



Artist Development Program

Program Guidelines

2016–2017

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Program Overview

1. The Artist Development Program offers a \$2,000 subsidy toward a year of artist development activities including sound recording, touring and showcasing, video production, marketing and promotion. FACTOR will reimburse 75% of your eligible costs up to \$2,000. This new Program replaces the Demo Program.
2. You do not have to use this funding to produce a sound recording. However, at the end of the Artist Development year, you must deliver to FACTOR one new, previously unreleased, professional quality sound recording, called the Delivery Track.
3. FACTOR will allow a claim for Artist Donated Services of up to \$500 for this Program. Beyond that, FACTOR will only recognize costs actually paid to third parties for this Program. If you do not intend to spend money on third-party costs, you are not eligible for this Program.
4. Review of Applications takes up to 12 weeks from the Application Deadline.
5. 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

IMPORTANT: You must have an approved and rated Artist Profile and an approved and rated Applicant Profile in the Online System before you can start an application. These may be submitted at any time; however, if you are applying to this Program, you must submit your new Profiles for review at least one week prior to the Application Deadline.

TIP: To get a General artist rating, which is sufficient for this Program, you may submit an Artist Profile containing only your citizenship documentation and your Artist Bio. You must also submit an Applicant Profile providing the details of the person or entity that is legally contracting for the grant. This is often one member of the Artist band.

- Deadline to submit a new Artist Profile and new Applicant Profile for the May deadline: May 19, 2016
- Deadline to apply to the Artist Development Program: May 26, 2016

- Deadline to submit a new Artist Profile and new Applicant Profile for the September deadline: September 22, 2016
- Deadline to apply to the Artist Development Program: September 29, 2016

- Deadline to submit a new Artist Profile and new Applicant Profile for the January deadline: January 19, 2017
- Deadline to apply to the Artist Development or Juried Sound Recording Program: January 26, 2017

NOTE: To meet the Deadline, the Profile and Application must be submitted online no later than 11:59 p.m. Pacific Time on the Deadline Date. If you encounter some technical difficulty related to the operation of FACTOR's Online System (OS), you must inform FACTOR by email or telephone, prior to 11:59 p.m. Pacific Time on the Deadline Date, if such technical problems impede the submission of a Profile or Application. FACTOR will not allow an Application to be re-submitted where a complaint is made about the technical operation of the OS after the Deadline Date.

Who Can Apply?

- **Artists rated General and 2**
- **Professional Songwriters**

Artists rated 3 are ineligible for this Program. They may apply to the Comprehensive Artist Program.

6. For this Program, a Professional Songwriter means someone who writes songs primarily for sale to other artists and is a member of a Performing Rights Organization. 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 professional songwriter.

7. Other parties such as artist managers, producers and music publishers may fill out the Application on behalf of an Artist or Professional Songwriter; however, the Artist or Professional Songwriter must be the named Applicant.

8. Applicants under 18 years of age must submit a signed [Parent or Legal Guardian Consent Form](#) with the application.

9. There can be only one Application per Artist submitted to any of the juried programs (including this Program and the Juried Sound Recording Program) per deadline. Once the Applicant has been notified of the outcome of the first application, another application can be submitted to these programs.

10. An Artist or Professional Songwriter may receive one Artist Development Grant per FACTOR fiscal year, to a maximum of two Artist Development Grants in the lifetime of the Artist Development Program. (Previously awarded Demo Grants will not be counted against this total.) To be eligible to apply, the Artist's previously awarded Artist Development Grant must be completed and the Artist must be in good standing with FACTOR.

11. 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.

How This Program Works

12. This Program has only one Component: the Artist Development Component. The Program provides a \$2,000 grant which you can apply toward a broad range of costs incurred in the course of developing your career as an artist. In exchange for the grant, you will deliver to FACTOR one new, previously unreleased, high-quality sound recording, called the Delivery Track. This obligation exists whether or not you claim any funding related to the Delivery Track.

13. Your Artist Development Year, and the eligibility of your costs, begins on the day you submit the application and ends one year after the date of acceptance of the offer of funding. No extensions will be available to extend the Artist Development Year.

14. Eligible activities and costs in this Program can include:

- a) Songwriting and recording
 - i. Rehearsal space rental
 - ii. Recording studio time, equipment rentals and recording personnel costs
 - iii. Mixing, mastering, artwork, photography, design
 - iv. Hired musicians' fees
- b) Touring and showcasing
 - i. Airfare, vehicle rental, gas, hotel rooms
 - ii. Showcase registration
 - iii. Third-party personnel costs (including road crew, publicists etc.)
 - iv. Tour marketing and advertising costs
- c) Video production costs, and general third-party marketing and promotion
 - i. Music videos
 - ii. Lyric videos
 - iii. Promotional videos
 - iv. Publicity and marketing personnel
 - v. Advertising (including digital and social media, but excluding buying "likes," "views," and "followers")
 - vi. Website development

15. Artist Donated Services – In addition to your third-party costs, FACTOR will recognize up to a total of \$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, working on the creation of marketing materials, performing in a video, and other activities for which the artist member would normally be paid a performance or appearance fee. To claim this amount, you must submit the [Artist Donated Services Form](#) along with your other expense documentation at the time of completion. Beyond that, FACTOR will not recognize any other donated services, in-house costs, or in-kind transactions for this Program.

16. As part of your application, you must submit:

- a) An MP3 of a recent demo along with lyrics. This is called an Assessment Track. Your Assessment Track should be an original song or composition that has never been Commercially Released, and it must 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. 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, remix, and re-master it.
- b) A current Artist Biography
- c) An Artist Development Plan. FACTOR has provided a [template for the Artist Development Plan](#). **You must use this template.** This Plan should set out all of 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, you must 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.

17. This is a juried program, meaning that all eligible Applications will be sent for evaluation to a FACTOR jury that will assess the commercial and artistic merit of the Assessment Track and the goals of the Artist Development Plan. 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](#).

18. If your application is successful, you must enter into a Funding Agreement which sets out the terms of the grant. You must also provide your banking information to receive your grant via [Direct Deposit](#).

19. You will be asked to provide a midterm report at the half-way point of your project. FACTOR has provided a [Midterm Report form](#) which you can fill out and send as an attachment to an email to your Project Coordinator. 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.
20. To receive the full grant, you must complete the activities set out in your Artist Development Plan, and be able to prove that you incurred at least \$2,667 worth of eligible expenses during the Artist Development year.
21. After your grant application has been approved, you may decide to record a different track than the Assessment Track that you submitted with your application. This is acceptable as long as the Delivery Track 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 Report.
22. 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 Report, 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 has never been Commercially Released, and it must 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.
23. 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.
24. Artist residencies, creative and songwriting retreats, band practices and “woodshedding” are not eligible activities for this Program.
25. Once the Application is approved, all significant changes should be approved by FACTOR to ensure the on-going eligibility of the project and costs.

How To Apply

26. Before you can apply, you must have a reviewed and rated Applicant Profile, as well as access to the reviewed and rated Artist Profile in the FACTOR system. Please go to the [Application Details page on the FACTOR website](#) for instructions on creating and sharing Applicant Profiles, followed by how to submit an application.
27. If you do not have an Artist Profile and Applicant Profile, you must submit your new Profiles at the latest **one week before the application deadline (see the dates above)**. If you submit your new Profiles too late, you will not be able to apply.
28. All Applicants should read FACTOR's [Glossary of Standard Terms and Business Policies](#) before starting an application.

How Applications are Assessed

29. Please see [Business Policies: Assessment Process – Juried Program](#) and the [Jury Assessment Preparation Guide](#) for tips on how to better prepare your application. The Application must include the following information:

- A current Artist Biography
- Your completed [Artist Development Plan](#)
- One MP3 Assessment Track including information on the composers’ nationality
- Lyrics (if applicable)

30. 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, Artist Biography and any additional materials submitted	/ 25
TOTAL	/100

**Jurors reviewing Assessment Tracks of Instrumental music or Jazz/Classical “standards” will consider these elements.*

31. You are invited to submit additional material that you feel enhances your Application. It should be uploaded at the time of Application to this Program, under Additional Information in the Component Information tab. Such material may include:

- Professional Photo
- Producer Biography and/or Credits
- Up to five press clippings
- Chart History
- Awards and Accolades
- Videos – provide URL/hyperlink to a site where the video is hosted. Do NOT upload any videos.
- Tour Dates (past and upcoming)
- Up to five letters of support from agents, labels, distributors, promoters, radio DJs, etc.

Eligible Costs – General Terms

32. These terms apply to all FACTOR Programs. Please see [Eligible Costs - This Program](#) (below) for details related to the Artist Development program. Applicants are strongly advised to read and understand both sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.

33. Only those costs identified by the Applicant in the Application and approved by FACTOR will be deemed Eligible Costs.

34. As a general rule, Eligible Costs must be bona fide third-party costs paid out-of-pocket by the Applicant. However, FACTOR makes allowances on a program basis for a percentage of Eligible Costs to include Donated Services, In-Kind, and/or other non-cash transactions. Applicants are advised to discuss the eligibility of any and all non-cash costs with FACTOR in advance. Please see [Eligible Costs - This Program](#) (below) for eligibility and cost caps related to Donated Services, In-Kind and/or non-cash transactions.

35. Where FACTOR allows Eligible Costs to be expended In-House, those costs must be charged, in FACTOR's sole opinion, at verifiable fair market value with no mark-up. Likewise, allowable costs paid to Related Parties must also be charged at verifiable fair market value with no mark-up. Please see [Eligible Costs - This Program](#) (below) for eligibility and cost caps related to In-House and Related- Party expenses for this specific program.

36. Generally, and unless otherwise explicitly allowed by FACTOR, Eligible Costs are those paid to Canadians and Canadian owned and controlled companies, for goods and services delivered in Canada. Notwithstanding the foregoing, FACTOR will recognize eligible costs related to non- Canadian Artist Members.

36.1 Goods and services purchased from individual Canadians living outside of Canada will be deemed Eligible Costs. Goods and services purchased from Canadian-owned businesses physically located outside of Canada will be deemed Eligible Costs provided that the business continues to have significant commercial activity or maintains a head office in Canada.

37. Generally, and unless otherwise explicitly allowed by FACTOR, Eligible Costs will begin to be deemed eligible after the Application has been received at FACTOR. For clarity: as soon as your application has been received by FACTOR, you may begin incurring Eligible Costs. Costs incurred and paid prior to the submission of an Application are generally deemed ineligible. FACTOR may allow certain earlier costs on a case-by-case basis.

38. 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.

38.1 Except for specific costs as noted in the Program Guidelines or the Business Policies, costs will only be deemed Eligible if they are incurred and paid prior to the date of submission of the Completion Report, or prior to the final Completion Deadline, whichever is earlier. Costs that are incurred after the expiration of a Completion Deadline and any FACTOR-approved extensions to the Completion Deadline will not be allowed, except by express permission of FACTOR.

39. **Cash payments**— Costs paid in cash may be accepted for purchases under \$500. Purchases of \$100-\$500 must be accompanied by a detailed store or cash register receipt showing the items purchased, along with the name, address, vendor number and/or tax number of the supplier. Incidental purchases under \$100 (e.g. gas, small goods) may be accompanied by a cash register receipt. In addition:

- a) For personnel costs (including contractors and service suppliers), payment by cheque, email transfer, credit card, interbank transfer, wire transfer or money order is preferable. If traveling in a Tour, Showcase, or Business Travel component, suppliers such as Hired Musicians or Eligible Crew may be paid in cash, but payments will only be considered eligible when accompanied by a signed [Receipt for Services form](#).
- b) Per diems paid in cash must be supported by a signed [Receipt for Services form](#).
- c) Larger purchases over \$500 including but not limited to studio and equipment rentals, travel fares, hotel rooms and vehicle rentals will not be eligible if paid in cash. Such purchases must be supported by a third-party verifiable means such as canceled cheque, credit card or debit card receipt or statement, bank statement, money order or postal order receipt, wire transfer or e-transfer receipt.

40. **Travel costs**—Travel costs in all Programs must follow the spirit and intent of the Treasury Board Guidelines, namely that these costs do not exceed the rates specified in the [Government of Canada Travel Directive](#). In addition to the limits proposed by the Treasury Board guidelines, travel costs in all Programs are subject to the following:

- a) Hotel accommodations costs, where eligible, to a maximum of \$300 per night;
- b) Flight costs, where eligible, will be recognized by FACTOR for economy-rate tickets only (business and first class tickets are not eligible);
- 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;
- e) In the event of a discrepancy between a maximum reimbursable cost published by FACTOR and the same cost published by the Treasury Board Guidelines, the lesser cost shall be applied.

41. Ineligible costs in all Programs include, but are not limited to:

- a) Equipment purchases and purchases of capital assets;
- b) Taxes that are subject to rebate to the Recipient (such as VAT, HST);
- c) Musicians' union dues, penalties, fines, pension contributions and any other union-mandated payments;
- d) CD, vinyl or other music media manufacturing and duplication costs, except where allowed within the allowance for promotional, not-for sale costs.

42. 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. In order for a project and costs to remain eligible, Applicants must notify FACTOR immediately of any significant change to the original Application or budget submitted. A significant change would be one that impacts more than 25% of the budget.

43. In some Programs, FACTOR allows an Administration Fee to be added to the Total Eligible Costs, calculated as a set percentage of those costs. The current schedule of Administration Fees is set out in Schedule A of the Business Policies, and also in the Component Guidelines. The Administration Fee is intended to contribute to overhead costs such as occupancy, staffing, and other day-to-day costs of running a business, which costs cannot be claimed elsewhere in the budget. The Administration Fee is not required to be documented on Completion.

44. The Administration Fee is not required by FACTOR to be paid to a grant writer, administrator, or any other supplier. The amount and method of payment due to a grant writer or any other supplier is a matter of contract between the Recipient and such supplier.

45. **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" paid to third-parties will be eligible 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. Royalty players (i.e. the artist and its members) may not claim a leader fee 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) Excepting touring musicians, FACTOR will not recognize musicians' fees paid in cash. Musicians' fees must be paid by cheque, email transfer, or wire transfer. 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.
- e) Per diems paid to musicians will be recognized in addition to the above rates, to a maximum of \$50 per person per day. Claims to FACTOR for reimbursement of per diems paid in cash must be accompanied by a Receipt for Services.
- f) Additional union-mandated payments such as dues, fines, pension contributions, etc. are not eligible for FACTOR reimbursement.
- g) FACTOR does not recognize Donated Services in the Sound Recording component. However, when the Artist is the applicant, FACTOR will recognize donated services for live performances in a Tour or Showcase component, to a maximum of \$150 per Artist member, per show. Applicants may not claim Donated Services in respect of Hired Musicians or Hired Crew.

Eligible Costs – This Program

46. This Program provides a contribution of 75% of your Eligible Costs up to \$2,000. To receive the full \$2,000 grant, you must demonstrate that you spent at least \$2,667 in Eligible Costs. With the exception of the Artist Donated Services as set out below, all of your costs must be paid to third parties. This means you cannot claim payments to yourself or to [Related Parties](#).

47. This Program allows a wide range of eligible costs including:

- a) Artist Donated Services
 - i. The Artist may claim up to \$500 in Donated Services in total (for all members and all activities). Donated Services must be claimed via an Artist’s Donated Services Form.
- b) Sound Recording
 - i. Pre-production and rehearsal space rental costs of up to \$500 (must be paid to third parties)
 - ii. Recording studio time, engineer, producer, mixing & mastering
 - iii. Equipment rentals
 - iv. Hired musicians
 - v. Artwork design
 - vi. Manufacturing costs are **not** eligible
- c) Tour and Showcase
 - i. Vehicle rental, airfare, hotels
 - ii. Hired musicians and crew
 - iii. Conference registration fees
 - iv. Merchandise design (but **not** manufacturing)
 - v. Per diems are **not** eligible in this Program
- d) Marketing
 - i. Publicity
 - ii. Ad buys
 - iii. Photography
 - iv. Promotional material design and production
- e) Video production
 - i. Producer, director fees (must be paid to third parties)
 - ii. Crew personnel
 - iii. Location and equipment rentals

48. The costs below are **ineligible** for this Program:

- a) Any per diems, meals or hospitality costs
- b) Any manufacturing costs including physical music formats and merchandise for sale or promotional.
- c) Equipment purchases
- d) Artist residencies, creative and songwriting retreats, cost-of-living expenses like rent and utilities

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.

49. 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. **If your Artist Development activities are such that you do not need to or expect to spend money on third-party costs, you are not eligible for this Program.**

50. **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 (e.g. Facebook)
- d) Costs incurred outside of Canada in an international marketing campaign.

For clarity: FACTOR will not recognize the cost of a non-Canadian music producer, video producer or director, or other non-Canadian personnel or costs except as noted. Please discuss your non-Canadian costs in advance with your Project Coordinator to be sure they are eligible.

51. You may not claim any 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.

52. No Administration Fees are available for this Program.

Funding and Payments

53. 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](#).

54. Funding under the Artist Development program is a Grant and is paid in advance when the application is approved and the General Agreement has been executed. 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.** FACTOR may award the full amount requested in the Application, but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed expenses, or based on the total amount of funding available, or for any other reason. **Please remember to retain the full \$2,000 grant, you must be able to demonstrate that you paid out at least \$2,667 in eligible costs including your third-party costs and any Artist's Donated Services that you are claiming.**

55. To receive FACTOR funding, you must submit banking information for [Direct Deposit](#).

56. Please note that the funding received from the Artist Development program counts toward the New Musical Works portion of the Annual Funding Cap (see [Business Policies: Annual Funding Cap](#)).

Project Completion

57. If approved, you will be given a completion deadline that is 12 months after approval of your Artist Development Grant. Before that 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 Report. Applicants must then upload the Cost Report along with all related payment documentation, then complete and submit all other sections of the online Completion Report for the project component. Applicants should retain all their invoices, receipts and Proofs of Payment for seven years for FACTOR and Revenue Canada taxation purposes.

58. As part of your Completion Report, you must upload an MP3(s) of your Delivery Track(s) and complete the Track Information table.

59. This grant only covers 75% of the Total Eligible Budget. To receive the full final payment, your Cost Report must show that you spent at least \$2,667 on eligible expenses (including third-party costs and the Artist's Donated Services if any) during your Artist Development year.

60. 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. You can release it as a single, or as part of an EP or Album. 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](#).

