



# Artist Development Program Guidelines 2019-2020

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Resources:

[Jury Assessment Preparation Guide](#)  
[Artist Donated Services form](#)

## Program Overview

1. The Artist Development program offers a \$2,000 subsidy toward a year of artist development activities such as sound recording, touring, showcasing, video content production, and marketing.
2. Applications are assessed by a jury. Review of applications takes up to 16 weeks from the application deadline.
3. Funding for this program is provided by Canada's Private Radio Broadcasters and the Department of Canadian Heritage's Canada Music Fund's New Musical Works Component.

## Application Deadlines

There are two deadlines per FACTOR fiscal year for this program:

- **May 16, 2019, 11:59 p.m. Pacific Time**
- **October 17, 2019, 11:59 p.m. Pacific Time**

If you have any technical difficulties which prevent you from submitting your application, you must contact FACTOR by email or telephone prior to 11:59 p.m. Pacific Time on the deadline date. FACTOR will not allow an application to be re-submitted if a complaint is made about the online system after the deadline.

Prior to each deadline, there will be a three-month window during which applications to this program can be created, edited and submitted. FACTOR will delete all incomplete applications after the window closes. Late applications will be rejected and not held until the next deadline. This will go into effect following the May 16, 2019, deadline. Applications for the October 17 deadline will be accepted starting July 17, 2019.

## Who Can Apply?

- **Artists rated General and 2**
  - **Songwriters**
4. For this program, a Songwriter writes songs primarily for other artists and is a member of a performing rights organization (e.g. [SOCAN](#)). If you write songs for yourself or your band to perform, you should apply as an Artist. Note that professional songwriters also require an Artist Profile. The Artist Profile should reflect their career as a songwriter.

5. Artists may only apply to one juried program (either Artist Development or Juried Sound Recording) at each deadline. As of April 1, 2019, artists may only submit one application to a juried program within a 12-month period. For example, if an artist applies to the Artist Development program for the May 16, 2019 deadline and is unsuccessful, the same artist may not apply for Artist Development or Juried Sound Recording until the May 2020 deadline.
6. Artist managers, producers and publishers may fill out the application on behalf of an artist or songwriter; however, the artist or songwriter must be the named Applicant.
7. Record labels may not apply for this grant. Artists signed to a record label may apply; however, the artist must incur the costs directly. The 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. If you were previously awarded an Artist Development grant, you must have submitted the completion and met all requirements for the previous grant before being allowed to apply again. You do not need to wait until the end of the Artist Development year to submit your completion.
10. An artist or songwriter may receive one Artist Development grant per FACTOR fiscal year, to a maximum of two grants in the lifetime of the program.
11. Francophone artists who are recording primarily in French and primarily developing their careers in a French-language market are expected to 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.

## 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. We recommend that you complete only the Mandatory Information section. You do not need to complete the Additional Information section to get the General artist rating. Provide the mandatory information, then 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 you've completed the form, click the Request Review button.

Once you have submitted both profiles by clicking the Request Review buttons, 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.

13. 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.
14. 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 Fund.

## How this Program Works

15. This program provides a \$2,000 grant which you can apply toward a broad range of costs incurred over the course of the year in developing your career as an artist.
16. Your Artist Development year, and the eligibility of your costs, begins on the day you submit the application and ends one year after approval of the offer of funding. No extensions will be available to extend the Artist Development year or to the completion deadline.
17. Eligible activities and costs in this program can include
  - Sound recording: rehearsal space and equipment rentals, studio time, third-party personnel costs, mixing, mastering, artwork, photography, design;
  - Touring and showcasing: airfare, vehicle rental, gas, hotel rooms, registration fees, third-party personnel costs, marketing, advertising;
  - Video content creation: third-party production costs for music videos, lyric videos, and promotional content; and
  - Marketing: publicists, advertising, digital marketing, social media, website development.
18. Artist residencies, creative and songwriting retreats, band practices and “woodshedding” are not eligible activities for this program.
19. 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.
20. The top 20 applications that do not receive funding will be eligible to make improvements to their applications and reapply for the next deadline without waiting a full 12 months. Clients will be notified when the jury results are communicated if they are eligible for this exception.
21. If your application is successful, you will enter into a General Agreement which sets out the terms of the grant. You must also provide your banking information to receive your grant via [direct deposit](#).
22. When approved, you will be given a completion deadline that is 12 months after approval of your Artist Development grant. **No extensions will be granted.** Before that deadline, you must complete and submit the online completion form, including your cost report and expense documentation.
23. FACTOR will reimburse 75% of your eligible costs up to \$2,000. This means you must incur at least \$2,667 worth of eligible costs.
24. 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.
25. Once the application is approved, all significant changes should be approved by FACTOR to ensure the ongoing eligibility of the project and costs.

26. At the halfway point of your project, you will receive an email from your Project Coordinator inviting you to provide a midterm report. This midterm report gives both you and your Project Coordinator the opportunity to connect and discuss any issues that may come up. The midterm report is not mandatory, but it will help ensure that your project is on track.
27. As part of your completion at the end of the Artist Development year, you will submit one new, previously unreleased, professional quality sound recording with your completion. This is called the delivery track. This obligation exists whether you claim any funding related to the delivery track.
28. You do not have to use the funds to produce a sound recording; however, it is a requirement of the funding that, along with your completion, you submit a delivery track, which is one new, professional quality, mixed and mastered sound recording. 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 never been [Commercially Released](#), 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.
29. 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.

## How Applications are Assessed

30. Each application is reviewed by a jury. The jury will be asked to consider whether the artist development plan is executable and makes sense, given the artist's resources and what they've accomplished to date. Please see [Business Policies: Assessment Process – Juried Program](#) for more information on the jury process.
31. As part of your application, you must submit
  - a. One assessment track;
    - i. Your assessment track should
      1. Be a new, recently recorded, original song or composition that has never been commercially released at the time of application. You may also, only with FACTOR's pre-approval, submit a previously self-released version of your own song or composition, but only if your intention is to re-record, re-mix, and re-master it;
        - a. 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.
        - b. If you are applying as a songwriter, your assessment track may be performed by someone other than yourself.
      2. Be uploaded in MP3 format, along with lyrics if applicable;
      3. Meet [MAPL requirements](#) for Canadian content; and
      4. Not be in French/have primarily French lyrics.
    - b. A current artist bio; and
    - c. An artist development plan. This plan should set out all your intended artist development activities in the upcoming year, such as recording, touring, marketing, video production, and showcasing. It should be as detailed as possible. For every activity, outline where, when, why and how you intend to make your plan happen successfully. Please differentiate between activities and events that are confirmed, and those that might happen.

32. 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.
33. This table shows how elements of the project are weighted and scored by the Jury:

Songs (writing, arrangement, composition, etc.)	/ 25
Vocals/Lyrics (style, range, *musical dynamic, *emotional impact of song, etc.)	/ 25
Musicality (performance, skill, technique, *interpretation, etc.)	/ 25
Artist development plan, biography and any additional materials submitted	/ 25
TOTAL	/ 100

*\*Jurors reviewing assessment tracks of instrumental music or jazz/classical “standards” will consider these elements.*

## Eligible Costs

34. This program allows a wide range of eligible costs including
- Artist donated services up to \$500 (for all members and all activities), claimed using an [Artist Donated Services form](#);
  - 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;
  - Touring and showcasing: travel costs, hired musicians and crew fees, and conference registration fees;
  - Marketing: publicity, ad buys, photography, graphic design; and
  - Video production: producer and director fees (must be paid to third parties), crew personnel, location and equipment rentals.
35. The costs below are ineligible for this program:
- Any per diems, meals or hospitality costs;
  - 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;
  - Any manufacturing costs including physical music formats and merchandise;
  - Equipment purchases;
  - Artist residencies, creative and songwriting retreats, and cost-of-living expenses like rent and utilities;
  - Voice or instrument lessons;
  - Taxes that are subject to rebate to the Recipient (such as VAT, HST);
  - Musicians’ union dues, penalties, fines, pension contributions and any other union-mandated payments; and
  - 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 aren’t explicitly set out in these guidelines.

36. Non-Canadian costs are ineligible in this program, except for
- 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.
37. 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.
38. **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.
39. Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. 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 to FACTOR. 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 grant paid in advance when the application is approved, and the applicant approves 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 it may result in you having to return a portion of the advance. **Please be sure that your costs are eligible and that you have the proper supporting documentation.**

48. To receive FACTOR funding, you must submit banking information for [direct deposit](#).

## Project Completion

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

49. Before your completion deadline, you must compile and organize all invoices, receipts and proofs of payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the completion component. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the completion (including Budget, Results, Component Information, and Public Funding).

50. As part of your completion, you must upload an MP3(s) of your delivery track(s) and complete the track information table.

51. 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. In that event you will be required to update all the track information when you fill out the completion.
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 you can choose to do so if you wish. 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.