

FACTOR Canada

ARTIST DEVELOPMENT

Program Guidelines

2023-2024

Published April 2023

Resources:

[Jury Assessment Preparation Guide](#)

[Artist Development Application Questions](#)

Program Intent

This program is intended to provide support towards the professionalization and integration of early career artists into the music industry.

Program Overview

1. The Artist Development program offers up to \$5,000 as an investment toward a year of artist development activities such as sound recording, touring, showcasing, video content production, and marketing.
2. Applications are reviewed for eligibility before being assessed by a jury. Processing of applications typically requires 12 weeks from the application deadline before notification of outcome but may be affected by volume of applications and juror availability.
3. Funding for this program is provided by Canada's Private Broadcasters and the Department of Canadian Heritage via the Canada Music Fund's Individual Initiatives component.

Application Deadlines

There is one deadline in FACTOR's fiscal year for this program: **September 14, 2023, at 5:00pm ET.**

New applications to this program can be created, edited, and submitted as of Monday, July 31. Incomplete applications will not be retained in the system after the deadline.

If you experience technical difficulties which prevent you from submitting your application, you must contact FACTOR by email, with accompanying screenshot illustrating the issue, prior to 5:00pm ET on the deadline date. An application cannot be re-submitted if a report is filed after deadline.

Who Can Apply

Only artists rated General may apply.

4. Artists may only apply to one juried program (Artist Development, Juried Sound Recording: Single/EP, or Juried Sound Recording: Album) within a fiscal year (April 1 to March 31).
5. Artists are not eligible to apply if they have commercially released music more than three years prior to application date or have received funding of more than \$10,000 from FACTOR in the past. These criteria include as a member of bands other than current applicant.
6. Artist managers, producers and publishers may fill out the application on behalf of an artist; however, the artist must be the named Applicant and they must incur the costs directly. Costs may not be incurred by the manager, producer, or publisher and then charged back to the artist.

7. Record labels may not apply to this program. Artists signed to a record label may apply; however, the artist must incur the costs directly on eligible costs that the labels don't normally incur related to rights they control and exploit. Costs may not be incurred by the record label and then charged back to the artist.
8. Applicants under 18 years of age must submit a signed [Parent or Legal Guardian Consent Form](#) with the application.
9. As of April 1, 2023, an artist may receive funding from the Artist Development program only once. This is a change from the previous maximum of twice at the \$2,000 investment level. Recent one-time recipients of Artist Development funding who remain in the AD eligibility timeframe may apply but must have closed their preceding project prior to applying.
10. Songwriters are not eligible to apply to the Artist Development program. Professional Songwriters are encouraged to apply to the [Songwriter Development](#) program instead.
11. Francophone artists who are recording primarily in French and primarily developing their careers in a French-language market should apply to [Musicaction](#). Francophone artists may apply to program if the activities and eligible expenses related to the project are incurred in the development of English-language materials for the English-language market and are not signed to companies funded by Factor or Musicaction in the company programs already supporting those activities.

How to Apply

12. In order to fill out an Artist Development application in the [FACTOR online system](#), you will first need a rated Artist Profile and Applicant Profile.
 - a. The **Artist Profile** provides details about the artist or group. Complete all applicable information fields and click the Request Review button.
 - b. The **Applicant Profile** provides the details of the person or party that enters a contract with FACTOR, will receive the funding, and will be incurring the costs. Once the fields of the profile are completed, click the Request Review button.
13. Once you have submitted both profiles, they will automatically receive a provisional rating that allows you to go straight to the application process. You do not have to wait for the profiles to be reviewed by FACTOR before starting your Artist Development application, but the information will be verified prior to an offer of funding.
14. Go to the [How to Apply page on the FACTOR website](#) for step-by-step instructions on creating and sharing profiles, followed by how to submit an application.
15. FACTOR welcomes and encourages applications from people with disabilities. Please contact your Project Coordinator or our [general information account](#) to discuss options for accommodations throughout the application process, as well as our [Application Accessibility Support Fund](#).

How This Program Works

16. This program provides up to \$5,000 for 75% of eligible expenses which can be applied toward a broad range of costs incurred over the course of the year in developing one's career as an artist.
17. The Artist Development period, and the eligibility of costs, begins on the day of application submission and ends one year after approval of the offer of funding. No extensions will be available to extend the Artist Development year or Completion deadline.
18. Eligible activities and costs in this program can include:
 - a. Sound recording: rehearsal space, equipment rentals and purchases, studio time, third-party personnel costs, mixing, mastering, artwork, photography, design;
 - b. Touring and showcasing: airfare, vehicle rental, gas, hotel rooms, registration fees, third-party personnel costs, marketing, advertising, virtual performance costs;

- c. Video content creation: third-party production costs for music videos, lyric videos, and promotional content; and
 - d. Marketing: publicists, advertising, digital marketing, social media, website development.
19. Artist residencies, creative and songwriting retreats, band practices, and [woodshedding](#) are not eligible activities for this program.
 20. This is a juried program, meaning that all eligible applications will be sent for evaluation to FACTOR juries that will assess the commercial and artistic merit of the assessment track and the goals of the application. The jury will consider whether the Artist Development Plan is clear and achievable, given the artist's resources and what they have accomplished to date. Please see [Business Policies: Assessment Process – Juried Program](#) for more information on the jury process.
 21. If your application is successful, you will enter into a General Agreement which sets out the terms of the funding. You must also provide your banking information to receive your grant via [direct deposit](#).
 22. FACTOR will reimburse 75% of your eligible costs up to \$5,000. This means you must incur at least \$6,667 in eligible expenses to reach the maximum amount.
 23. In addition to your third-party costs, FACTOR will recognize up to \$500 in donated services from the artist or members of the artist band for professional services provided during the Artist Development year, such as recording time, traveling to and playing live shows, and working on the creation of marketing materials. To claim this amount, you must submit the [Artist Donated Services Form](#) along with your other expense documentation in your Completion. Beyond that, FACTOR will not recognize any other donated services, in-house costs, or in-kind transactions for this program.
 24. Once the application is approved, all significant changes should be approved by FACTOR to ensure the ongoing eligibility of the project and costs.
 25. At the halfway point of your project, you will receive an email from your Project Coordinator inviting you to provide a midterm report, which offers the opportunity to connect and discuss any issues with execution. The midterm report is not mandatory but helps ensure your project is on track.
 26. If your project has resulted in new sound recordings at the end of the Artist Development year, you will be asked to submit any relevant delivery tracks as part of your Completion. You are not required to submit a new delivery track if your project does not include sound recording activities – for example, if you applied for marketing costs related to music already recorded or released.
 27. The delivery track could be produced in a home studio at no cost, as long as it is in FACTOR's opinion a professional-sounding production. It must meet the same criteria as the [assessment track](#): be an original song or composition that, as of the time of application has either never been commercially released, or was commercially released within the three months prior to the program deadline, and meet FACTOR's MAPL requirements for Canadian content. See [Business Policies: MAPL Certification](#). If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with FACTOR's pre-approval.
 28. The delivery track can be the same song or composition that you submitted as your assessment track. If you have made no changes to the assessment track, then you may upload the exact same recording on Completion. However, if you are claiming costs related to the production of the assessment track, or if you indicated that you made changes to the assessment track, then the delivery track that you upload on Completion must be the newly produced or modified track.
 29. **Recipient Accessibility Support Fund:** FACTOR funding recipients are eligible for top-up support to their project funding for costs related to accessibility. FACTOR will allow applications in this fund for up to \$5,000 each fiscal year, not to exceed \$5,000 per project. Eligible costs claimed under this fund will be reimbursed at 100%. This fund is open to artists and staff of music companies associated with the project Artist or Applicant. Support for this fund is provided exclusively by Canada's Private Radio Broadcasters. See more details on [FACTOR's Accessibility page](#).

How Applications are Assessed

30. As part of your application, you must submit
- a. One assessment track;
Your assessment track should
 - i. Be a new, recently recorded, original song or composition that has either never been commercially released at the time of application or was commercially released within the three months prior to the application submission. If you are in the jazz or classical genre, a new arrangement of a work previously recorded and released by another artist(s) may be allowed with FACTOR's pre-approval.
 - i. Be uploaded in MP3 format, along with lyrics if applicable;
 - ii. Meet [MAPL requirements](#) for Canadian content; and
 - iii. Not be in French/have primarily French lyrics.
 - b. A current artist bio; and
 - c. An artist development plan:
 - i. In 2000 characters, detail where you are in your career and provide an overall strategy/plan for growth in the coming year. Describe your challenges, ambitions, and where you hope to be after your Artist Development Year. Do you perform live? Do you have Management? Do you have an Agent? How many songs have you released to date?
 - ii. Estimate how much you will spend on development activities (recording, marketing, touring, showcasing and video production) in the coming year. Include all spends, regardless of whether you hope to subsidize them with FACTOR funding.
 - iii. In 3000 characters, describe how the development activities will contribute to your overall strategy/plan, and how they will help you achieve your artist development goals.

Important note: It is not possible for FACTOR staff to attach materials to an application once it has been submitted. It is your responsibility to ensure all mandatory documents have been uploaded prior to submitting the application.

31. You are invited to provide additional material that you feel enhances your application, such as letters of support, tour dates, photos, and links to videos. Up to five documents can be uploaded under Additional Information in the Component Information tab of the application.
32. The artistic quality of the projects is evaluated by an independent jury and accounts for 60% of the overall evaluation of the project. An evaluation grid that takes into account the artist's progress in recent years counts for 40% of the final score. To learn more about this selection process, consult the Juror's Practical Guide.

Eligible Costs

33. This program allows a wide range of eligible costs including:
- a. Artist donated services up to \$500 (for all members and all activities), claimed using an [Artist Donated Services Form](#);
 - b. Sound recording: pre-production and rehearsal space rental costs of up to \$500 (must be paid to third parties), studio time, production personnel, equipment rentals, and hired musicians. Equipment purchases are allowed at 10% of the offer (up to \$500) for musical instruments, gear and home recording equipment.
 - c. Touring and showcasing: travel costs, hired musicians and crew fees, conference registration fees, and virtual performance costs;
 - d. Marketing: publicity, ad buys, photography, graphic design; and
 - e. Video production: producer and director fees (must be paid to third parties), crew personnel, location and equipment rentals.
34. The costs below are ineligible for this program:
- a. Any per diems, meals or hospitality costs;
 - b. Apart from the maximum of \$500 for Artist's Donated Services, you cannot claim your own time or services, nor any other donated services or any in-house costs;

- c. Any manufacturing costs including physical music formats and merchandise;
- d. Artist residencies, creative and songwriting retreats, and cost-of-living expenses like rent and utilities;
- e. Voice or instrument lessons;
- f. Taxes that are subject to rebate to the Recipient (such as VAT, HST);
- g. Musicians' union dues, penalties, fines, pension contributions and any other union-mandated payments;
- h. Costs in this program that are being covered by any other FACTOR-funded project. This includes any costs related to an eligible traveler who is being claimed in a Tour or Showcase application.

This is not an exhaustive list so please contact your Project Coordinator to discuss eligibility of any costs that are not explicitly set out in these guidelines.

35. Non-Canadian costs are ineligible in this program, except for:

- a. Costs related to full-time non-Canadian members of the artist band (including Artist's Donated Services),
- b. Costs incurred while traveling outside of Canada on a tour or showcase,
- c. Costs incurred in a domestic marketing campaign where the supplier is based outside of Canada and the services cannot be provided by a Canadian (e.g., Facebook), and
- d. Costs incurred outside of Canada in an international marketing campaign.

36. Costs must be verifiable with invoices, receipts, and proof of payment. Unless otherwise noted or explicitly allowed by FACTOR, proof of payment must be submitted upon Completion, as a condition of funding.

- a. Receipts must include:
 - i. The name and address of the organization or individual who provided the goods or services;
 - ii. The name of the individual who purchased the goods or service.
 - iii. The goods or services purchased in detail, such as item description, quantity, unit price, extended price, additional charges and applicable taxes.
 - iv. The transaction date (including the dates of service or delivery if applicable).
- b. Examples of eligible proof of payment include cheque, email transfer, credit card, interbank transfer, wire transfer, and money orders.

37. Cash payments

- a. Touring and showcasing expenses
 - i. Incidental purchases under \$100 are eligible when supported by a cash register receipt
 - ii. Personnel fees for services are eligible with a signed Receipt for Services form
 - iii. Lease or purchase of goods and services must be supported by a detailed receipt issued by the payee.
- b. For all other eligible activities
 - i. Incidental purchases under \$100 (e.g., gas, small goods) must be supported by a cash register receipt; and
 - ii. Lease or purchase of goods and services under \$500, must be supported by a detailed receipt issued by the payee.

38. Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim.

39. Applicants must be able to identify and describe the item(s) or service(s) purchased. FACTOR reserves the right to contact the vendor and to reject any costs it deems, in its sole opinion, insufficiently supported.

40. Generally, eligible costs must be incurred after the application has been submitted and paid before the final Completion deadline.

41. FACTOR will only recognize costs actually paid to third parties for this program. This means that apart from the maximum of \$500 for Artist's Donated Services, you cannot claim your own time or services, nor any other donated services or any in-house costs.

42. Goods and services purchased from individual Canadians living outside of Canada or Canadian-owned businesses physically located outside of Canada are eligible costs.
43. **Travel costs** – travel costs follow the rates specified in the [Government of Canada Travel Directive](#).
 - a. Accommodations are eligible to a maximum of \$300 per room, per night
 - b. Flight costs at economy rate only
 - c. No dollar value will be attributable to air miles, frequent flyer points or similar programs. However, FACTOR may recognize a cash fee charged by the points provider.
 - d. Applicants are urged to ensure that each person traveling is covered by trip cancellation, health/medical and accident insurance appropriate to the length and location of the visit to the country in which any funded travel occurs. In the event that a trip or any portion thereof is canceled such that all or any portion of approved eligible costs is forfeit, the Applicant is required to recover the maximum amount available under its travel insurance. FACTOR will cover 50% of any remaining non-refundable costs.
44. **Musicians' fees** – where applicable, fees paid to musicians will be recognized as follows:
 - a. For sound recording work, musicians' fees will be capped at a rate of \$400 per studio session, to a maximum of one session per track. The day rate includes overtime pay for the session, if any.
 - b. "Leader fees" are eligible for third-parties only, at up to double the day rate, but only if the session is contracted pursuant to a musician's union contract, and that contract is submitted to FACTOR.
 - c. For live performances, musicians' fees will be capped at a show rate of \$300 per show. The show rate includes all paid performances in one calendar day.
 - d. Cash payments to musicians may only be eligible for FACTOR reimbursement if they conform to the policy on cash payments set out above. For reimbursement by FACTOR, the musician's fee must be supported by an invoice from the musician to the applicant, along with proof of payment showing the invoice was paid.
45. FACTOR reserves the right at all times to allow, disallow, or modify costs. It is advisable to discuss any significant changes to your budget before Completion. If you are uncertain about the eligibility of a cost, please contact FACTOR before incurring that cost.

Funding and Payments

46. Applicants to every FACTOR program must declare any other public funding received or expected to be received toward the same project costs they are claiming. FACTOR's contribution plus any other public funding cannot exceed 100% of the project's Total Eligible Budget. See [Glossary: Public Funding](#).
47. Funding under the Artist Development program is paid 50% (\$2,500) in advance when the application is approved and the applicant accepts the General Agreement. However, FACTOR reserves the right to remove any ineligible expenses from your final cost report. This may lead to a reduction in the amount of funding for which you are ultimately eligible and in some cases may result in the recipient having to return a portion of the advance.
48. Please ensure your costs are eligible and you have the proper supporting documentation.

Project Completion

Please review the [Artist Development Completion Guide](#) for detailed instructions.

49. If approved, you will be given a Completion deadline that is 12 months after approval of your Artist Development funding. **No extensions will be granted.** Before that deadline, you must complete and submit all sections of the Completion (including Budget, Results, Component Information and Public Funding).

50. For Artist Development projects submitted and approved after April 1, 2023, a cost report and supporting expense documentation need to be submitted upon Completion. Failure to comply could result in a lowered offer or default status in the FACTOR system. Please ensure you keep invoices, receipts, and proofs of payment for eligible costs.
51. As part of your Completion, you must upload an MP3(s) of your delivery track(s) and complete the track information table as applicable. You may have decided to record a different track than the assessment track that you submitted with your application. This is acceptable as long as it conforms to the same requirements as the assessment track.
52. You must provide the appropriate Logo and Acknowledgment on any press and promotional material and any digital assets you create with the funding. You do not have to commercially release any of the material you record with this grant, but if you do release it, you must credit FACTOR on all physical and digital copies of the release, and/or wherever production credits for the track are listed, such as in the artwork and the metadata of the digital file. Please see [FACTOR's Logo and Acknowledgment Guide](#).
53. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be your true, accurate, and final accounting, and may not be unsubmitted, amended or deleted.
54. Applicants should retain all their invoices, receipts, and proofs of payment for seven years for FACTOR and Revenue Canada taxation purposes.