



Music Festival Reopening Fund 2022

Program Guidelines, Glossary, and FAQ

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Objective

The intent of the Festival Reopening Fund is to provide assistance to professional music festivals to stimulate their economic recovery by supporting the presentation of their events and encouraging the return of in-person audiences. As from Budget 2021, \$7 million has been allocated to the Canada Music Fund (CMF) for this program, consistent with the objective of fostering an environment where a diversity of Canadian music artists connects with audiences everywhere.

The deadline to apply is Friday, May 6, 2022, at 5:00 PM ET.

Who Can Apply

1. Applicants must be Canadian-owned music festivals who meet the CMF's objectives. Since applicants may be new to the CMF music festivals with no funding history who otherwise meet the objectives of the CMF and the Reopening Fund will be permitted to apply.
2. However, targeted festivals cannot be ****funded** by other programs participating in the Canadian Heritage (PCH) Reopening Fund, including, among others, the Canada Arts Presentation Fund (CAPF) and the Building Communities Through Arts and Heritage (BCAH) program. This restriction only applies to the part of the funding related to the Reopening Fund and not to regular activities.
3. Those festivals with annual revenues greater than \$10 million are not eligible for the CMF Reopening Fund and must submit their application to the [Major Festivals and Events Support Initiative](#) (MFESI).

When to Apply

4. Applications may be submitted at any time between the program launch date and application deadline noted above. Late applications, as well as applications that are incomplete at the deadline, will not be considered.

Funding Parameters

5. Submitting an application does not guarantee funding.
6. Applicants may submit one application for the 2022-2023 fiscal year, though multiple festivals by same owner/applicant can be included in one application.
7. The funding offered in this program can be *up to a maximum of 75%* of the Total Eligible Budget for the project and is subject to availability of funds.

8. Public funding toward an approved project from all sources cannot exceed 100% of total project expenses.
9. Funding is conditional on respecting all applicable statutes, laws, bylaws, regulations, orders, codes, standards, directives, and guidelines governing the activities for which funding is being sought, including those related to public health and safety due to the COVID-19 pandemic, including the Public Health Agency of Canada (PHAC) guidelines.
10. Applicants will be required to attest to meeting specific requirements (see Funding Conditions, 22-26).

Applicant Eligibility

To be eligible for this program, the applicant must:

11. Be a Canadian-owned and controlled company.
12. Support the career development of Canadian artists and/or offer musical programming by Canadian artists.
13. Demonstrate that their principal business activities are in support of the development of Canadian artists, the promotion of Canadian musical content, and audience development.
14. Meet the following specific requirements:
 - i) The applicant is in the business, and has a demonstrable history, of producing music festivals featuring Canadian artists or, more generally, of presenting performances by Canadian artists.
 - ii) At least 50% of the programming in its last festival edition consisted of musical performances by Canadian artists.

Ineligible Applicants

The following applicants are ineligible for funding:

15. Foreign-owned companies (i.e. firms not owned and controlled by Canadians) operating in Canada, and their related associations.
16. Festivals whose annual revenue exceeds \$10,000,000.
17. Applicants who have applied to or will otherwise receive funding from the Reopening Fund component offered by other funding organizations such as CAPF and BCAH should contact FACTOR before starting an application.
18. For the purposes of this program, festivals whose primary format and/or programming is non-musical (e.g. food, dance) will not be considered eligible.

Eligible Activities

19. Project activities must take place between April 1, 2022, and March 31, 2023, to be considered eligible.
20. Applicants must propose musical programming and activities by Canadian artists, and eligible expenses must be related to the presentation of in-person music festivals and the re-engagement of live audiences.

21. The Canada Music Fund does not support live activities that are not aimed at the career development of a particular artist, including musicals, retrospectives, tribute shows, dinner theatre, charity, or corporate shows.

Eligible Expenses

Eligible expenses may include, but are not limited to, the following:

- Fees for Canadian artists
- Fees and services of cultural workers, self-employed workers, and freelancers
- Staging costs
- Venue rental
- Equipment rental
- Marketing and promotion
- Insurance
- Administrative expenses (to a maximum of 15% of the contribution amount)
- Costs associated with re-engaging in-person audiences, including costs to ensure public safety and compliance with local public health guidelines

Ineligible Expenses

Ineligible expenses may include, but are not limited to, the following:

- Expenses specific to non-Canadian artists, non-musical artists, or international-focused elements of the project
- Fixed operating costs
- Equipment purchases and capital expenditures
- Merchandising
- Grant application and writing services
- Exchange of services
- Audit, legal (for example, during a legal dispute) and infringement costs
- Recoverable taxes and similar charges
- Interest on overdue payments
- Hospitality (alcohol)

Funding Conditions

Applicants will be required to attest to the statements below at the time of application:

22. The recipient requires funding to ensure business continuity and save jobs relating to the presentation of the in-person music festival;
23. The recipient remains in business at the time of the application and plans to continue contributing to the sector;
24. The recipient does not intend to apply to several sources of funding to cover the same expenses, in particular, but not limited to, funds provided by federal regional development agencies (Major Festivals and Events Support Initiative, the Tourism Relief Fund, the Canada Community

Revitalization Fund) as well as the Canada Recovery Benefit, the Canada Emergency Wage Subsidy, etc.;

25. The recipient is not funded by other programs participating in the Canadian Heritage (PCH) Festival Reopening Fund, in particular, but not limited to, the Canada Arts Presentation Fund (CAPF) and the Building Communities Through Arts and Heritage (BCAH) program, for the relaunch of its festival targeted by this initiative. This restriction only applies to the part of the funding related to the Reopening Fund and not to regular activities;
26. The recipient will act in compliance with applicable statutes, laws, bylaws, regulations, orders, codes, standards, directives, and guidelines governing the activities for which funding is being sought, including those related to public health and safety due to the COVID-19 pandemic.

Application Process

Once this document has been thoroughly reviewed, follow the steps below to prepare an application.

Step 1: Collect the following required documentation:

- Completed [Application Spreadsheet](#)
- **Financial statements** (audited, review engagement, or notice to reader) from the last completed fiscal year. As an exception, a statement of revenues and expenses (e.g. a profit/loss statement) will be accepted only for those who do not have formal financial statements,
- **Production contracts** for the planned event, if applicable,
- **Venue rental contracts**, if applicable,
- **Contract/performance agreement** with at least one headlining artist

Step 2: Submit your application online:

- Access the application via [clicking this link](#).
- Provide your applicant information
- Upon submission, you will receive an email with a unique application link. Click the link, enter your reference code, and proceed to answer the questions displayed. Some of the information requested will be a summary of details you've included in the Application Spreadsheet (Step 1). Progress will be saved and the form may be accessed at any time using the link provided.

Step 3: Submit your application materials:

- After completing Step 2, you will receive a final confirmation email. Reply directly and attach the required materials outlined in Step 1.

Note that applicants who are new to FACTOR will be required to provide detailed information relating to the applicant company, including incorporation documents and a list of shareholders. This information will be requested directly as part of the application review process and must be provided in a timely manner in order for FACTOR's assessment to be completed.

Final Report Requirements

Following the completion of their project, recipients of this program will be required to provide a final report including:

- A report on activities carried out,
- A final financial report of eligible expenses and revenues,
- Other statistical information.

FACTOR will require the applicant to submit invoices and proofs of payment. Accepted proof of payment include:

- The back and front of cancelled cheques;
- **Electronic and debit card payment:** bank statement showing the name of the payee;
- **Credit card payment:** monthly statement showing the name of the payee;
- Money order and postal order receipts, wire transfer and online transfer receipts.

Additional requirements could be set out in related forms, agreements, and FACTOR's [Business Policies](#).

If you have questions about the application process, please contact live@factor.ca.

**** Please review the Glossary and FAQ which follow below. ***

GLOSSARY

Canadian: A citizen within the meaning of the Citizenship Act or a permanent resident of Canada within the meaning of the Immigration and Refugee Protection Act.

Canadian artist: The term “Artist” refers to an artist solo performer, a musical group or collective. In the case of music publishing activities, an “artist” refers to a songwriter or composer. A group or a musical collective is considered Canadian if at least 50% of its members including the lead singer are Canadians. In the case of an orchestra featuring no principal artist, the orchestra must be based in Canada.

Canadian sound recording: To meet Canadian content requirements, any recording of an individual track (i.e. a song) or a collection of tracks (i.e. an EP or an album), must meet the following requirements:

- 1) Be performed by a Canadian artist and,
- 2) Have at least 50% of the music and lyrics written by Canadians*

* *Exception for “repertoire” music:* The music and lyrics criterion does not apply to the repertoire of classical music, traditional jazz, world music or traditional music. The sound recording must, however, be performed by Canadian artists.

Canadian-owned and controlled company:

A company...

- that is a sole proprietorship, partnership, cooperative or corporation established under the laws of Canada or a province or territory;
- whose activities are based primarily in Canada;
- whose company headquarters is based in Canada; and
- whose chairperson or presiding officer and more than half of whose directors and other similar officers are Canadian.

FREQUENTLY ASKED QUESTIONS

1. How much funding is available?

The Canada Music Fund's portion of the Reopening Fund totals \$7 million, of which FACTOR will administrate \$4.3M in the Anglophone market and Musicaction \$2.7M in the Francophone market.

2. How will the funding be administered?

These funds will be delivered through the Canada Music Fund (CMF). FACTOR and Musicaction will administer these resources for the Anglophone and Francophone markets, respectively.

3. I am a not-for-profit organization. Can I apply to this program?

Yes, however, note that not-for-profit music festivals must not be funded by other programs participating in the Department of Canadian Heritage's Reopening Fund, including those administered by the Canada Arts Presentation Fund (CAPF) and the Building Communities Through Arts and Heritage (BCAH) program. *This restriction applies only to the portion of funding related to the recovery and not to regular activities.*

4. If I receive recurring funding through the CMF or other PCH and CCA programs, can I apply to this program?

Yes, however, events may receive Reopening Fund contributions from only one program.

5. If I will be receiving funding for my event via FACTOR's Collective Initiatives or Sponsorship program, can I apply to this program as well for the same event?

Events that will receive funding through FACTOR's Showcase Production for Artists from Official Language Minority Community (OLMC) program can apply to this program for the same event but different expenses. Applicants who will receive a sponsorship contribution from FACTOR for their event may apply. Note that FACTOR's total contribution to the project may not exceed 75% of the total eligible project budget.

6. If I applied to the Support for Live Concerts and Support for Live Music Events programs and my application was unsuccessful, can I apply to this program with the same project?

Yes, given the high demand for the two programs launched in the fall of 2021, live concert projects that were not funded due to budget restrictions can be re-introduced, provided that the applicant and the event meet the eligibility criteria outlined in the program guidelines: for example, festivals and events that were delayed or postponed and will take place in the 2022-23 fiscal year.

7. Do I need to demonstrate that the artists involved in this project meet the eligibility criteria?

Yes. On application, applicants will be asked to make note of certain qualifying criteria for each planned artist, including the release date of the artist's most recent recording. In addition, applicants will be required to attest that the artists included in their application meet the definition of Canadian artist as set out in the glossary above.

8. If a supporting act or opening artist is Canadian, does that performance count towards the 50% minimum criteria for performances by Canadian artists?

Yes. When assessing whether you meet this criteria, take into account every Canadian artist that will perform, regardless of whether they are a headliner or support.

9. How will applications be assessed?

Applications are assessed taking into account the quality of the project and its potential to re-engage live audiences, as well as the impact it may have on the artist's career, the employment of technicians and other cultural workers, and service providers.

10. How will the funding be distributed?

Funding will be granted competitively among applicants and is subject to program capacity and number of applications. Submitting an eligible project does not guarantee funding. Given that applicants are expected to vary considerably in size and scope, overall amounts awarded will be determined based on the identified needs of the industry. FACTOR's contribution can be up to and will not exceed 75% of total eligible expenses.

If you have questions about the application process, please contact live@factor.ca.