



## Artist Development – Tips for Recipients

*Published April 2023*

Congratulations on being funded in the Artist Development program! Please read and retain these tips, as they will help make the administration of your project go more smoothly.

The Artist Development program offers a \$5,000 subsidy toward one year of artist development activities including sound recording, live performance, video production, and marketing. You will receive the full \$5,000 in advance once you accept your offer of funding. This program covers 75% of your eligible costs, so to keep the full amount you must be able to prove that you have spent at least...

**\$6,667 CAD on eligible expenses (75% of \$6,667 = \$5,000 CAD).**

These expenses must be incurred during your Artist Development Year, which begins **on the day you submitted your application** and ends **one year after the date your application is approved**. To benefit from the full \$5,000 available, be sure to spend \$6,667 on eligible expenses in that period as there are **no extensions**. At that point, you will need to submit an online Completion to detail how you spent the funds.

FACTOR will recognize a total of \$500 in donated services provided by any Artist Member(s), such as performing for a recording or live show, preparing marketing materials, and other activities for which the artist member would normally be paid a fee.

**Applicants are highly encouraged to claim this \$500 in [Artist Donated Services](#)**, as FACTOR will not recognize any other donated services, in-house costs, or in-kind transactions in this program. If you claim \$500 in Artist Donated Services, you will need to spend \$6,167 on eligible third-party expenses to benefit from the full \$5,000 available. Here are some of the most common eligible third-party costs:

### Recording

- Graphics, pre-production (facility fees, rentals), producer fees, production (engineer, hired musicians, studio, rentals), mixing, and mastering

### Touring/Showcasing

- Fees & commissions (agent, management, hired musicians), pre-tour (work permits & VISAs, rehearsal space), tour (accommodations, rentals, fuel, parking, travel), and registration fees (for showcases)

### Marketing

- Basic press kit, mail/couriers, print ads, publicist, radio tracker, radio/tv ads, and website development/maintenance

### Video Production

- Actors, dancers, animation, art direction, crew, cinematographer, director, driver, editor, insurance, lighting rental, location rental, pre/post-production, producer, props, rentals, transportation, and writer.

For each expense, you may need to provide an invoice and proof of payment (a screenshot of your debit card/credit card statement or a completed email money transfer is easiest). FACTOR does not accept cash payments for many expenses in this program, see the [program guidelines](#) for more. In order to submit your final Completion to FACTOR, see the [Artist Development Completion Guide](#).

Don't forget to follow the [Logo & Acknowledgement Guide](#) to ensure you use the correct logos and provide correct acknowledgment on all aspects of your Artist Development project.

Please contact your Project Coordinator if you are unsure if an expense is eligible or have any other questions.