. Therefore, exposure to liquidity risk is not significant.

Interest rate risk

Interest rate risk is the risk a change in interest rates will adversely affect the fair value of fixed income securities or cause fluctuations in future cash flows of a financial instrument. The Foundation's exposure to interest rate risk is concentrated in its investments in GICs and its investments in fixed income pooled funds, which comprise 60% of the Foundation's investment portfolio. The Foundation does not hold any variable rate debt.

Market risk

Market risk is the risk the future cash flows of a financial instrument will fluctuate due to changes in market prices. The Foundation is exposed to fluctuations in the yield on its investments in Canadian and foreign equity pooled funds, which comprise 40% of the Foundation's investment portfolio.

Currency risk

Currency risk is the risk the fair value of a financial instrument will fluctuate due to changes in foreign exchange rates. The Foundation invests in equity securities that hold investments priced in currencies other than the Canadian dollar. The Foundation is therefore exposed to currency risk on its investments in foreign equity pooled funds, which comprise 30% of the Foundation's investment portfolio.

11. Related party transactions

During the year, FACTOR approved loans and/or grants, in the normal course of operations, to related organizations in the amount of \$391,300 and extended payments in the amount of \$767,241 which are included in the statement of operations as loans and awards. Total outstanding commitments to these parties amounted to \$427,084 as at March 31, 2015, which are disclosed as commitments in note 8. The parties are related by virtue of the fact the recipients have representation on FACTOR's board of directors.

	2015	2014
	\$	\$
PUBLIC		
Canadian Music Fund contributions		
New Musical Works Program	6,268,184	6,268,184
Collective Initiatives Program	2,232,417	2,232,417
	<u>8,500,601</u>	<u>8,500,601</u>
PRIVATE		
Broadcasters' contributions		
Tangible benefits	7,619,400	6,160,859
Canadian content development		
Basic	1,798,638	1,663,253
Over and above	2,294,852	2,184,397
Satellite radio	2,418,671	1,935,426
	<u>14,131,561</u>	<u>11,943,935</u>
	<u>22,632,162</u>	<u>20,444,536</u>

	2015	2014
	\$	\$
SOUND RECORDING PRODUCTION		
Comprehensive music company (and direct board approval windup)	966,782	970,225
Comprehensive artist (and emerging artist windup)	708,372	795,162
Demo	537,749	275,791
Juried sound recording	1,574,351	1,147,844
	3,787,254	3,189,022
MARKETING		
Comprehensive music company	1,174,963	1,483,071
Comprehensive artist	918,487	820,779
Juried sound recording	894,449	1,051,930
Marketing and promotion for FACTOR funded sound recordings (where album funded prior to April 1, 2013)	1,574,984	1,118,916
Marketing and promotion for non-FACTOR funded sound recordings	313,106	212,851
Tour	3,032,577	2,618,884
Showcase	599,632	662,237
Video	213,721	368,575
	8,721,919	8,337,243
OTHER		
Business travel	702,472	618,415
Business development	388,884	475,146
Songwriter's workshop	18,535	12,469
Sponsorship	409,895	298,810
Regional affiliates	383,711	378,216
Radio marketing fund	73,880	250,000
	1,977,377	2,121,546
COLLECTIVE INITIATIVE PROGRAM		
Industry events	1,350,463	1,246,443
Showcase production for artists from official language minority communities	416,843	445,514
Showcase production for export ready artists	276,366	264,057
Digital marketing	482,692	482,270
	2,526,364	2,438,284
LOAN REPAYMENT		
Repayments	(373,233)	(404,521)
	16,639,681	15,681,574

	2015	2014
	\$	\$
Salaries and benefits	1,304,446	1,254,096
Occupancy costs	201,632	203,116
Equipment rentals and repairs	74,618	60,178
Automobiles and travel	101,207	99,945
Publicity, promotion and meetings	68,414	41,382
Professional fees	88,716	96,944
Office and general	40,404	24,529
Consulting	74,216	48,373
Subscription	25,985	31,181
Professional development	39,486	39,721
Courier and postage	4,367	5,890
Telephone and communications	28,963	22,888
Insurance	9,234	11,584
	2,061,688	1,939,827

