

FACTOR Annual Report 2019 — 2020



BREAKOUT WEST 2019
PHOTO CREDIT — JOEY SENFT ARTIST — THE DAKHKÁ KHWÁAN DANCERS

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Message from the chair

The better part of 2019 had major focus on the Envelope Funding program being transitioned to FACTOR from the Department of Canadian Heritage. We developed and launched new programs such as the Songwriter Development program and the Recipient Accessibility Support Fund. We were preparing for the music component to augment Canada as the country of honour at the Frankfurt Book Fair 2020 and we were so proud to sponsor culturally significant events such as Jessie Reyez performing at the Future of Work and Economy Series (with guest speaker Barack Obama) in Toronto. Who knew our International Women's Day event that I personally participated in on March 6th would be our last official one for the time being. I'm writing this in week 18 of working from home due to the global pandemic, already halfway through 2020.

It's hard to focus on what was done well the back half of last year, as all eyes are now focused on what we can do moving forward given the sudden changes to all aspects of our everyday lives due to the pandemic, followed by the social injustice uprising. As we all figure out how best to proceed, we look to our purpose, while we listen to our stakeholders and clients to guide us through.

As everyone has had to adapt and pivot in the current climate, FACTOR made many fluid changes the past few months that include:

- Updated cancellation policy to honour all approved commitments at 100% of the amount approved for funding in situations where an event or activity was cancelled due to COVID-19. In these scenarios, any "non-recoverable" expenses that the client had to pay out of pocket and could not have reimbursed, does not count against the client's annual funding cap.
- Compiled a list of resources and links from across the industry to help guide clients towards further support.
- Increased the Sponsorship program budget from



\$750,000 to \$1,000,000 for the purpose of supporting marginalized music communities.

- Extended the May 2020 Artist Development and Juried Sound Recording deadline by two weeks and extended the Business Development deadline by one month.
- Increased the minimum funding contribution percentage to 75% in all programs that were previously funded at 50%.
- Paused the processing of travel-based applications in compliance with government and health authorities travel restrictions.
- Made many updates to the new Envelope Funding program that included; raising the percentage of FACTOR's contribution to 75% of total eligible expenses; adding a specific section to the business plans that incorporated administrative needs that remain after incorporating the Canada Emergency Wage Subsidy and the overall Envelope Funding contribution, which includes project staffing expenses and up to 15% of administrative expenses.

As we look to the year ahead with relief programs and recovery, we encourage everyone to provide constructive feedback and ideas through our staff and board members, as FACTOR's success lies with each one of us — our clients, partners, stakeholders and emerging talent who all play a crucial part in our collective music industry.

Meghan Symyk

Message from the president

As I write this, we are in the first week of July.

COVID-19 is still raging across the world, and the music industry is wondering how we will survive it all. This has all occurred after FACTOR completed its largest annual distribution of funding ever. We have continued to work through all of this, from home offices, of course. We are very fortunate.

With that comes the responsibility of keeping our small part of the music industry running smoothly. COVID has not stopped companies from working with artists to create and distribute their works. Virtual business models have emerged out of necessity as sales decline and live performance opportunities have disappeared. FACTOR has modified its programs to finance those new models and to allow our clients to reinvent their businesses in new online configurations with online export initiatives and showcases at online events. Many of these new ways of doing business will be in place for some time and might in fact become more mainstream rather than just emergency innovations. We are prepared to support clients as they experiment further in this new reality.

We have also been charged with administering the Canadian Government's relief program for the English market of the domestic music industry. Thus far more than \$4 million in relief has been committed to almost 200 recipients in the first phase and is being distributed through digital payment systems developed by FACTOR over the last several years.

And through all of this we have begun a new method of financing music companies which is based on a modernized approach to the reality of the contemporary music marketplace; the Envelope Funding program.

The things we are doing now, in these trying times, are a testament to the dedication and hard work of



the FACTOR staff as well as their imagination and their readiness to be flexible and support change. Congratulations to them, and to all our clients, for their perseverance and patience.

See you on the other side.

Duncan McKie

About the Foundation

FACTOR is committed to reflecting the diversity of the Canadian population in its programs and operations. We are committed to ensuring universal access to all funds and services, including all musical expressions and talent. We will also in our work encourage these values of diversity and inclusiveness within the broader Canadian music sector.



BREAKOUT WEST 2019
PHOTO CREDIT — JOEY SENFT ARTIST — THE DAKHKÁ KHWÁAN DANCERS



FEMME WAVE FUN HOUSE 2019
PHOTO CREDIT — JARRETT EDMUND ARTIST — KIMLEESTAR

FACTOR, Foundation Assisting Canadian Talent on Recordings, was founded in 1982 and is one of the most significant sources of financial assistance offered to help sustain and grow the independent Canadian music industry.

As a private non-profit organization, FACTOR provides assistance toward the growth and development of the Canadian music industry. The foundation administers contributions from private radio broadcasters as well as two components of the Department of Canadian Heritage’s Canada Music Fund. FACTOR has been managing federal funds since the inception of the Sound Recording Development Program in 1986

(now known as the Canada Music Fund). Support is provided to Canadian recording artists, songwriters, managers, labels, publishers, event producers and distributors through various programs, at every stage of their careers.

FACTOR supports many facets of the infrastructure for artists and music entrepreneurs to progress into the international arena. Canada has an abundance of talent competing nationally and internationally and FACTOR’s sponsors can be very proud that through their generous contributions they have created so many success stories. We are proud to be a part of a unique cultural initiative that is a model of public-private cooperation.

Our Team

FACTOR currently has 21 staff across 5 departments.



HALIFAX POP EXPLOSION 2019
PHOTO CREDIT — SCOTT BLACKBURN
ARTIST — HAVIAH MIGHTY

President

Duncan McKie
President

Operations

Phil Gumbley
Director of Operations

Megan Jones
Operations Manager

Danitza Nolasco
IT Manager

Courtney Holroyd
Office Coordinator

Communications

Karina Moldovan
Communications &
Stakeholder Relations Officer

Anastasiia Danylova
Communications Coordinator

Client Services

Gail Phillip
Manager

Eryka MacLean
Assistant Manager

Angela Kozak
Senior Project Coordinator

Beth Hamill
Senior Project Coordinator

Lindsey Van De Keere
Senior Project Coordinator

Chayne Japal
Project Coordinator

Geoff Stairs
Project Coordinator

Jeff Hayward
Project Coordinator

Natasha Roldán
Jury Supervisor

Amanda Lewis
Project Coordinator,
Envelope Funding

Derek Wilson
Senior Project Coordinator,
Envelope Funding

Accounting

Marina Anianova
Accounting Manager

Collective Initiatives, Sponsorships & Outreach

Evelyn Cream
Manager

Paige Guscott
Project Coordinator

FACTOR would like to thank Erin Kiyonaga, Jeremy Klaver, Taiwo Bah, Tia Gordon, Nicole Nicolson, and Sharla Bryan for their contributions to the team during the fiscal year.

Board of Directors

FACTOR’s Board of Directors is made up of eleven individuals, of which six are representatives of the Canadian music industry, and five are members of Canada’s private radio broadcasters.

Board members may serve up to four renewable two-year terms. This by-law was adopted in 2007 and amended in 2019 to ensure both board rotation and continuity.

FACTOR has two Observer positions on the Board. The Diversity and Inclusion Observer represents

the interests of FACTOR’s Diversity and Inclusion Advisory Committee. FACTOR also has a provision for a representative of the Canadian Council of Music Industry Associations (CCMIA) to attend meetings of the Board of Directors as a non-voting Observer, as well as Chair the National Advisory Board (NAB).

FACTOR has a Director Emeritus, Duff Roman, who is also the founding President of the organization. He has remained an active supporter and builder of FACTOR throughout its history.

Current Board Members

Meghan Symsyk, Chair
MMF Appointee
Vice President, International
Marketing & Management
eOne Music

Steve Parsons, Vice-Chair
Newcap/CAB Appointee
General Manager/Operations
Manager Boom 97.3/93-5 The Move
National Director of Programming,
Newcap Radio

Justin West, Treasurer
CIMA Appointee
President
Secret City Records

John Lewis, Secretary
Independent Private Radio
Sr. Vice President, Programming
and Operations, SiriusXM Canada

Tim Potocic
CIMA Appointee
Co-Owner, Sonic Unyon

Amy Eligh
MPC Appointee
Director, Publishing & Licensing
Arts & Crafts Publishing

Sarah Cummings
Bell Media Appointee
Program Director, CHUM FM
Regional Program Director Ontario
& Atlantic Canada, Bell Media

Julisa Ly
Rogers Appointee
Program Director, JACK 96.9 Calgary

Gayatri Thirunadarajah
CORUS Appointee
Director of Finance,
Planning & Analysis

Julien Paquin
Elected Member,
Independent Music
President, Paquin Artists Agency

Andrina Turenne
Elected Member,
Independent Artists
Artist

Sean McManus
Observer, NAB Representative
Executive Director, Manitoba Music

Kwende Kefentse
Observer, Diversity & Inclusion
Committee Representative
Cultural Industries Development
Officer, City of Ottawa

Duff Roman
Director Emeritus
President & CEO, Duff Roman
Media Inc.

We would like to thank Adam Thompson for his contributions to FACTOR this year.

National Advisory Board

FACTOR’s National Advisory Board (NAB) comprises provincial and territorial music industry associations and organizations throughout the country that serve the interests of Canadian artists. The NAB’s purpose is twofold: to assist FACTOR in developing policies and procedures that remain responsive to the Canadian independent music industry on a national level, and

to act as a regional resource for FACTOR’s programs to applicants across the country, through the work of FACTOR’s Regional Education Coordinators (RECs). RECs are engaged in providing one-on-one consultation about FACTOR and its programs to local artists and music entrepreneurs, running local workshops and seminars, and in recruiting and training FACTOR jurors.



ALBERTA ELECTRONIC MUSIC CONFERENCE 2019
PHOTO CREDIT — STALEMATE PHOTOGRAPHY

We’d like to thank each member of our National Advisory Board for their hard work over the last year.

Alberta Music

Carly Klassen
Executive Director

Cecilia Schlemm
FACTOR REC / Programs Coordinator

Music BC

Lindsay MacPherson
Executive Director

Jimmy Leitch
FACTOR REC / Program Manager

Manitoba Music

Sean McManus
Executive Director

Rachel Stone
FACTOR REC / Association & Communications Manager

Music/Musique NB

Jean Surette
Executive Director & FACTOR REC

Music Nova Scotia

Lisa Stitt
Interim Executive Director

Darryl Smith
FACTOR REC / Investment Programs & Member Training Manager

Music NL

Sherri Breen
Executive Director

Music Ontario

Emy Stantcheva
Manager

Sam Rayner
FACTOR REC / Membership Coordinator

Music PEI

Rob Oakie
Executive Director

Steve Love
FACTOR REC / Office & Program Manager

Music Yukon

Scott Maynard
Executive Director & FACTOR REC

FACTOR Quebec

Shevaughn Battle
FACTOR REC

SaskMusic

Mike Dawson
Executive Director

Lorena Kelly
FACTOR REC / Communications & Operations Manager

CIMA

Stuart Johnson
President

Cultural Industries Ontario North (CION)

Patrick O’Hearn
Associate Managing Director

Jesse Brady
FACTOR REC / Marketing & Program Administrator

Music Managers Forum (MMF)

Amie Therrien
Operations Director

Music Publishers Canada (MPC)

Margaret McGuffin
Executive Director

Thank you to Alex Grigg, Glenda Tulk, Scott Long, Andrea Stratis, Jen McKerral, Michael Gorman, and Kenney Fitzpatrick for their work with FACTOR in the past year.

Funding Partners

Through the Canada Music Fund of the Department of Canadian Heritage, FACTOR administered \$14,546,708.

Government of Canada

Collective Initiatives

Collective Initiatives provides financial assistance for initiatives that develop, promote and showcase the broader Canadian music industry through awards shows, educational initiatives, international showcases, and tools for marketing Canadian music on digital platforms.

New Musical Works

New Musical Works provides a broad range of support to artists, record labels, artist managers, publishers, distributors and other organizations.



FUTURE OF WORK NEW ECONOMY SERIES PART 1
PHOTO CREDIT — BARB SIMKOV ARTIST — QUINCY MORALES

Canada’s private radio broadcasters contributed \$16,334,075 to FACTOR.

Canada’s Private Radio Broadcasters

Through the Broadcasting Act, commercial radio licensees are required to support the creation and presentation of Canadian programming. Satellite radio and pay audio licensees are also required to provide

support under their conditions of license. These broadcasters assist FACTOR and Canada’s recording industry through the following mandated contributions to Canadian Content Development (CCD) listed below.

Over & Above Contributions

Over & Above Contributions are discretionary commitments made by applicants for new licenses that do not fall under the above contributions, which become conditions of license if the application is successful.

Tangible (Transaction) Benefits

Tangible (Transaction) Benefits require that when a broadcasting asset is acquired by a broadcaster, the acquiring party makes a contribution of 6% of the value of the transaction to CCD. Of this, the acquiring party can direct 1.5% of the amount of the contribution to FACTOR, or FACTOR’s French-language counterpart Musicaction.

Basic Annual Contributions

Basic Annual Contributions require that commercial radio licensees with more than \$1.25 million in annual revenues, satellite radio, and pay audio licensees, pay a percentage of the previous year’s revenue to the production of Canadian recordings to be played on Canadian commercial airwaves.

Financial Overview

FACTOR’s revenue was **\$30,880,783** with **\$25,238,117** paid out in 2019—2020

\$14,546,708

In contributions from the Government of Canada.

\$16,334,075

In contributions from Private Radio Broadcasters.

\$514,997

Paid to regional affiliates.

\$25,238,117

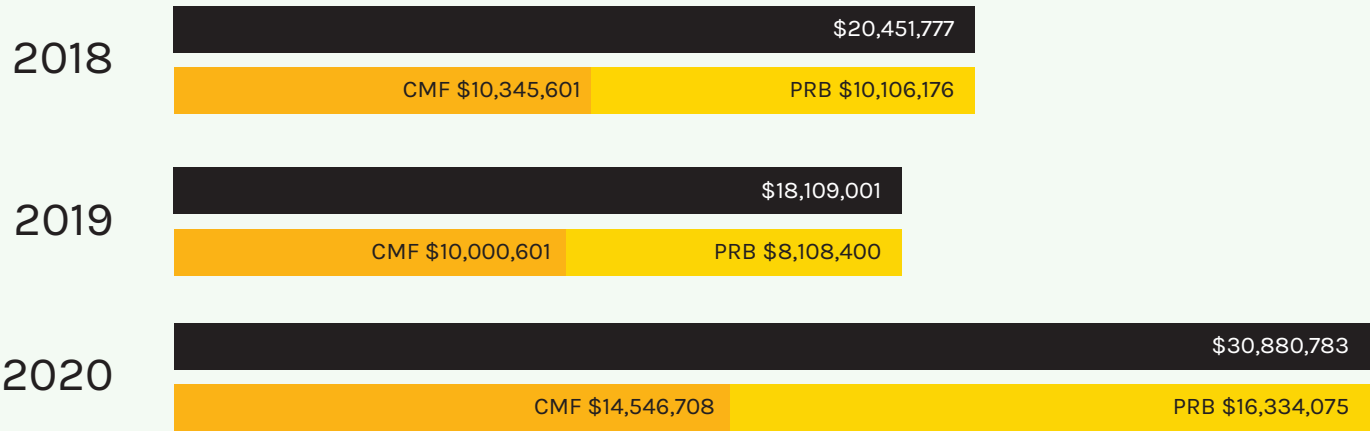
Paid out in grants.



PUBLIC DISCO LANEWAY SERIES 2019
PHOTO CREDIT — GABRIEL MARTINS

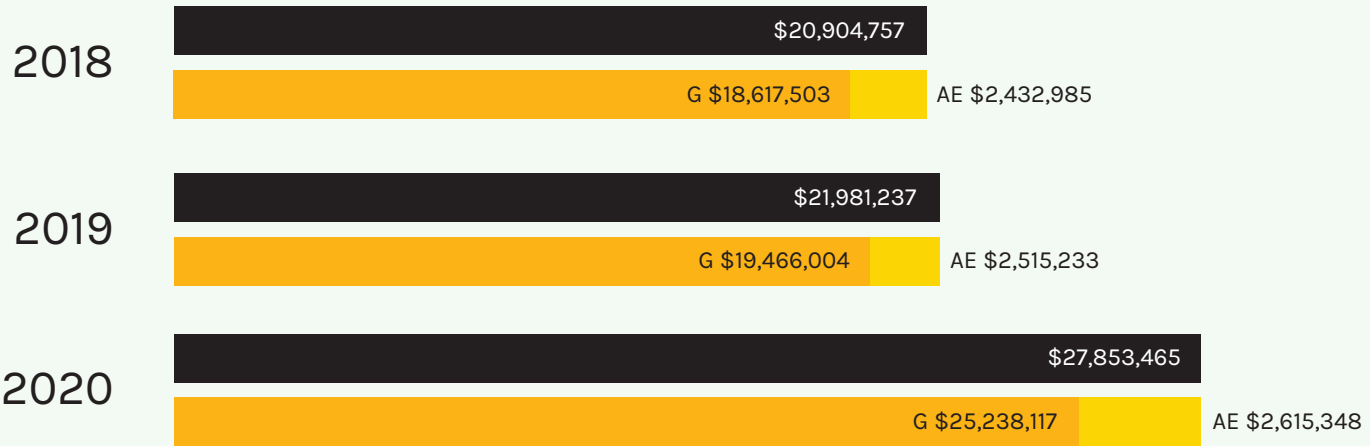
Revenue

CMF = Canada Music Fund PRB = Private Radio Broadcasters

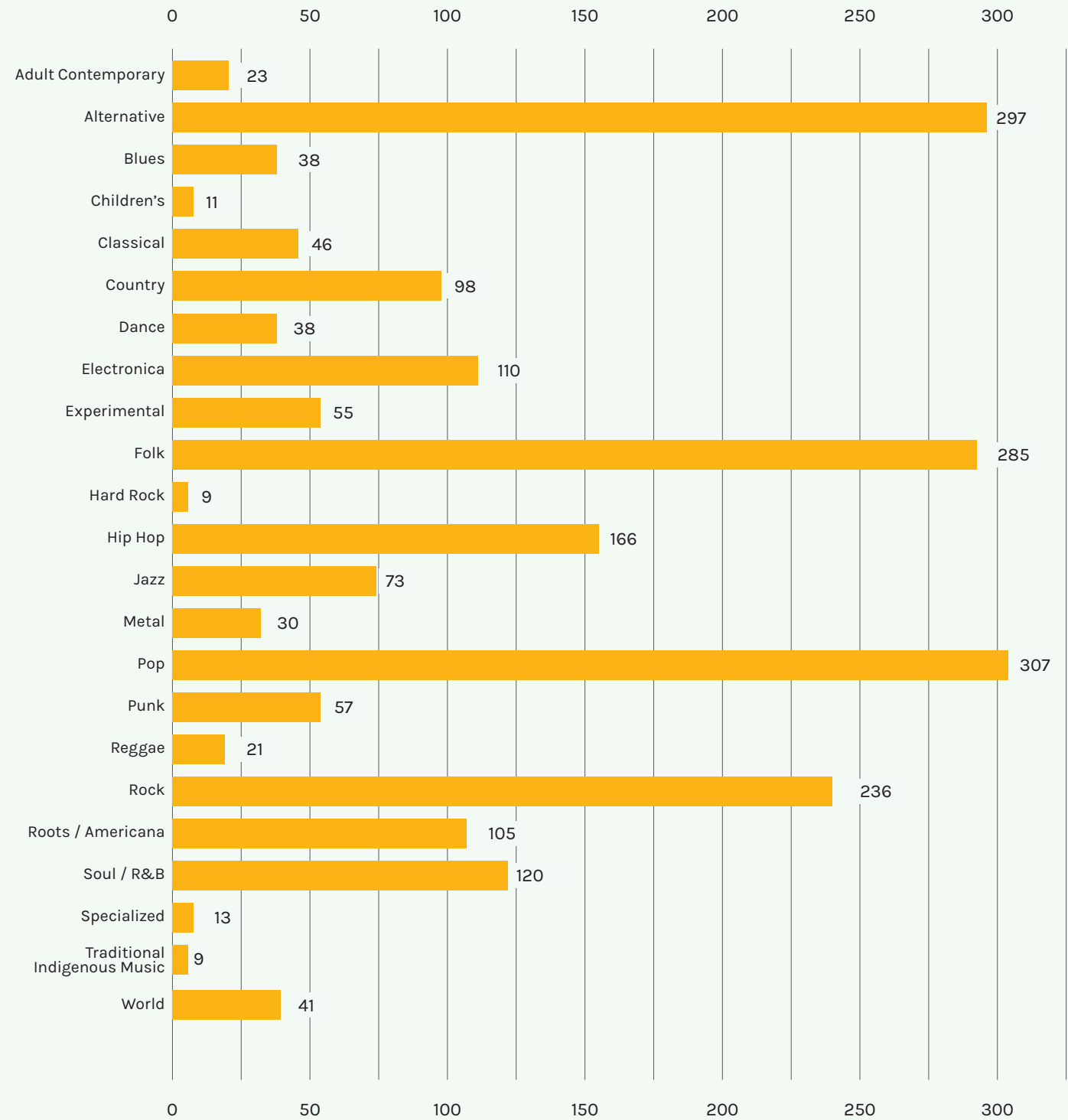


Expenditures

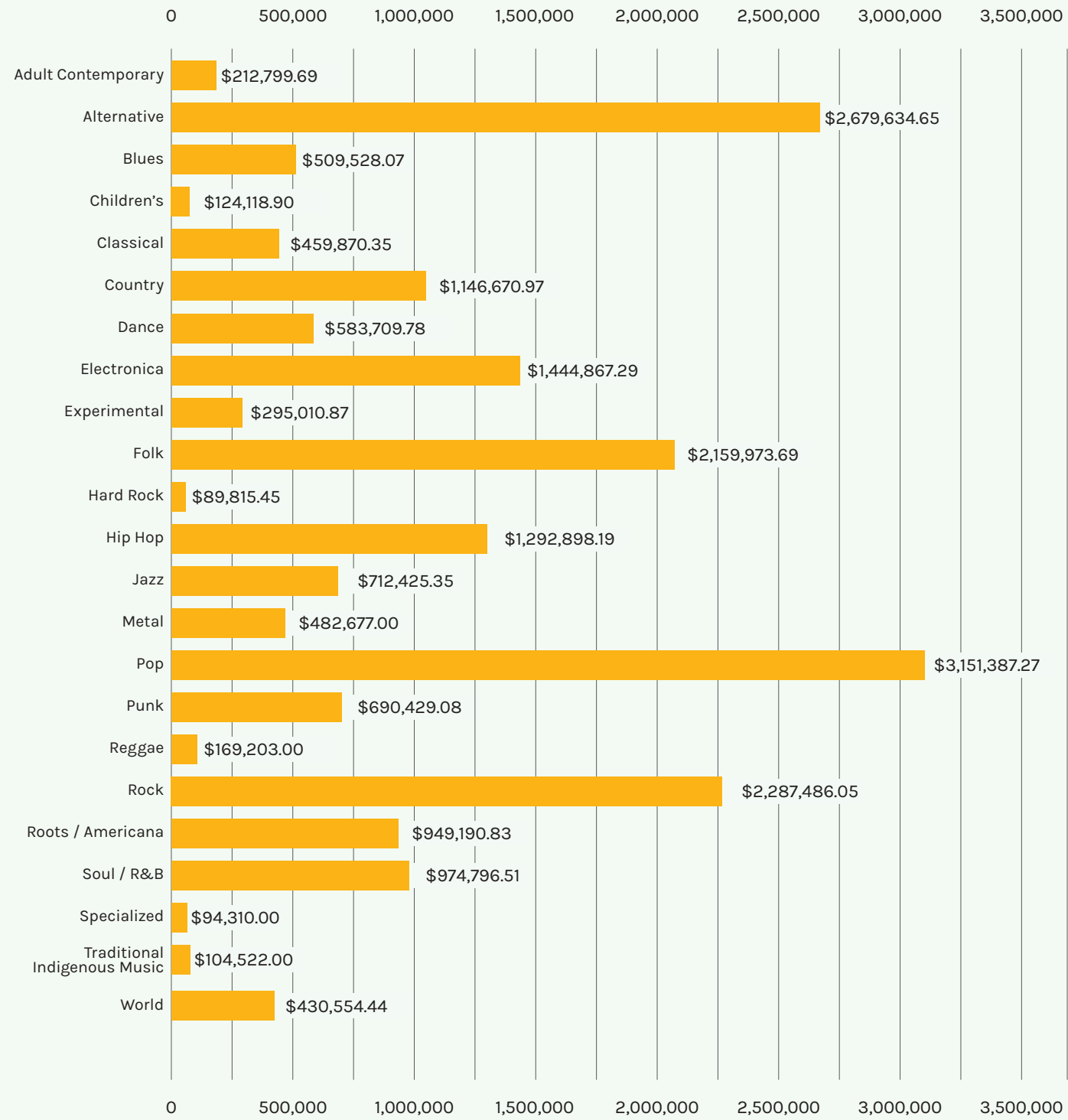
AE = Administrative Expenses G = Grants



Applications Approved by Genre



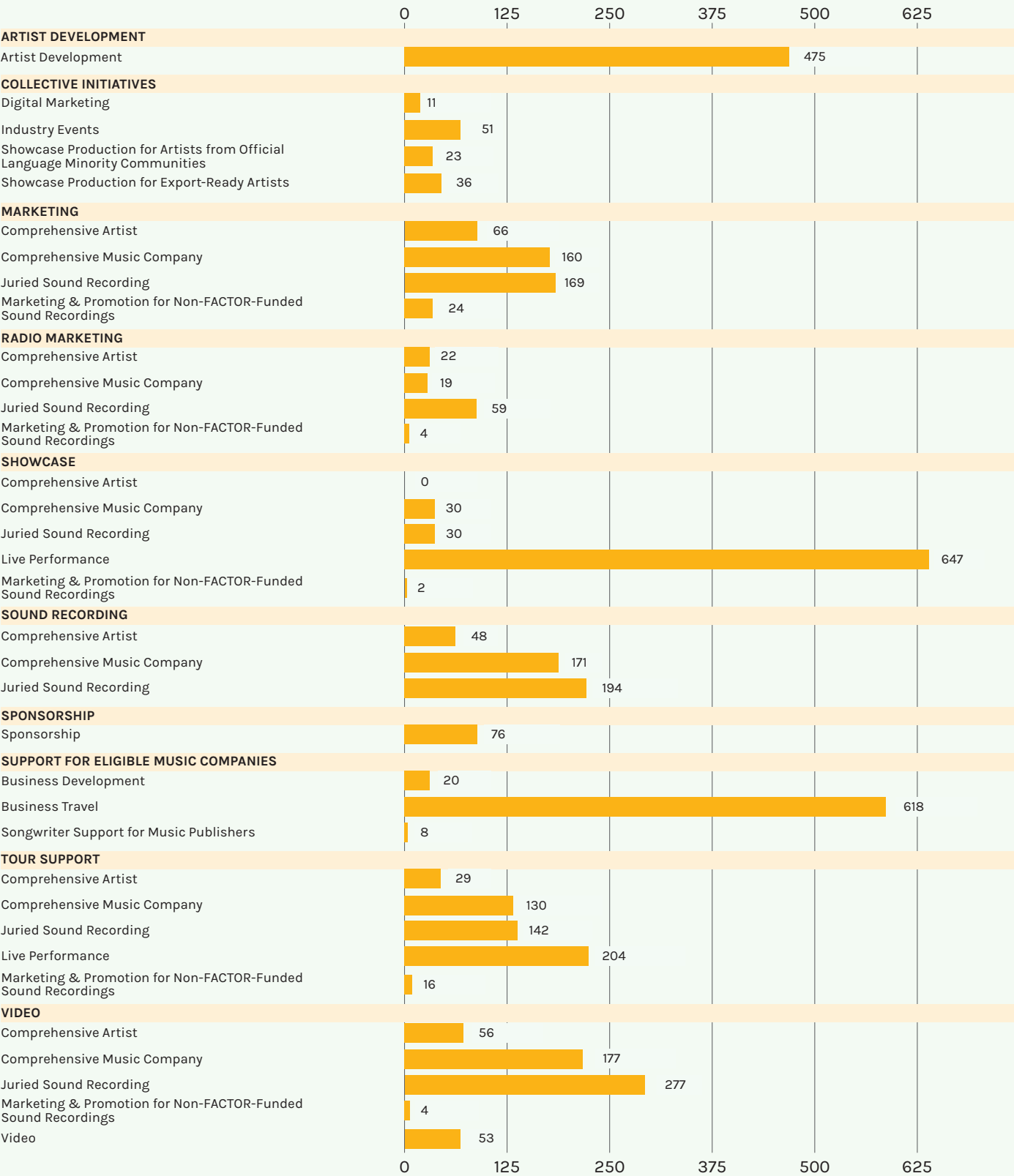
Funding Offered by Genre



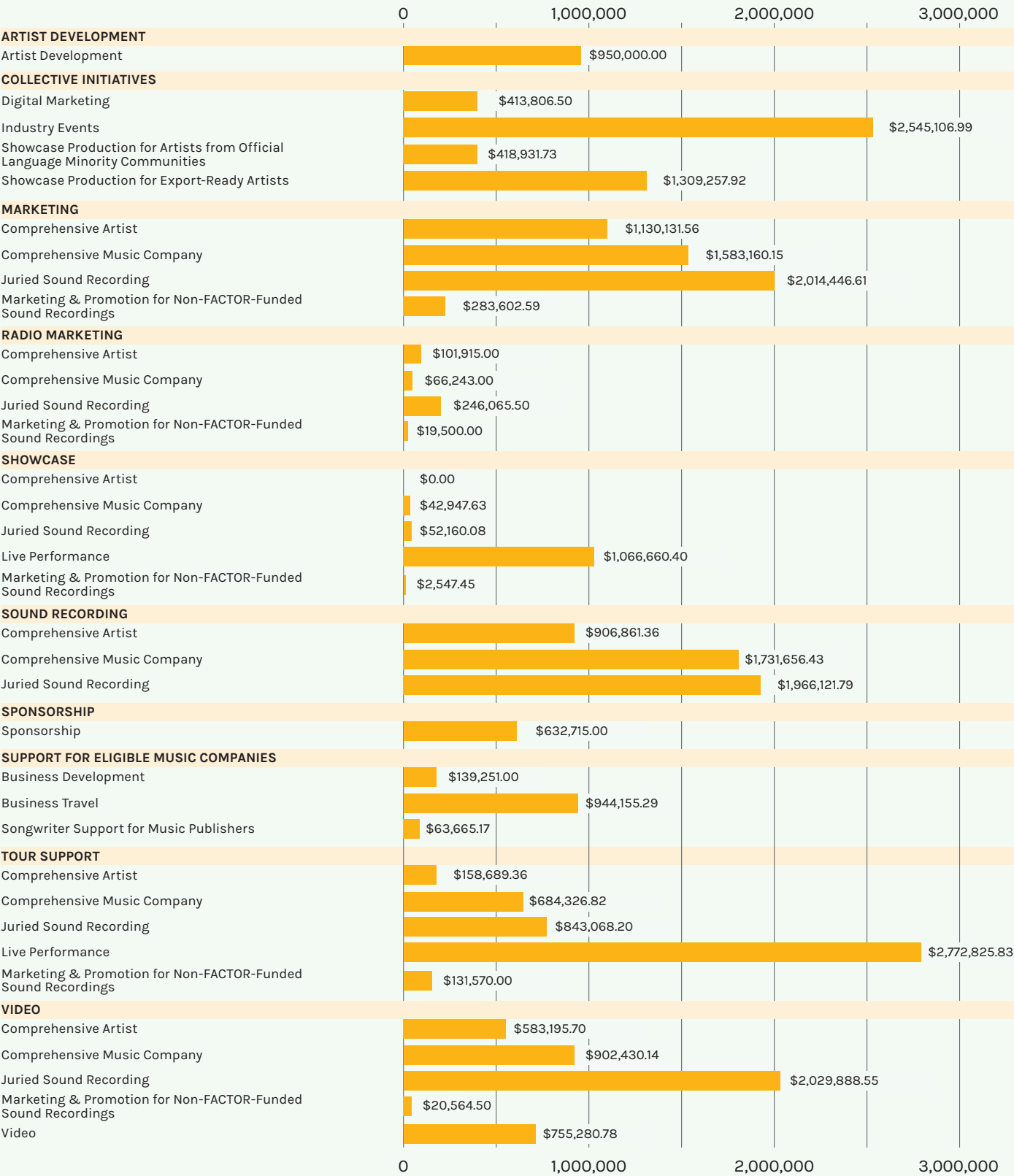
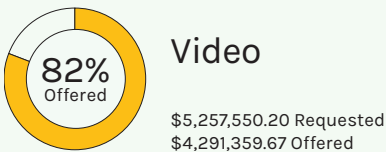
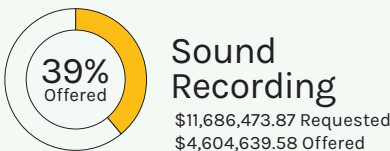
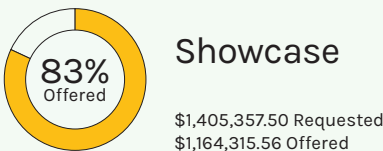
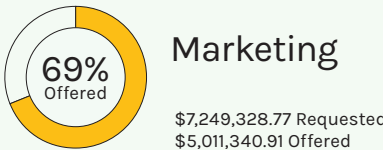
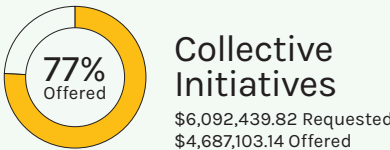
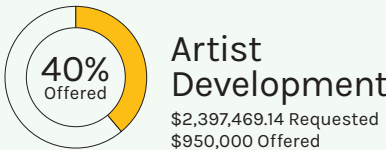
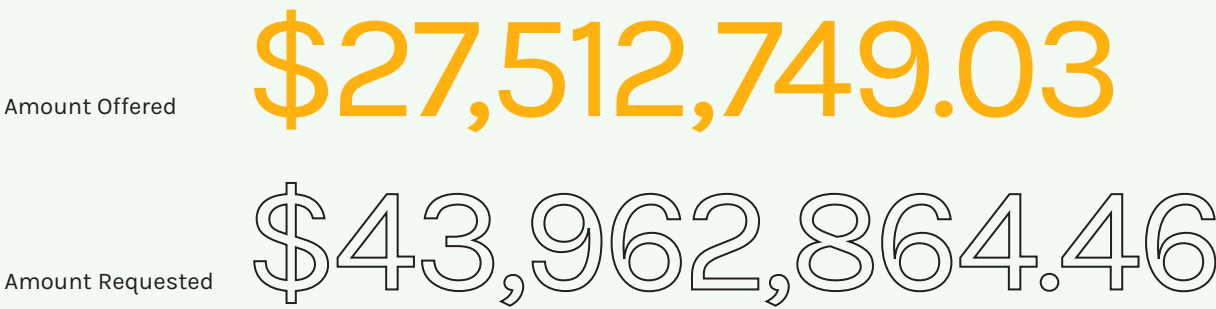
Applications Approved by Component

Approved Submitted

4,051 / 6,308



Funding Offered by Component



In the Community

FACTOR staff often travel to attend music events, engage with clients, answer questions, and hold information sessions. Last year, FACTOR attended and participated in 50 events across Canada and internationally.



POP MONTRÉAL 2019
PHOTO CREDIT — HOLLY LI

Alberta

- Alberta Electronic Music Conference
- Canadian Country Music Week / Awards
- Western Association of Broadcasters Conference (WAB)

British Columbia

- 5X Festival
- Westward Music Festival

Manitoba

- Indigenous Music Development Program
- Manito Ahbee
- Manitoba Music: Funding Workshop

New Brunswick

- Music NB Festival (506)

Newfoundland & Labrador

- Music NL Week

Nova Scotia

- Halifax Pop Explosion
- Nova Scotia Music Week

Ontario

- 902HipHop x ATL Info Session
- Artist Development Expo Mentor Café
- Bollywood Monster Mashup
- Canadian Music Week
- Country Music Association of Ontario (CMAO) Conference
- CMI: Artist Entrepreneur Session
- DesiFEST: Face the Music Conference
- FACTOR Funding Info Session for Indigenous Artists
- Folk Music Ontario
- Honey Jam Mentor Café
- Indie Week
- London Music Office FACTOR Workshop
- Manifesto Summit
- Maple Blues Awards
- Mississauga Arts Council FACTOR Workshop
- Mississauga Music Week: Musicians & Money Panel
- Music Ontario Panel Series: Breaking into the International Marketplace
- Northern Power Summit
- Ontario Association of Broadcasters Conference (OAB)
- Polaris Music Prize Awards
- Prism Prize Awards
- Remix Project Workshop
- Rise & Inspire 2020: Women's Voices in Music
- Sauga City Music Fest
- TuneUp Toronto: Artists, Grants and Dollars — A FACTOR Info Session & Grantwriting Lighting Rounds

Prince Edward Island

- East Coast Music Week / Awards

Québec

- Festival d'Ete de Québec
- Festival Musique Émergente (FME)
- M for Montréal
- Mundial
- MUTEK
- POP Montréal
- Nikamotan MTL

Yukon

- BreakOut West

International

- Keychange—Stockholm, Sweden
- Linecheck—Milan, Italy
- Printemps de Bourges—Bourges, France
- Reeperbahn—Hamburg, Germany

International Women’s Day 2020

FACTOR Rise & Inspire: Women’s Voices in Music

In celebration of International Women’s Day, FACTOR hosted *Rise & Inspire: Women’s Voices in Music*, a community event to celebrate and empower women and non-binary artists in the music industry. The event took place on March 6th in Toronto at Artscape Sandbox.

This event allowed folks to come together to build community, share knowledge, and uplift each other! The goal was to inspire and at the same time inform artists about financial means available to them to achieve their goals. The event featured a keynote conversation with Kiana “rookz” Eastmond, an award-winning entrepreneur, the founder of Sandbox Studios, and one of the most recognized executives in Canadian urban music. There was also a moderated Funding in Canada panel featuring Meg Symyk (eOne Music), Jheanelle Henry (Jarjour Co), Neena Sharma (URBNET), and Lydia Persaud (Jazz and folk artist). During the panel they discussed their experiences with grants, funding, and other opportunities available in Canada. This event allowed the music community to mix and engage with other amazing individuals, share their stories, concerns, and aspirations.



IWD 2020
PHOTO CREDIT — CASSANDRA POPESCU



IWD 2020
PHOTO CREDIT — CASSANDRA POPESCU



IWD 2020
PHOTO CREDIT — CASSANDRA POPESCU

Juries

FACTOR jurors are volunteer professionals working in the Canadian music industry, radio broadcasting, and other related industries. Our jurors include artists, producers, managers, agents, promoters, record label executives, publishers, publicists, programming and music directors, radio DJ’s and more. Jurors come from all over Canada and abroad and use their expertise to help funding reach applicants in FACTOR’s most popular programs.

FACTOR has taken steps to improve the reflection of Canada’s diverse population on our juror team, recruiting professionals from underrepresented communities with consideration of genre, those in remote and rural locations, Indigenous people, Black people, People of Colour, people of all genders, LGBTQ2 persons and more.

FACTOR relies on the participation of jurors to help assess and fund projects through FACTOR’s Juried Sound Recording and Artist Development programs.

Professionals can become FACTOR jurors if:

1. They are a Canadian Citizen or a Permanent Resident, and
2. They have a minimum of five years’ experience in the music industry, radio broadcasting industry, or related industries, and have been active within the last two years.

Why our jurors like being part of the team!

“I like discovering new artists and learning about them. I am an artist myself and I also learn from how other artists present themselves. It is a community. I feel honoured to help out and help others thrive.”

— LAURA FERNANDEZ

“It gives me a sense of satisfaction, knowing that my efforts here may provide deserving artists with a leg-up to succeed.”

— SERGIO ELMIR

“Feeling like I am helping with the load of work FACTOR has, listening sessions + discovering talents that are not from the big cities.”

— KARINE LAFLEUR

“Hearing new music, from across numerous genres is very exciting. It also gives you a unique snapshot of where the country is musically; which is truly a gift.”

— FRASER HILL



FUTURE OF WORK NEW ECONOMY SERIES PART 1
PHOTO CREDIT — BARB SIMKOV

Over 1,800

Jurors across Canada

820 active
jurors

Completed over 17,000
assessments last year



BREAKOUT WEST 2019
PHOTO CREDIT — JOEY SENFT
ARTIST — THE DAKHKÁ KHWÁAN DANCERS

2,000+
applications

FACTOR received over 2,000
applications across both
juried programs.

Each application is reviewed by
multiple jurors to ensure high
quality assessments



TORONTO R&B SOUNDS 2019
PHOTO CREDIT — CAMERON ROLLINS

Jurors

Aaron Bethune, Aaron Saloman, Aaron Scholz, Abigail Pye, Adam Berger, Adam Hannibal, Adam Sharp, Adrian Eccleston, Adrienne Harry, Aerin Fogel, Aidan D’Aoust, Aimee Hill, Akil Heywood, Al Chapman, Alan Cross, Alanna Memme-Di Mauro, Alessandra Cannito, Alessia Priolo, Alex Ricci, Alexander Wyder, Alexandre Fecteau, Alexis Douglas, Alison Porter, Allan Mamaryl, Allison Pfeifer, Alysha Main, Amalia Nickel, Amanda Lynn Stublely, Amanda Mabro, Amanda Schweers, Amber Authier, Amelie Bryar, Amhed Mitchel Ponce, Amie Therrien, Amritpal Tung, Amy Gottung, Amy King, Analoga Kawina, Andre Iwanchuk, Andrea Davis, Andrea Morris, Andrea Superstein, Andrew Melzer, Angel Lam, Angela Harris, Angele Ramsden, Angelo Robb, Anita Bonkowski, Anita Eccleston, Anju Christofferson, Anna Alger, Anna Avery, Anna Hilliar, Anne-Marie Smith, Anthony Sawyers, Antoine Collins, April Boulton, Ariane Mahryke Lemire, Arlen Thompson, Art Szabo, Asha Mullings, Ashley Bieniarz, Ashley Sperling, Ashwin Sood, Audrey MacDonald, Aven Hoffarth, Barnaby Bennett, Ben Abel, Ben Jones, Ben Kershman, Benjamin Beveridge, Benjamin McKinley, Bert Johnson, Beverly Kreller, Biljana Njegovan, Bill Allan, Bill Bobek, Bill Borgwardt, Bill McBirnie, Billy Bruhmuller, Billy Slade, Blair Patton, Bobby Harris, Bonnie Seidel, Brad Machry, Brad Weber, Brendan McCarney, Brenden Hewko, Brenna MacCrimmon, Brent Oliver, Brett Gunther, Brett Kingswell, Brian Banks, Brian Boechler, Brian Cleveland, Brian Edwards, Brian Hetherman, Brian Pelrine, Brigitte Demeter, Brittney MacFarlane, Brodie Conley, Brody Mudryk, Bronwin Parks, Bruce Barber, Bruce Morel, Bruno Fruscalzo, Bryan Power, Bryce Seefeldt, Bryden Chernoff, Bucky Driedger, Bud Roach, Calvin Eberts, Calvin Gratton, Calvin Hartwick, Candace Elder, Cari Burdett, Carla Kazzi, Carla McEwen, Caroline Whalen, Carolyn-Fe Trinidad, Casey Norman, Cassin Elliott, Caswell McLaughlin, Cat Bird, Catherine MacLellan, Catherine Moore, Catherine Taddo, Cathleen McMahon, Cezar Brumeanu, Chad Cornies, Chantal St-Pierre, Charles Hansen, Charles Hsuen, Charles Morgan, Chelsea McBride, Chelsea Stewart, Cheryl Link, Chris Cuber, Chris Meyer, Chris Morien, Chris Morin, Chris Roumbanis, Chris Towle, Chris Wardman, Chris Wares, Christian Jurt, Christian Major, Christien Ledroit, Christina Cassaro, Christopher Holmes, Christopher Kavanagh, Christopher Panacci, Christopher Thompson, Christopher White, Cindy Mcleod, Claire Ness, Clare Twiddy, Clement Topping, Clifton Reddick, Clint Ferdinand, Cobra-Lynne Ramone, Cole Switzer, Coleen Novak, Colette Chand, Colin Mackenzie, Colin McKay, Colin McTaggart, Collin Steinz, Colton Eddy, Conor Dunnette, Conrad Daellenbach, Coralie Zaza, Corey Gulkin, Corey van den Hoogenband, Corinne Przybyslawski, Craig Hudson, Craig Thorn, Crispin Day, Dahlia Fernandes, Dale Penner, Dan Hawie, Dan Hosh, Dan Mangan, Dana Beeler, Dana Matyas, Dane Liska, Daniel Govia, Daniel Mante, Daniel Rosen, Daniel Ruiz, Danielle Sweeney, Danny Fournier, Danny Trudeau, Dante Berardi Jr, Dara Conrod, Darlene Ketchum, Darrek Anderson, Darrell Barr, Darrell Kelloway, Darrelle London, Darren Flower, Darren Ollinger, Darryl Sterdan, Darryn de Souza, Dave Blake, Dave McCann, Dave Morris, Dave Spencer, David Adams, David Begay, David Cox, David Hayman, David Jones, David Landreth, David Mann, David Marskell, David Massé, David McTeague, David Miskimins, David Parfit, David Psutka, David Record, David Richard, David Ryshpan, David Whitelock, Dawn Després-Smyth, Dawn Van Dam, Dawn Woroniuk, Dayna Shereck, Dean Stairs, Deb Beaton-Smith, Del Cowie, Derek Brin, Derek DiFilippo, Devin Fulop, Devin Townsend, Diane Foy, Diar Hosseini, Dinah Desrochers, Dominique Blais, Don Amero, Don Chapman, Donald Lee, Donna McCurvin, Donny Smith, Dorothée Parent-Roy, Doug Barrett, Doug Edmond, Doug Koyama, Doug Varty, Douglas Folkins, Douglas White, Dustin Hawthorne, Dwayne Ellis, Dwayne Marcial, Dwayne Morgan, Ebedoz Udeozor, Edward Enman, Eftiola Plaku, Eileen Joyce Harvey, Eli Bennett, Elizabeth Bligh, Elizabeth Curry, Elizabeth Hamilton, Elizabeth Skalak, Ellen Gibling, Elodie Lorrain-Martin, Emily Millard, Emma Sunstrum, Emy Stantcheva, Eric Eggleston, Eric Haynes, Eric Warner, Erica Maier, Erick Traplin, Erik Alcock, Erikson Herman, Erin Aldridge, Erin Carroll, Erin Flynn, Erin Jenkins, Erin Kinghorn, Erin Lowers, Erwin Viray, Esra Firatli, Evan Norton, Evie Lavers, Ewa Dembek, Fahlon Smith, Fawn Fritzen, Faye Perkins, Fiona Solon, Fraser Hill, Fred Penner, Frederic Poulin, Frederick Smith, Gabrielle Archer, Gary McDonald, George Hatiras, Georges Tremblay, Gerald Reilly, Gerry Hebert, Giacomo De Paola, Gina Tse, Gino Olivieri, Giselle Minns, Glen Erickson, Glen Herbert, Glen Tilley, Glen Willows, Gourmet Délice, Graham Tinsley, Grant Paley, Greg Jarvis, Greg McIntosh, Greg Rekus, Guy Laforce, Haviah Mighty, Hayley Lennox, Hayley Muir, Hayley Young, Heather Bishop, Heather Doran, Heather Ogilvie, Hiroshi Koshiyama, Holly Fagan-Lacoste, Howard Bilerman, Howard Redekopp, Hyun Hee Park, Iain Booth, Ian Boyd, Ian Chai, Ian Couture, Ian Steaman, Ian Terry, Ian Thomson, Iris Godbout, Irma MacPherson, Isabella Martin, Isabelle Ofume, Isaiah Ceccarelli, Isis Graham, Ivan Weekes, J Stead, Jacinthe Pare, Jacynthe Plamondon-Emond, Jaime Chinchilla, James Bunton, James Dewar-Davies, James Doyle, James Trauzzi, James Wilkinson, Jamie Robinson, Jane Blanchard, Jane Mythen, Janet Trecarten, Jarod Gibson, Jason Bruce, Jason Flammia, Jason Manitolwabi, Jason Mingo, Jason Rouleau, Jason Stasiuk, Jason Troock, Jay Buettner, Jay Schreib, JC Campbell, Jeanette Neufeld, Jeff Rogers, Jeffrey Asselin, Jeffrey Smith, Jelissa Matthew, Jen Clarke, Jen Fritz, Jenn Dalen, Jenna Cowans, Jennifer Temple, Jennyfer Brickenden, Jeremy Coates, Jeremy Kornel, Jeremy VanSlyke, Jerry Pergolesi, Jesse Plunkett, Jessica Buck, Jessica Fleming, Jessica Hoefsloot, Jessica Rodgers, Jhanelle Dennis, Jheanelle Henry, Jillian Goyeau, Jim Montgomery, Jinting Zhao, Jo Lukis, Joanne Stacey, Jodie Borle, Jody Glenham, Joe Oliva, Joel Nagahuedi, Joel Quarrington, Joelle Bertrand, Joelle May, Joëlle Robillard, Joey Caughey, John Calabrese, John Drew Munro, John Dunham, John Fettes, John Hamilton, John Hartman, John Kendle, John McAneney, John Phillips, John Shields, John Sparrow, John Welsh,

Thank you to all the jurors who participated in the last year!

John Wort Hannam, Jon Yellowlees, Jonathan Campbell, Jonathan Campbell, Jonathan Chandler, Jonathan Li, Jonathan Marshall, Jon-Rhys Evenchick, Jordan Powley, Jordan Wright, Jory Kinjo, Josanna Justine, Joseph Alleyne, Joseph Peloquin-Hopfner, Josh Keller, Josh Weinberg, Joshua Dawson, Joshua Wood, Jovan Jovanov, Judy Hung, Julia Chan, Julian Morrow, Julie Mahendran, Julz Ossom, Justin MacLean, Justin Mathews, Justin Tornato, Justine Vandergrift, Kalman Szegevary, Kalyan Hanuschuk, Kamillah Apong, Karga Moore, Karine Lafleur, Karla Moy, Kat Burns, Kate Davies, Kate Wattie, Katherine Moller, Kathryn Kerr, Kathryn Ladano, Katie Murphy, Katie Thornton, Kaya Pino, Kayla Stevens, Keira Wade, Keith Blair, Keith Hamel, Keith Whiting, Kelly Prescott, Kelsi Mayne, Kenneth McCorkell, Kenneth Simms, Kevin Dietz, Keziah Myers, Kim Mendez, Kimberley Trumpa, Kinsey Posen, Kira Huszar, Kira May, Kirk McNally, Kirsten Palm, Krisjan Leslie, Krista Holmes, Krista Keough, Kristin Marand, Kristy Cardinali, Kurtis Cockerill, Kyle Brenders, Kylee Winn, Kyria Kilakos, Laura Cappe, Laura Fernandez, Laura Oakie, Laura Stanley, Laurel Borrowman, Lauren Hollins, Lauren Pedersen, Laurie Brown, Lawrence Wiliford, Leah Fay Goldstein, Lee Piazza, Len Milne, Lenore Maier, Leo Cripps, Leo Kee, Liam Killeen, Lincoln Thorne, Linda Bush, Linda McRae, Lindsay Anderson, Lindsey Walker, Lisa La Rocca, Lisa Ross, Lorraine Lawson, Lorraine Sylborne, Luis Cardona, Luke Correia-Damude, Mackenzie Calarco, Maddy Cristall, Maeghan Ritchat, Magali Monderie-Larouche, Maggie Tate, Malcolm Levy, Manuela Wuthrich, Mar Sellars, Marc Cyr, Marc Donato, Marc Dubé, Marc Merilainen, Marc Perry, Marco Noni, Marek Tyler, Maria Millar, Maria Pettler, Mariannie Ompoc, Marie-Catherine LaPointe, Marie-Josée Dandeneau, Marie-Laure Saidani, Marie-Pierre Brunelle, Mark Alexander, Mark Brathwaite, Mark Greenhalgh, Mark Hamilton, Mark Lea, Mark Matusoff, Mark Streeter, Mark Watson, Marlon Wilson, Marta Ligocki, Mary Ellen Gillespie, Maryanne Gibson, Mary-Jane Russell, Masani Montague, Massimo Lepore, Mathew Teofilo, Mathieu Allaire, Mathieu-Gilles Lanciault, Matt Jameson, Matthew Goud, Matthew Hiscock, Matthew Reid, Matthew Romeo, Maureen Spillane, Max Zimmerman, Maxwell Roach, Maya Postepski, Maylee Todd, Maziar Heidari, Meagan Davidson, Meaghan Mullaly, Megan Bradfield, Megan Jerome, Megan Owen, Melanie Lachman, Melanie Laquerre, Melanie Sampson, Melina Coolen, Melissa Beckford, Melissa Das-Arp, Melissa Tobin, Mercedes Cameron, Michael Asante, Michael Burke, Michael Coghlan, Michael Elves, Michael Emenau, Michael Falk, Michael Gasselsdorfer, Michael Gilbert, Michael Gorman, Michael Greenwood, Michael Greggs, Michael McCormick, Michael Ohman, Micheal Lander, Michel DeQuevedo, Michelle Arnusch, Michelle Robertson, Miesha Louie, Mike Astbury, Mike Edel, Mike Kondakow, Mike Magee, Mike Uhrich, Mimi Lamarre, Mira Black, Mitra Evans, Monica Pearce, Morgan Little, Murray Bristow, Natalia Pardalis, Natalia Yanchak, Natalie Bohrn, Natasha Pasternak, Natasha Von Castle, Nathan Harland, Nathan Jones, Nathan Turner, Ndidi Onukwulu, Neena Sharma, Nick Dugas, Nick Nausbaum, Nicolas Godmaire, Nicole Blain, Nicole Hughes, Nicole Leger, Nicole Seaboyer, Nils Ling, Nina Buddhdev, Nora Cristall, Norm Beaver, Oliver Blair, Olivia Shortt, Olivia Street, Olivier Thériault, Ons Barnat, Ori Dagan, Osbourne Saunders, Oscar Betancourt, Oswald Burke, Patrice Agbokou, Patricia Silver, Patrick Baillargeon, Patrick Bourget, Patrick Carrabre, Patrick Krief, Patrick McCormack, Paul Goguen, Paul Hessey, Paul Hinrichs, Paul Leclair, Paul Luchkow, Paul McInnis, Paul Napash, Paul Parhar, Paul Sarrazin, Paul Shatto, Paula Danylevich, Penelope Stevens, Peta-Gaye Duff, Peter Linseman, Peter Richards, Peter Rowan, Peter Toh, Pierre Bussieres, Pierre-Luc Durand, Ralph Alfonso, Randy Gelling, Randy Stark, Rawle Harding, Ray Martin, Ray Stephen, Réa Beaumont, Reid Jamieson, Renée Lamoureux, Renelle Desjardins, Rhea March, Rhonda Head, Rhonda Thompson, Rian Hamilton, Ricardo Chung, Richard Fernandes, Richard Hepp, Richard Hornsby, Richard Korbly, Richard Liukko, Richard Pollack, Richard Roberts, Richard Vincent, Richmond Nantwi, Rick August, Rick Levine, Riley MacKinnon, Ro Walker Mills, Rob Bakker, Rob Krause, Rob Smith, Robert King, Robert Koch, Robert Teehan, Robin Helsten, Robin Wattie, Roland Pemberton, Ron Davis, Ron Korb, Ron Rogers, Ronald Tuttle, Roryshane Grant, Rosalyn Dennett, RoseAnna Schick, Roseline Rousseau-Gagnon, Roy Patterson, Ruben Ramalheiro, Ruth Blakely, Ruth-Ann Shallow, Ryan Chung, Ryan Ellis, Ryan MacGrath, Ryan Mennie, Ryan Nolan, S Deen, Sajae Elder, Sam Rayner, Saman Shahi, Samantha Everts, Samantha Morelli, Samantha Steinberg, Sara Protasow, Sarah Atkinson, Sarah Duffy, Sarah French, Sarah Kelly, Sarah Lutz, Sarah Sussman, Sarah-Anna McNab, Savannah Wellman, Sean Doherty, Sean Perras, Sebastien Blanchard, Serge Sloimovits, Sergio Elmir, Shad Bassett, Shane Heath, Shannon Pratt, Shauna Powers, Shawn Cole, Shawn O’Shea, Shaynee Modien, Shea Rodger, Sheldon Pitt, Silvia Temis Perez, Simon Labat, Simon Pelletier, Spencer Clark, Stacie Dunlop, Stanley Salgado, Stefane Campbell, Stefano Galante, Stephane Lecuyer, Stephanie Finanders, Stephanie Hutchinson, Stephanie Urquhart, Stephen Lyons, Stephen Palmer, Steve Dodd, Steve Gardiner, Steve Kraus, Steve Love, Steven Fernandez, Steven Naylor, Steven Purtelle, Steven Tetz, Sue Urquhart, Sunil Bector, Suzanne Snizek, Tamara Kater, Tammy Egan, Tanya Gallant, Taran Guest, Tasha Schumann, Taylor Swindells, Tedde Rae Albertson, Teresa Castellucci, Terra Spencer, Terry Ngala, Terry Parker, Terry Whalen, Theresa Sokyrka, Thom McKercher, Thor Simonsen, Tim Jones, Tim van de Ven, Todd Macdonald, Tom Cochrane, Tom McKillip, Tony Vieira, Travis Collington, Trevor Daley, Trevor Shelton, Troy Bynoe, Troy Harmon-Porter, Troy Junker, Truman Phillips, Tyler Wagar, Tyson Yerex, Umair Jaffar, Valerie Bourdages, Vanessa Cito, Velma Barkwell, Vicki Young, Victor Mijares, Victoria Shepherd, Vincenzo Maccarone, Walle Larsson, Walter Powell, Wanda Milne, Waymatea Ellis, Wayne Cochrane, William Crann, William Petrie, William Wooldridge, Yasin Kiraga Misago, Yasmina Proveyer, Yolande Bourgeois, Zachari Smith

Programs

Programs funded through the Government of Canada and Private Radio Broadcasters

Artist Development

475 / 1,241
Approved / Submitted

\$950,000.00
Offered

The Artist Development program offers support to artists for a variety of activities such as sound recording, marketing, touring, showcase, and video. This program allows artists to choose where best to invest in their careers throughout the span of one full artist development year, beginning on the date of application. The Artist Development program is one of two juried programs offered by FACTOR.

Comprehensive Music Company

687 / 823
Approved / Submitted

\$5,010,764.17
Offered

171
New sound recordings approved

The Comprehensive Music Company (CMC) program offers funding support to help Canadian music companies subsidize the production, acquisition or marketing and promotion of a new, unreleased full-length sound recording.

This program comprises 6 components: Sound Recording, Marketing, Showcase, Tour Support, Video, and Radio Marketing.

Juried Sound Recording

871 / 1,726
Approved / Submitted

\$7,151,750.73
Offered

194
New sound recordings approved

The Juried Sound Recording (JSR) program supports the recording, production, and release of a new, full-length sound recording. All JSR applications are evaluated by a jury of leading Canadian music industry professionals. Jury members assess the artistic merit and commercial potential of potential projects before making recommendations to the FACTOR Board of Directors, who grant final funding approval. The Juried Sound Recording program is one of two juried programs offered by FACTOR.

This program comprises 6 components: Sound Recording, Marketing, Showcase, Tour Support, Video, and Radio Marketing.

Live Performance

Tour Support

204 / 243
Approved / Submitted

\$2,772,825.83
Offered

Showcase

647 / 793
Approved / Submitted

\$1,066,660.40
Offered



POP MONTRÉAL 2019
PHOTO CREDIT — STACY LEE ARTIST — NO BRO

Through the Live Performance program, Canadian artists can apply for funding to support domestic or international industry showcase appearances and tours in support of current or upcoming qualifying releases.

This program comprises 2 components: Showcase and Tour Support.

Support for Eligible Music Companies

646 / 727
Approved / Submitted

\$1,147,071.46
Offered

The Support for Eligible Music Companies program provides funding for business development initiatives that support the marketing and promotion of the company and its services, as well as domestic and international travel to support the company’s development objectives.

The program comprises 3 components: Business Development, Business Travel, and Songwriter Support for Music Publishers.

Video

53 / 73
Approved / Submitted

\$755,280.78
Offered

The Video program offers financial assistance to artists and record labels for the production of an original music video in support of a qualifying sound recording.



FEMME WAVE FUN HOUSE 2019
PHOTO CREDIT — ELIZABETH CAMERON

ARTIST — HAVIAH MIGHTY

Programs funded through Private Radio Broadcasters only

Comprehensive Artist

221 / 256
Approved / Submitted

\$2,880,792.98
Offered

The Comprehensive Artist program offers funding support for the cost of recording or acquiring a new, previously unreleased sound recording, and assists with the cost of releasing, marketing, and promoting that sound recording. The Comprehensive Artist program is tailored to artists with demonstrated commercial success (rated 3 or higher) and Canadian record labels.

48
New sound recordings approved

This program comprises 6 components: Sound Recording, Marketing, Showcase, Tour Support, Video, and Radio Marketing.

Marketing & Promotion for Non-FACTOR-Funded Sound Recordings

50 / 133
Approved / Submitted

\$457,784.54
Offered

The Marketing & Promotion for Non-FACTOR-Funded Sound Recordings program provides financial support to market and promote a qualifying Canadian sound recording with demonstrated commercial success.

This program comprises 5 components: Marketing, Showcase, Tour Support, Video, and Radio Marketing.

Sponsorship

Program funded through Private Radio Broadcasters

76 / 135
Approved / Submitted

\$632,715.00
Offered

The Sponsorship program allows FACTOR to support worthy music-related projects and events that are looking for a smaller amount of support, or that do not quite fit other program mandates. New and genre-specific music festivals, broadcaster conferences, workshops, industry association events, and international showcases are examples of projects that FACTOR has been proud to support over the years.

Extra consideration may be given to projects and events that largely benefit underserved communities, audiences and genres. These may include (for example) Northern, remote and rural communities; Indigenous Peoples and Indigenous Artists; Black Artists and Artists of Colour; artists identifying as LGBTQ2S. The Sponsorship program is funded by Canada's Private Radio Broadcasters



EMERGE 2019
PHOTO CREDIT — MITCHEL PAQUETTE



TORONTO R&B SOUNDS 2019
PHOTO CREDIT — CAMERON ROLLINS

EMERGE

Halifax & Dartmouth,
Nova Scotia

Youth Art Connection helped create the EMERGE festival in 2016 to provide a free and accessible music / art festival and conference for new and emerging musicians and artists from diverse backgrounds in Nova Scotia. Thanks to sponsorship from FACTOR in 2019 we were able to grow the festival to showcase 30 new musicians, DJ's, dance groups

and visual artists at venues in Halifax and Dartmouth for over 1,200 audience members and engaged 116 youth in professional artistic development sessions. Thanks to FACTOR's support for EMERGE, young and new performers have a pathway to enter professional careers and are helping grow and diversify Nova Scotia and Canada's music and arts scene.



EMERGE
PHOTO CREDIT — MITCHEL
PAQUETTE



INDIAN SUMMER FESTIVAL 2019
PHOTO CREDIT — INDIAN SUMMER FESTIVAL

Indian Summer Festival Vancouver, British Columbia

Indian Summer Festival is a contemporary multi-arts festival that takes place in Vancouver every July, centering and amplifying South Asian artists in conversation with local and global artistic counterparts. Conjuring the Future, was guest-curated by Jarrett Martineau, founder of Indigenous new music label RPM, and host of 'Reclaimed' on CBC. Martineau took a global approach to Indigeneity and solidarity, asking:

What does an interweaving of South Asian, Indigenous, Black, and Queer stories of love and resistance look like? How does this inform a new and exciting musical landscape for Canada? By supporting costs related to artist fees/expenses, FACTOR ensured strong representation of incredible racialized emerging artists from across Canada.

Collective Initiatives

Funding for this program is provided by Canada’s Private Radio Broadcasters and the Government of Canada

121 / 158
Approved / Submitted

\$4,687,103.14
Offered

*Please note, the Digital Marketing component has been retired as of 2020.

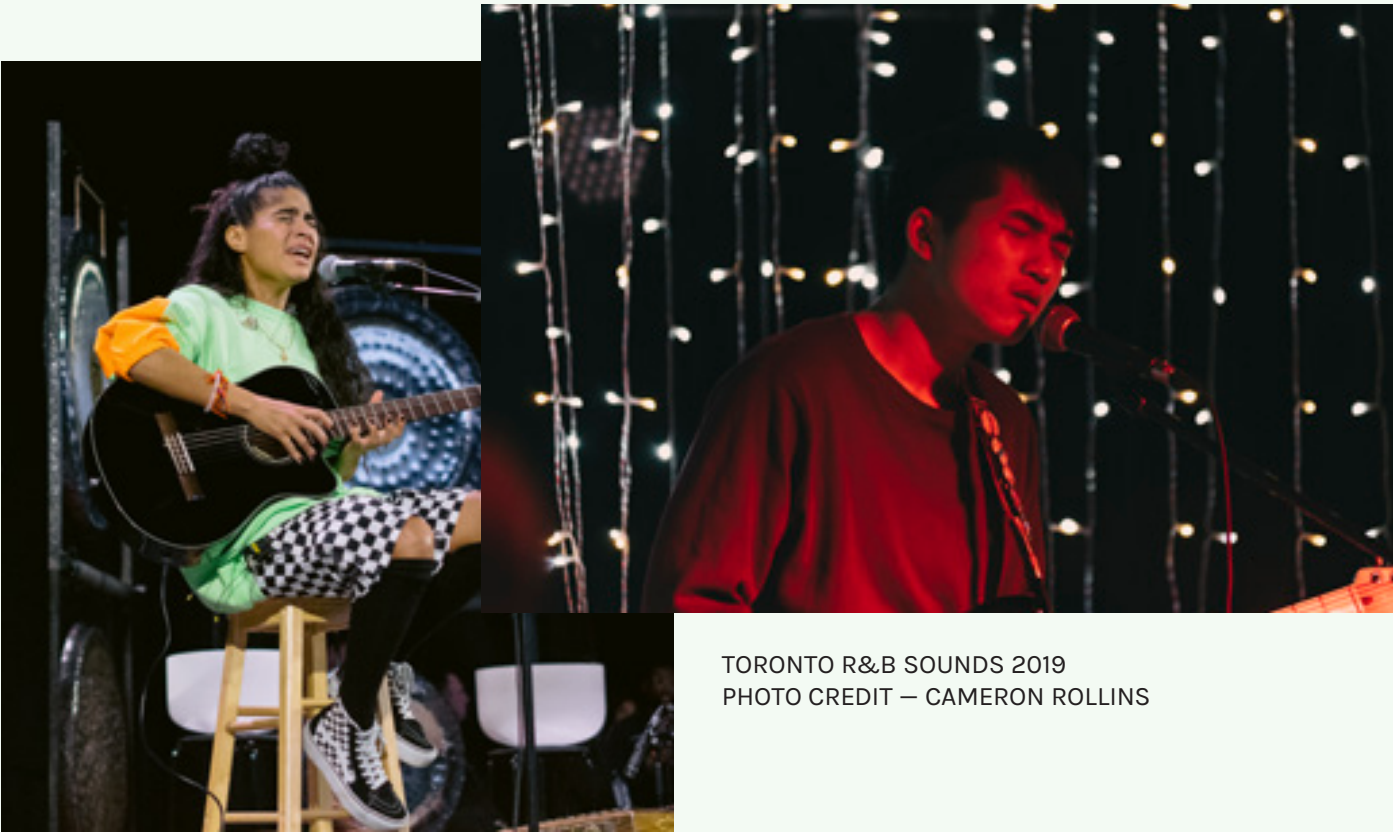
The Collective Initiatives program supports innovative, educational, export and digital projects which increase the national and international profile and commercial potential of multiple Canadian artists and music entrepreneurs.

The program comprises 4 components: *Digital Marketing, Industry Events, Showcase Production for Export-Ready Artists, Showcase Production for Artists from Official Language Minority Communities (OLMC). The Collective Initiatives program is funded by the Department of Canadian Heritage and Canada’s Private Radio Broadcasters



POP MONTRÉAL 2019
PHOTO CREDIT — STACY LEE

ARTIST — TAMARA SANDOR



TORONTO R&B SOUNDS 2019
PHOTO CREDIT — CAMERON ROLLINS

FUTURE OF WORK & NEW ECONOMY SERIES PART 1
PHOTO CREDIT — BARB SIMKOV
ARTIST — JESSIE REYEZ



POLARIS MUSIC PRIZE 2019
PHOTO CREDIT — DUSTIN RABIN

ARTIST — SNOTTY NOSE REZ KIDS

Polaris Music Prize

Industry Events

In September of 2019, fans and Canadian music industry professionals gathered in Toronto to watch as the winner of the Polaris Music Prize was announced. Unsigned Brampton artist Haviah Mighty took home the 2019 prize, which is awarded to the best Canadian album of the year based on "artistic merit without regard to genre, sales history or label affiliation.". The winner was voted on by a Grand Jury of 11 music media

professionals drawn from the greater Polaris jury pool of over 200 writers, editors, broadcasters, DJs and personalities from across the country. The award is presented at a gala, allowing artists and industry professionals an opportunity to network and create new business opportunities. The awards show and Haviah's win were heavily featured in the media, including in Billboard, The CBC, Huffington Post, and Pitchfork.

Indigenous North

at BIGSOUND

Showcase Production for Export-Ready Artists

Three Indigenous artists from Western Canada travelled to Australia in September 2019 to attend BIGSOUND Music Festival, as part of the Indigenous Music West program. The program, which is run by Manitoba Music coordinates showcase opportunities for Indigenous artists from the western provinces at music festivals across the globe. The three artists that participated in this trade mission were singer / songwriter

Renée Lamoureux, hip hop duo Snotty Nose Rez Kids, and contemporary folk duo Twin Flames. Each artist had multiple performances on different stages throughout the festival, which were all exceptionally well-received. This program enabled these artists and their management teams to develop a robust export strategy and grow their fanbase worldwide.



INDIGENOUS NORTH AT BIGSOUND 2019
PHOTO CREDIT — SEAN MCMANUS

INDIGENOUS NORTH AT BIGSOUND 2019
PHOTO CREDIT — SEAN MCMANUS

Victoria Ska Fest

Showcase Production for Artists from Official Language Minority Communities (OLMC)

The Victoria Ska and Reggae Festival has been a staple in the British Columbia summer music festival landscape for 20 years. Taking place right on the waterfront in downtown Victoria, BC, it showcases ska and reggae artists from across Canada and around the world. This year, the festival featured two Anglophone artists from Montreal as part of FACTOR’s

OLMC program. The festival added Meryem Saci and Danny Rebel & The KGB to their lineup, where both had performances on the main stage, as well as having special performances on other stages throughout the weekend. The artists played for crowds of nearly 5,000 people, growing their audience in Western Canada.



VICTORIA SKA FEST
PHOTO CREDIT — COLIN SMITH TAKES PICS



NOVA SCOTIA INTERNATIONAL DIGITAL MARKETING DATABASE
PHOTO CREDIT — DEVIN FOX

Music Nova Scotia International Digital Marketing Database

Digital Marketing

The objective of the Music Nova Scotia International Digital Marketing Database was to increase market share and return on investment for music export projects executed by export-ready Nova Scotian artists and music companies. The project also enhanced music export training / resources and the digital archiving of Nova Scotian music history. Useful resources such as marketing resources, music blogs, and market condition data were all compiled into www.musicexport.ca for musicians to access.

There is also a section where artists can build their own profiles, and as they become export-ready, they can reach out to delegates through the portal that will be able to help them advance their careers. Furthermore, a dedicated page highlighting the rich history of hip hop and urban music in Nova Scotia has been created, to act not only as an extensive music archive, but also to increase exposure to the active hip hop artists throughout the region.

Diversity & Inclusion

To enhance our commitment to reflect the diversity of the Canadian population in our programs and operations, FACTOR created our first Diversity and Inclusion Advisory Committee to examine our policies, programs, and outcomes in this area. The sixteen members represent a variety of groups and music industry professionals from across the country and will meet at least once per year.

The first day-long Committee meeting in June included a presentation of a FACTOR-commissioned report that examined Diversity and Inclusion policies

among the Canadian grant bodies; members sharing their experiences; breakout sessions to suggest ways FACTOR can improve our outreach to various communities and listen to their needs. Members of the Board of Director’s Diversity & Inclusion Committee also attended the meeting.

As a result of one of the committee’s recommendations, FACTOR created our first Diversity & Inclusion Observer position on the Board of Directors. Kwende Kefenstse, the Cultural Industries Development Officer at the City of Ottawa, was elected to the role for a 16-month term.

Committee Members

| | | |
|--|--|--|
| Ashley Au Artist | Jarrett Martineau RPM / Vancouver Cultural Planner for Music | Marek Tyler Artist |
| Dana Beeler Festival Director / Artist | Jay Devonish eOne Entertainment | Masani Montague Rastafest / Canadian Reggae Conference |
| Ila Barker Manitoba Music Indigenous Office / Artist | Joni Daniels Treefort Artists | Sam Slattery Women in Music Canada |
| Jackie Dean Music Canada | Kwende Kefentse City of Ottawa | Tarun Nayar 5X Festival / Artist |
| Jade Harper Manitoba Music Indigenous Office | Kyria Kilakos Indica Records/Montreal Women in Music | Tony Sutherland Durham College |
| | | Victoria Lord VPL Publicity |

Artist Success Stories



JESSIE REYEZ
PHOTO CREDIT — PHILIP HARRIS

Jessie Reyez

Album funded through the Comprehensive Artist program.

Grammy-nominated singer-songwriter Jessie Reyez recently released her highly anticipated debut album, *Before Love Came To Kill Us*, with the help of FACTOR’s Comprehensive Artist program. The 14-track studio album finds Jessie flying solo and hitting her stride, with only two additional artist features including “Coffin” featuring Eminem and “Imported” featuring 6lack. Jessie has graced the cover of magazines and been featured in *Rolling Stone*, *Billboard*, *Vogue*, *Elle*, *LADYGUNN*, *CLASH*, *Galore*, etc., and appeared on multiple late-night TV and award shows, including *The Tonight Show Starring Jimmy Fallon*, *The Late Show With Stephen Colbert*, *Jimmy Kimmel Live!*, *Late Night with Seth Meyers*, the *BET Awards*, *MTV VMA’s* and *The Daily Show*. Jessie has been nominated for multiple awards in Canada and the US and has won R&B / Soul Recording and Breakthrough Artist of the Year at the JUNO’s and was presented with the Breakout Songwriter Award at SOCAN. Jessie has collaborated with many notable artists including Kehlani, Daniel Caesar, Romeo Santos, Lewis Capaldi, Karol G, Bea Miller and more.



iskwē
PHOTO CREDIT — MATT BARNES

iskwē

Album funded through the Juried Sound Recording program.

"iskwē has given us a textured record with a hopeful and inclusive bent. We ought to consider ourselves lucky to be around for *acākosīk*'s release. It's required listening."
— EXCLAIM MAGAZINE

On Nov. 8, iskwē's third release, *acākosīk*, made its way into the world to critical praise. Highlights include two JUNO nominations for Adult Alternative Album of the Year and Music Video of the Year for "Little Star", an invitation to perform on the JUNO Awards broadcast, a Prism Prize nomination for "Breaking Down", and great reviews domestically and internationally. With *acākosīk*, iskwē has cemented her reputation as one of the country's most powerful and intriguing performers.



CARTEL MADRAS
PHOTO CREDIT — MIGLE STANISKYTE

Cartel Madras

Album funded through the Comprehensive Music Company program.

2019 was an exceptional year for Cartel Madras. They signed to the seminal independent label Sub Pop Records and Canadian label Royal Mountain Records. They released their FACTOR funded, debut EP, *Age of the Goonda*, a sonically expansive successor to their first mixtape, *Trapistan*, which boasted the party-down hit "Pork & Leek". A manifesto for the times, *Age of the Goonda* is an in-your-face call to arms for—immigrants, women of color, and the LGBTQ+ community—those who must resist being treated as underdogs. Since the release of the record, the project has grown in prominence both domestically and internationally; including opening for the likes of Fetty Wap, Clipping, and touring with Sudan Archives. The duo also helped develop a collective known as THOT POLICE which consists of close collaborators like Jae Sterling, Yung Kamaji, Jide, and SuKha, further solidifying themselves as a force to be reckoned with in Canada's growing hip hop scene.



DANIELA ANDRADE
PHOTO CREDIT — JEFF KWOK

Daniela Andrade

Album funded through the Comprehensive Artist program.

In 2019, as a producer, writer, performer and creative director, Daniela Andrade's voice is coming full circle, back to the DIY spirit that sparked her initial creations as an early pioneer on YouTube. Securing support at the likes of *NPR*, *Billboard*, *Complex*, *The FADER* and *COLORS*, Daniela released the new bilingual and genre-bending project *Tamale* that blends glimmers of jazz-indebted soul and R&B as it pays homage to her Honduran roots.

"I'd like to thank FACTOR for helping my recently released project *Tamale* come to life. The funding allowed me to dedicate time to learn to produce, collaborate with talented artists in Toronto and give it the support it deserved. I'm grateful to have been able to share a part of my story as a child to immigrants, one that I feel is necessary to shed light on as a Canadian, where there are many who grew up similarly."

— Daniela Andrade



BEGONIA
PHOTO CREDIT — MAYA FUHR

Begonia

Album funded through the Juried Sound Recording program.

"Begonia has one of Canada's most extraordinary voices, and thankfully she uses it to obliterate the misery from this world one live performance at a time."

— Noisey

Begonia launched onto the Canadian music scene on the strength of critically acclaimed 2017 EP *Lady In Mind*. Yet to her fans, the Pop / R&B singer felt like music's best kept secret. After receiving critical FACTOR funding, Begonia went on to release her audacious debut full-length album *Fear* in September 2019. *Fear* was chosen as one of Exclaim!'s Most Underrated Albums of the Year, and made numerous end of the year recommendation lists. Her singles "Beats" and "Hanging On A Line" were named as CBC Music National Radio Fan Favourites of 2019, and the album spent 10 straight weeks as the #1 album in the country on Earshot's Top 50 chart. Thanks to FACTOR Tour Support, Begonia has been touring major festivals and playing to sold-out audiences at small clubs across North America. On stage, Begonia dresses in bold, sometimes bright-coloured wardrobe: it's how she feels most powerful, "almost like a superhero version of myself," she says. Thanks to FACTOR support, Begonia is able to share her aesthetic with fans in the stunning music videos and photography that she uses to support the music.



NEON DREAMS
PHOTO CREDIT — CHRIS REIGN

Neon Dreams

Album funded through the Juried Sound Recording program.

When we set out to create our album *Sweet Dreams To Sunbeams* we had an artistic vision that was separate from anything we had done before. We wanted to create entirely new concepts in the way we branded ourselves as a band. In the end we discovered what would become our bands sound.

FACTOR allowed us to bring these visions to life through the Juried Sound Recording program which helped fund everything from recording the album to creating the music video and marketing it in ways we've never been able to in the past. From *Sweet Dreams to Sunbeams* we received a JUNO nomination for "Breakthrough Group of The Year", two Top 40 singles at CHR and Hot AC radio, success across all streaming platforms for several songs off the project, multiple tours as support and headlining slots in both Canada and the US, all of which wouldn't have been possible without funding from FACTOR.



DELHI 2 DUBLIN
PHOTO CREDIT — CHRISTOPHER EDMONSTONE

Delhi 2 Dublin

Album funded through the Comprehensive Artist program.

This year we celebrated our 14th birthday! As we start our 15th year in this most unlikely of projects, we can honestly say that without the support of the Canadian music industry and FACTOR we would not be here.

In April of 2019 we were on our annual spring tour up the west coast of the US, working our way up to Seattle from Santa Cruz and promoting our new FACTOR-funded album *We Got This*. We wrapped up with our annual show at our favorite venue on the planet, The Commodore Ballroom in Vancouver. The summer saw a host of festivals and a short stint in the southern States, Georgia and North Carolina a real highlight for us!

FACTOR has been like a 5th bandmate throughout, especially spending so much time in the US, we're amazed and thankful that we have a system in Canada to support Canadian talent. From album costs to tour costs — making a sustainable living as an artist is not easy these days. FACTOR is there to help us connect the dots.

Awards

#FACTORfunded Award Winners

100 awards across various categories FACTOR-funded artists receive industry-wide recognition at award ceremonies across Canada!

POLARIS MUSIC PRIZE 2019
PHOTO CREDIT — DUSTIN RABIN
ARTIST — DOMINIQUE FILS-AIMÉ

POLARIS MUSIC PRIZE 2019
PHOTO CREDIT — DUSTIN RABIN
ARTIST — HAVIAH MIGHTY

17

Western Canadian Music Awards

16

Nova Scotia Music Awards

11

Music PEI Awards

SASK MUSIC AWARDS 2019
PHOTO CREDIT — CHRIS GRAHAM
ARTIST — YELLOWSKY AND RECKLESS FAMOUS

9

Indie Awards

7

SOCAN Awards & Music NL Awards

8

East Coast Music Awards

SASK MUSIC AWARDS 2019
PHOTO CREDIT — CHRIS GRAHAM
ARTIST — RESPECTFULCHILD

POLARIS MUSIC PRIZE 2019
PHOTO CREDIT — DUSTIN RABIN
ARTIST — ELISAPIE

5

ADISQ Awards

12

JUNO Music Awards

6

Saskatchewan Music Awards & Canadian Country Music Awards

MUSIC NL AWARDS 2019
PHOTO CREDIT — BUD GAULTON
ARTIST — QUOTE THE RAVEN

| AWARD CATEGORY | AWARD | FACTOR-FUNDED RECIPIENT |
|---|--|---|
| ADISQ Awards | Album de l'année: Anglophone | Jesse MacCormack, <i>Now</i> |
| | Album de l'année: Autres Langues | Elisapie, <i>The Ballad of the Runaway Girl</i> |
| | Album de l'année: Instrumental | Alexandra Stréliski, <i>INSCAPE</i> |
| | Album de l'année: Jazz | Dominique Fils-Aimé, <i>Stay Tuned!</i> |
| | Spectacle de l'année: Anglophone | Milk & Bone, <i>Deception Bay</i> |
| Canadian Country Music Association Awards | Apple Music Fans' Choice | Brett Kissel |
| | Ford Album of the Year | The Reklaws, <i>Feels Like That</i> |
| | Group or Duo of the Year | The Washboard Union |
| | Management Company of the Year | Invictus Entertainment Group |
| | Music Publishing Company of the Year | ole |
| Canadian Folk Music Awards | Roots Album of the Year | Donovan Woods, <i>Both Ways</i> |
| | Contemporary Singer of the Year | Matt Andersen, <i>Halfway Home by Morning</i> |
| | Pushing the Boundaries Award | Elisapie, <i>The Ballad of the Runaway Girl</i> |
| East Coast Music Awards | Solo Artist of the Year | Irish Mythen, <i>Little Bones</i> |
| | Contemporary Roots Recording of the Year | Jeremy Dutcher, <i>Wolastoqiyik Lintuwakonawa</i> |
| | Fans' Choice Video of the Year | Makayla Lynn, "Joyride" |
| | Indigenous Artist of the Year | Jeremy Dutcher |
| | Loud Recording of the Year | Kilmore, <i>Call of the Void</i> |
| | Rising Star Recording of the Year | Jeremy Dutcher, <i>Wolastoqiyik Lintuwakonawa</i> |
| | Rock Recording of the Year | Postdata, <i>Let's Be Wilderness</i> |
| | Song of the Year | The East Pointers, "Two Weeks" |
| Indigenous Music Awards | Songwriter of the Year | Ben Caplan |
| | Best Country Album | Don Amero |
| Music NB Awards | 2019 Innovator | Indigo Poirier |
| | Recording of the Year | Motherhood, <i>Dear Bongo</i> |
| | SOCAN Song of the Year | Adyn Townes, "House on the Ocean" |
| Saskatchewan Music Awards | Album of the Year | The Dead South, <i>Sugar & Joy</i> |
| | Alternative Artist of the Year | Foxwarren |
| | Hip Hop Artist of the Year | Samurai Champs |
| | Rock/Pop Artist of the Year | Reignwolf |
| | Roots/Folk Artist of the Year | The Dead South |
| | The Breaking Borders Award | Reignwolf and respectful child (two recipients) |

| AWARD CATEGORY | AWARD | FACTOR-FUNDED RECIPIENT |
|---------------------|--|--|
| Music NL Awards | Celtic/Traditional Artist of the Year | Rosemary Lawton |
| | Country Artist of the Year | Carolina East |
| | DC Design House Male Artist of the Year | Nick Earle |
| | Group of the Year | Quote the Raven |
| | Outstanding Company of the Year | The Citadel House |
| | Rising Star of the Year | Nick Earle |
| | Rock Artist of the Year | Nick Earle |
| Music PEI Awards | Achievement in Classical or Jazz Music Award | Atlantic String Machine |
| | Album of the Year | Sorrey, <i>In Full Bloom</i> |
| | Digital Achievement of the Year | KINLEY |
| | Entertainer of the Year | Cory Gallant |
| | Group Recording of the Year | Paper Lions, <i>Stay Together</i> |
| | New Artist of the Year | Cory Gallant |
| | Pop Recording of the Year | Sorrey, <i>In Full Bloom</i> |
| | Roots Contemporary/Country Recording of the Year | Irish Mythen, <i>Little Bones</i> |
| | Roots Traditional Recording of the Year | Gordie MacKeeman and His Rhythm Boys, <i>Dreamland</i> |
| Polaris Music Prize | Song of the Year | Paper Lions, "Rhythm & Gold" |
| | Touring Artist of the Year | Irish Mythen |
| | Polaris Prize Winner | Haviah Mighty, <i>13th Floor</i> |
| JUNO Awards | Breakthrough Group of the Year | Neon Dreams |
| | Adult Alternative Album of the Year | Half Moon Run, <i>A Blemish in the Great Light</i> |
| | Alternative Album of the Year | PUP, <i>Morbid Stuff</i> |
| | Rock Album of the Year | The Glorious Sons, <i>A War on Everything</i> |
| | Vocal Jazz Album of the Year | Dominique Fils-Aimé, <i>Stay Tuned!</i> |
| | Instrumental Album of the Year | Alexandra Stréliski, <i>INSCAPE</i> |
| | Dance Recording of the Year | Felix Cartal & Lights, "Love Me" |
| | Indigenous Artist or Group of the Year | Celeigh Cardinal, <i>Stories from a Downtown Apartment</i> |
| | Contemporary Roots Album of the Year | Lee Harvey Osmond, <i>Mohawk</i> |
| | Traditional Roots Album of the Year | The Dead South, <i>Sugar & Joy</i> |
| | Electronic Album of the Year | REZZ, <i>Beyond the Senses</i> |
| | Metal/Hard Music Album of the Year | Striker, <i>Play to Win</i> |

| AWARD CATEGORY | AWARD | FACTOR-FUNDED RECIPIENT |
|--------------------------|---|---|
| Nova Scotia Music Awards | Acadian/Francophone Artist of the Year | Maxim Cormier |
| | Alternative Recording of the Year | Wintersleep, <i>In the Land of</i> |
| | Americana/Bluegrass Recording of the Year | Erin Costelo, <i>Sweet Marie</i> |
| | Digital Artist of the Year | Port Cities |
| | DJ of the Year | PINEO & LOEB |
| | Electronic Artist of the Year | PINEO & LOEB |
| | Entertainer of the Year | Willie Stratton |
| | Folk Recording of the Year | Villages, <i>Villages</i> |
| | Group Recording of the Year | The Town Heroes, <i>Everything (will be fine when we get to where we think we're going)</i> |
| | Music Video of the Year | Wintersleep, "Forest Fire" |
| | New Artist Recording of the Year | Leanne Hoffman, <i>What Remains</i> |
| | Pop Recording of the Year | Leanne Hoffman, <i>What Remains</i> |
| | Recording of the Year | Erin Costelo, <i>Sweet Marie</i> |
| | Solo Recording of the Year | Erin Costelo, <i>Sweet Marie</i> |
| | Solo Recording of the Year | Erin Costelo, <i>Sweet Marie</i> |
| | Songwriter of the Year | Port Cities, "Montreal" |
| SOCAN Awards | Breakout Songwriter Award | Jessie Reyez |
| | Country Music Awards | James Barker Band, "Good Together" |
| | Country Music Awards | Tebey, "Who's Gonna Love You" |
| | Hagood Hardy Award | Ernesto Cervini |
| | Pop Music Awards | būlow, "Not a Love Song" |
| | R&B Music Awards | Daniel Caesar, "Best Part" |
| | Rock Music Awards | The Glorious Sons, "S.O.S. (Sawed off Shotgun)" |
| The Indies | Artist of the Year | Lindi Ortega |
| | Electronic/Dance Artist or Group of the Year | Milk & Bone |
| | Francophone Artist or Group of the Year | Jean-Michel Blais |
| | Group of the Year | The Dead South |
| | Indigenous Artist or Group of the Year | Jeremy Dutcher |
| | Pop Artist or Group of the Year | Said the Whale |
| | Rap/R&B Artist or Group of the Year | Shad |
| | Singer-Songwriter Artist or Group of the Year | Sarah MacDougall |
| | Songwriter of the Year | Sarah MacDougall |

| AWARD CATEGORY | AWARD | FACTOR-FUNDED RECIPIENT |
|-------------------------------|--|---|
| Western Canadian Music Awards | Blues Artist of the Year | Ndidi O |
| | BreakOut Artist of the Year | Snotty Nose Rez Kids |
| | Country Artist of the Year | Brett Kissel |
| | Electronic/Dance Artist of the Year | I M U R |
| | Instrumental Artist of the Year | Five Alarm Funk |
| | Jazz Artist of the Year | Jodi Proznick |
| | Metal/Hard Music Artist of the Year | Striker |
| | Pop Artist of the Year | Begonia |
| | Recording of the Year | Dan Mangan |
| | Rock Artist of the Year | Dan Mangan |
| | Roots Duo/Group of the Year | Rosie & the Riveters |
| | Roots Solo Artist of the Year | Mariel Buckley |
| | Songwriter(s) of the Year | Dan Mangan, "Cold in the Summer" |
| | Spiritual Artist of the Year | Warren Dean Flandez |
| | Urban Artist of the Year | LOA |
| | Western Canadian Music Hall of Fame Inductee | Susan Aglukark |
| | World Artist of the Year | Buckman Coe |
| Certifications | Gold Single | Daniel Caesar, "Blessed" |
| | Gold Single | Felix Cartal & Lights, "Love Me" |
| | Gold Single | Jade Eagleson, "Count the Ways" |
| | Gold Single | Jason Benoit, "Gone Long Gone" |
| | Gold Single | Jessie Reyez, "Imported" (with GLACK) |
| | Gold Single | The Barr Brothers, "Even the Darkness Has Arms" |
| | Gold Single | The Reklaws, "Feels Like That" |
| | Gold Single | Virginia To Vegas, "Just Friends" |
| | Triple Platinum Single | Jessie Reyez, "Figures" |
| | Double Platinum Single | būlow, "Not a Love Song" |
| | Double Platinum Single | Daniel Caesar, "Best Part" (ft. H.E.R.) |
| | Double Platinum Single | Daniel Caesar, "Get You" (ft. Kali Uchis) |
| | Platinum Single | Daniel Caesar, "We Find Love" |
| | Platinum Single | Delaney Jane, "Bad Habits" |
| | Platinum Single | Virginia To Vegas, "Selfish" |
| | Gold Album(s) | Alexandra Stréliski, <i>INSCAPE</i> |

Year-End Snapshot

Province/Territory

| APPLICANT'S PROVINCE | PROJECTS SUBMITTED | PROJECTS APPROVED | AMOUNT REQUESTED | AMOUNT OFFERED |
|-------------------------|--------------------|-------------------|------------------|-----------------|
| Alberta | 311 | 175 | \$2,976,237.24 | \$1,912,251.32 |
| British Columbia | 618 | 344 | \$6,333,519.70 | \$3,786,032.36 |
| Manitoba | 185 | 123 | \$1,777,817.63 | \$1,349,496.39 |
| New Brunswick | 40 | 27 | \$185,908.40 | \$138,337.59 |
| Newfoundland & Labrador | 57 | 44 | \$392,062.75 | \$232,641.05 |
| Northwest Territories | 4 | 2 | \$34,971.34 | \$15,000.00 |
| Nova Scotia | 202 | 130 | \$2,002,922.56 | \$1,426,515.73 |
| Nunavut | 1 | 1 | \$30,000.00 | \$30,000.00 |
| Ontario | 2,098 | 1,175 | \$21,859,333.21 | \$13,258,879.30 |
| Prince Edward Island | 43 | 28 | \$456,618.59 | \$317,769.56 |
| Québec | 681 | 415 | \$7,201,981.82 | \$4,704,978.29 |
| Saskatchewan | 70 | 43 | \$286,463.06 | \$129,847.00 |
| Yukon | 16 | 10 | \$113,684.48 | \$58,585.75 |
| Other | 32 | 18 | \$311,343.68 | \$152,414.69 |
| TOTAL | 4,358 | 2,535 | \$43,962,864.46 | \$27,512,749.03 |

Genre

| PRIMARY GENRE | PROJECTS SUBMITTED | PROJECTS APPROVED | AMOUNT REQUESTED | AMOUNT OFFERED |
|------------------------------|--------------------|-------------------|------------------|-----------------|
| Adult Contemporary | 59 | 23 | \$491,927.39 | \$212,779.69 |
| Alternative | 506 | 297 | \$4,347,215.47 | \$2,679,634.65 |
| Blues | 55 | 38 | \$657,343.66 | \$509,528.07 |
| Children's | 20 | 11 | \$220,659.13 | \$124,118.90 |
| Classical | 74 | 46 | \$744,749.38 | \$459,870.35 |
| Country | 171 | 98 | \$1,886,260.32 | \$1,146,670.97 |
| Dance | 71 | 38 | \$835,325.05 | \$583,709.78 |
| Electronica | 184 | 110 | \$2,067,768.07 | \$1,444,867.29 |
| Experimental | 92 | 55 | \$572,146.95 | \$295,010.87 |
| Folk | 425 | 285 | \$3,386,885.52 | \$2,159,973.69 |
| Hard Rock | 29 | 9 | \$246,098.13 | \$89,815.45 |
| Hip Hop | 394 | 166 | \$2,423,615.69 | \$1,292,898.19 |
| Jazz | 113 | 73 | \$1,157,057.95 | \$712,425.35 |
| Metal | 44 | 30 | \$568,952.78 | \$ 482,677.00 |
| Pop | 586 | 307 | \$5,431,614.23 | \$ 3,151,387.27 |
| Punk | 91 | 57 | \$911,315.61 | \$690,429.08 |
| Reggae | 34 | 21 | \$253,974.88 | \$169,203.00 |
| Rock | 434 | 236 | \$3,541,575.38 | \$2,287,486.05 |
| Roots / Americana | 167 | 105 | \$1,574,541.45 | \$949,190.83 |
| Soul / R&B | 247 | 120 | \$1,911,148.72 | \$974,796.51 |
| Specialized | 25 | 13 | \$171,565.83 | \$94,310.00 |
| Traditional Indigenous Music | 11 | 9 | \$148,196.57 | \$104,522.00 |
| World | 75 | 41 | \$685,796.54 | \$430,554.44 |
| TOTAL | 3,907 | 2,188 | \$34,235,734.70 | \$21,045,859.43 |

Components

| ARTIST DEVELOPMENT | COMPONENTS SUBMITTED | COMPONENTS APPROVED | AMOUNT REQUESTED | AMOUNT OFFERED |
|---|----------------------|---------------------|------------------|----------------|
| Artist Development | 1,241 | 475 | \$2,397,469.14 | \$950,000.00 |
| | 1,241 | 475 | \$2,397,469.14 | \$950,000.00 |
| COLLECTIVE INITIATIVES | | | | |
| Digital Marketing | 18 | 11 | \$732,867.00 | \$413,806.50 |
| Industry Events | 62 | 51 | \$2,798,783.67 | \$2,545,106.99 |
| Showcase Production for Artists from Official Language Minority Communities | 30 | 23 | \$1,011,119.94 | \$418,931.73 |
| Showcase Production for Export-Ready Artists | 48 | 36 | \$1,549,669.21 | \$1,309,257.92 |
| | 158 | 121 | \$6,092,439.82 | \$4,687,103.14 |
| MARKETING | | | | |
| Comprehensive Artist | 74 | 66 | \$1,433,084.94 | \$1,130,131.56 |
| Comprehensive Music Company | 201 | 160 | \$2,160,574.70 | \$1,583,160.15 |
| Juried Sound Recording | 242 | 169 | \$3,207,903.79 | \$2,014,446.61 |
| Marketing & Promotion for Non-FACTOR-Funded Sound Recordings | 51 | 24 | \$447,765.34 | \$283,602.59 |
| | 568 | 419 | \$7,249,328.77 | \$5,011,340.91 |
| RADIO MARKETING | | | | |
| Comprehensive Artist | 25 | 22 | \$118,889.00 | \$101,915.00 |
| Comprehensive Music Company | 25 | 19 | \$96,778.00 | \$66,243.00 |
| Juried Sound Recording | 78 | 59 | \$298,969.22 | \$246,065.50 |
| Marketing & Promotion for Non-FACTOR-Funded Sound Recordings | 19 | 4 | \$39,500.00 | \$19,500.00 |
| | 147 | 104 | \$554,136.22 | \$433,723.50 |
| SHOWCASE | | | | |
| Comprehensive Artist | 0 | 0 | \$0.00 | \$0.00 |
| Comprehensive Music Company | 33 | 30 | \$48,013.50 | \$42,947.63 |
| Juried Sound Recording | 46 | 30 | \$74,416.50 | \$52,160.08 |
| Live Performance | 793 | 647 | \$1,276,922.50 | \$1,066,660.40 |
| Marketing & Promotion for Non-FACTOR-Funded Sound Recordings | 9 | 2 | \$6,005.00 | \$2,547.45 |
| | 881 | 709 | \$1,405,357.50 | \$1,164,315.56 |

| SOUND RECORDING | COMPONENTS SUBMITTED | COMPONENTS APPROVED | AMOUNT REQUESTED | AMOUNT OFFERED |
|--|----------------------|---------------------|------------------|-----------------|
| Comprehensive Artist | 61 | 48 | \$1,288,199.54 | \$906,861.36 |
| Comprehensive Music Company | 213 | 171 | \$2,268,575.95 | \$1,731,656.43 |
| Juried Sound Recording | 853 | 194 | \$8,129,698.38 | \$1,966,121.79 |
| | 1,127 | 413 | \$11,686,473.87 | \$4,604,639.58 |
| SPONSORSHIP | | | | |
| Sponsorship | 135 | 76 | \$2,038,508.91 | \$632,715.00 |
| | 135 | 76 | \$2,038,508.91 | \$632,715.00 |
| SUPPORT FOR ELIGIBLE MUSIC COMPANIES | | | | |
| Business Development | 33 | 20 | \$290,084.90 | \$139,251.00 |
| Business Travel | 685 | 618 | \$1,236,285.72 | \$944,155.29 |
| Songwriter Support for Music Publishers | 9 | 8 | \$69,810.41 | \$63,665.17 |
| | 727 | 646 | \$1,596,181.03 | \$1,147,071.46 |
| TOUR SUPPORT | | | | |
| Comprehensive Artist | 38 | 29 | \$251,229.09 | \$158,689.36 |
| Comprehensive Music Company | 145 | 130 | \$823,634.98 | \$684,326.82 |
| Juried Sound Recording | 177 | 142 | \$1,145,664.14 | \$843,068.20 |
| Live Performance | 243 | 204 | \$3,236,468.01 | \$2,772,825.83 |
| | | | | |
| Marketing & Promotion for Non-FACTOR-Funded Sound Recordings | 30 | 16 | \$228,422.78 | \$131,570.00 |
| | 633 | 521 | \$5,685,419.00 | \$4,590,480.21 |
| VIDEO | | | | |
| Comprehensive Artist | 58 | 56 | \$627,737.79 | \$583,195.70 |
| Comprehensive Music Company | 206 | 177 | \$1,144,922.65 | \$902,430.14 |
| Juried Sound Recording | 330 | 277 | \$2,411,237.61 | \$2,029,888.55 |
| Marketing & Promotion for Non-FACTOR-Funded Sound Recordings | 24 | 4 | \$70,070.84 | \$20,564.50 |
| Video | 73 | 53 | \$1,003,581.31 | \$755,280.78 |
| | 691 | 567 | \$5,257,550.20 | \$4,291,359.67 |
| | | | | |
| TOTAL OFFERS | 6,308 | 4,051 | \$43,962,864.46 | \$27,512,749.03 |

**Foundation Assisting
Canadian Talent on
Recordings**

Financial Statements
March 31, 2020
(expressed in Canadian dollars)



Independent auditor's report

To the Board of Directors of Foundation Assisting Canadian Talent on Recordings

Our opinion

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Foundation Assisting Canadian Talent on Recordings (the Company) as at March 31, 2020 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

What we have audited

The Company's financial statements comprise:

- the statement of financial position as at March 31, 2020;
- the statement of operations for the year then ended;
- the statement of changes in net assets for the year then ended;
- the statement of cash flows for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies.

Basis for opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada. We have fulfilled our other ethical responsibilities in accordance with these requirements.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

PriceWaterhouseCoopers LLP
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PwC refers to PriceWaterhouseCoopers LLP, an Ontario limited liability partnership.



In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

(Signed) "PricewaterhouseCoopers LLP"

Chartered Professional Accountants, Licensed Public Accountants

Toronto, Ontario
July 6, 2020

Foundation Assisting Canadian Talent on Recordings

Statement of Financial Position

As at March 31, 2020

(expressed in Canadian dollars)

| | 2020 | | | 2019 | |
|---|---|--------------------------------|-------------------------------------|-------------|-------------|
| | General fund \$ (unrestricted) | Capital asset fund \$ | Restricted reserve fund \$ | Total \$ | Total \$ |
| Assets | | | | | |
| Current assets | | | | | |
| Cash and cash equivalents | 845,230 | - | - | 845,230 | 701,477 |
| Accounts receivable (note 6) | 1,161,036 | - | - | 1,161,036 | 120,649 |
| Short-term investments | 1,000,000 | - | - | 1,000,000 | - |
| Other assets | 52,735 | - | - | 52,735 | 49,761 |
| | 3,059,001 | - | - | 3,059,001 | 871,887 |
| Investments (note 9) | - | - | 48,243,782 | 48,243,782 | 50,357,281 |
| Property and equipment (note 4) | - | 107,290 | - | 107,290 | 111,352 |
| Intangible assets (note 5) | - | 123,360 | - | 123,360 | 144,623 |
| | 3,059,001 | 230,650 | 48,243,782 | 51,533,433 | 51,485,143 |
| Liabilities | | | | | |
| Current liabilities | | | | | |
| Accounts payable and accrued liabilities (note 7) | 238,517 | - | - | 238,517 | 177,139 |
| Net Assets | 2,820,484 | 230,650 | 48,243,782 | 51,294,916 | 51,308,004 |
| | 3,059,001 | 230,650 | 48,243,782 | 51,533,433 | 51,485,143 |
| Commitments (note 8) | | | | | |

Approved by the Board of Directors of
Foundation Assisting Canadian Talent on Recordings

 Director  Director

The accompanying notes are an integral part of these financial statements.

Foundation Assisting Canadian Talent on Recordings

Statement of Operations

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 | | | 2019 | |
|---|---|--------------------------------|-------------------------------------|-------------|-------------|
| | General fund \$ (unrestricted) | Capital asset fund \$ | Restricted reserve fund \$ | Total \$ | Total \$ |
| Revenue (schedule 1) | 30,880,783 | - | - | 30,880,783 | 18,109,001 |
| Expenditures | | | | | |
| Grants (schedule 2) | 25,238,117 | - | - | 25,238,117 | 19,486,004 |
| Administrative expenses (schedule 3) | 2,550,441 | - | - | 2,550,441 | 2,515,232 |
| | 27,788,558 | - | - | 27,788,558 | 21,981,236 |
| Excess (deficiency) of revenue over expenditures before the following | 3,092,225 | - | - | 3,092,225 | (3,872,235) |
| Investment income (note 9) | 73,093 | - | 393,389 | 466,482 | 460,830 |
| (Decrease) increase of change in unrealized gain on investments (note 9) | - | - | (3,506,888) | (3,506,888) | 1,684,567 |
| Depreciation of property and equipment | - | (37,064) | - | (37,064) | (32,300) |
| Amortization of intangible assets | - | (27,843) | - | (27,843) | (79,172) |
| | 73,093 | (64,907) | (3,113,499) | (3,105,313) | 2,013,925 |
| Excess (deficiency) of revenue over expenditures for the year | 3,165,318 | (64,907) | (3,113,499) | (13,088) | (1,858,310) |

The accompanying notes are an integral part of these financial statements.

Foundation Assisting Canadian Talent on Recordings

Statement of Changes in Net Assets

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 | | | 2019 | |
|---|---|--------------------------------|-------------------------------------|-------------|-------------|
| | General fund \$ (unrestricted) | Capital asset fund \$ | Restricted reserve fund \$ | Total \$ | Total \$ |
| Balance – Beginning of year | 694,748 | 255,975 | 50,357,281 | 51,308,004 | 53,166,314 |
| Excess (deficiency) of revenue over expenditures for the year | 3,165,318 | (64,907) | (3,113,499) | (13,088) | (1,858,310) |
| Interfund transfers (note 10) | (1,039,582) | 39,582 | 1,000,000 | - | - |
| Balance – End of year | 2,820,484 | 230,650 | 48,243,782 | 51,294,916 | 51,308,004 |

The accompanying notes are an integral part of these financial statements.

Foundation Assisting Canadian Talent on Recordings

Statement of Cash Flows

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 \$ | 2019 \$ |
|---|--------------|--------------|
| Cash provided by (used in) | | |
| Operating activities | | |
| Deficiency of revenue over expenditures for the year | (13,088) | (1,858,310) |
| Adjustments for non-cash items | | |
| Depreciation of property and equipment | 37,064 | 32,300 |
| Amortization of intangible assets | 27,843 | 79,172 |
| Increase (decrease) of change in unrealized gain on investments | 3,506,888 | (1,664,567) |
| Realized gains on investments | (393,389) | (431,584) |
| | 3,165,318 | (3,842,989) |
| Changes in non-cash working capital items | | |
| Accounts receivable | (1,040,387) | (80,134) |
| Other assets | (2,974) | (3,410) |
| Accounts payable and accrued liabilities | 61,378 | 11,599 |
| | 2,183,335 | (3,914,934) |
| Investing activities | | |
| Purchase of investments | (18,278,647) | (12,546,400) |
| Sale of investments | 9,778,648 | 11,447,976 |
| Sale of short-term investments | 6,500,000 | 5,500,000 |
| Purchase of property and equipment | (39,583) | (13,918) |
| | (2,039,582) | 4,387,658 |
| Increase in cash and cash equivalents during the year | 143,753 | 472,724 |
| Cash and cash equivalents – Beginning of year | 701,477 | 228,753 |
| Cash and cash equivalents – End of year | 845,230 | 701,477 |
| Cash and cash equivalents are allocated as follows | | |
| General fund | 845,230 | 701,477 |
| Cash and cash equivalents comprise | | |
| Cash | 845,230 | 701,477 |

The accompanying notes are an integral part of these financial statements.

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

1 General

Foundation Assisting Canadian Talent on Recordings (FACTOR or the Foundation) was incorporated as a not-for-profit organization without share capital on June 17, 1982, under the Canada Corporations Act.

FACTOR provides funding by way of grants to Canadian individuals and groups in the music recording industry in order to promote and foster Canadian talent. FACTOR receives and disburses funds, pursuant to agreements with the Government of Canada, under the Department of Canadian Heritage's New Musical Works and Collective Initiatives programs. The current contract with the Government of Canada expires on March 31, 2025. Financial contributions received from Canada's private radio industry are likewise distributed by FACTOR to individuals and groups in the Canadian music industry.

Pursuant to the Income Tax Act (Canada), FACTOR is classified as a not-for-profit organization and therefore is not subject to income taxes.

2 Basis of presentation

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO) issued by the Canadian Accounting Standards Board applied within the framework of the accounting policies summarized below.

3 Summary of significant accounting policies

Fund accounting

FACTOR follows the deferral method of accounting for contributions.

The general fund accounts for the Foundation's general operating activities. The net assets represent the accumulation of surplus private and Government of Canada contributions and investment income earned thereon after interfund transfers.

The capital asset fund records capital asset purchases and proceeds of disposition and the related amortization of these assets.

During 2011, the board of directors authorized the creation of the restricted reserve fund for long-term investments and related investment income. This fund will not be used for operational purposes and is not available for any other purpose without approval of the board of directors.

Revenue recognition

Unrestricted contributions are recognized as revenue when received or receivable if the amounts can be reasonably estimated and collection thereof is reasonably assured. Restricted contributions are deferred and recognized as revenue as the related expenses are incurred.

(1)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

Investment income including interest, realized gains (losses) and unrealized gains (losses) is recognized as revenue when earned.

Cash and cash equivalents

Cash and cash equivalents include short-term deposits with maturities of less than 90 days and are recorded at fair value.

Property and equipment

Property and equipment are recorded in the capital asset fund at cost and are amortized over their estimated useful lives using the following methods and annual rates:

| | |
|-------------------------|----------------------------------|
| Computer equipment | 30% – 100% declining balance |
| Furniture and equipment | 20% declining balance |
| Leasehold improvements | straight-line over term of lease |

Intangible assets

Intangible assets are recorded in the capital asset fund at cost less accumulated amortization and include developed computer software with a finite useful life. The Foundation has chosen to capitalize qualifying development costs in the statement of financial position. These assets are amortized on a straight-line basis over their estimated useful lives of seven years.

Impairment of long-lived assets

The Foundation tests for impairment whenever events or changes in circumstances indicate the carrying value of the assets may not be recoverable. Recoverability is assessed by comparing the carrying value to the projected future net cash flows the long-lived assets are expected to generate through their direct use and eventual disposition. When a test for impairment indicates the carrying value of an asset is not recoverable, an impairment loss is recognized to the extent the carrying value exceeds fair value.

Contributed services

Members of FACTOR's board of directors, members of the National Advisory Board and unpaid volunteers from the music industry donate their time without monetary compensation. Because of the difficulty of determining the fair value of the contributed services, the value of these services is not recognized in the financial statements.

Use of estimates

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

(2)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

Financial instruments

Short-term investments comprise guaranteed investment certificates (GICs) with maturities of less than one year. Investments comprise pooled funds.

The Foundation records cash and cash equivalents, accounts receivable, short-term investments and accounts payable and accrued liabilities at amortized cost.

The Foundation records investments in equity securities that are quoted in an active market at fair value in the statement of financial position with changes in fair value recorded in the statement of operations.

Financial assets are tested for impairment at the end of each reporting period when there are indications the assets may be impaired.

Related parties

Related party transactions are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

4 Property and equipment

| | 2020 | | |
|-------------------------|------------|-----------------------------------|-----------|
| | Cost \$ | Accumulated depreciation \$ | Net \$ |
| Computer equipment | 383,452 | 377,076 | 6,376 |
| Furniture and equipment | 289,897 | 250,959 | 38,938 |
| Leasehold improvements | 164,097 | 102,121 | 61,976 |
| | 837,446 | 730,156 | 107,290 |
| | 2019 | | |
| | Cost \$ | Accumulated depreciation \$ | Net \$ |
| Computer equipment | 372,650 | 359,409 | 13,241 |
| Furniture and equipment | 267,698 | 238,450 | 29,248 |
| Leasehold improvements | 164,097 | 95,234 | 68,863 |
| | 804,445 | 693,093 | 111,352 |

(3)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

5 Intangible assets

| | 2020 | | |
|-------------------|------------|-----------------------------------|-----------|
| | Cost \$ | Accumulated amortization \$ | Net \$ |
| Computer software | 700,417 | 577,057 | 123,360 |
| | 2019 | | |
| | Cost \$ | Accumulated amortization \$ | Net \$ |
| Computer software | 693,837 | 549,214 | 144,623 |

6 Accounts receivable

Accounts receivable comprise the following:

| | 2020 \$ | 2019 \$ |
|-------------------------------|------------|------------|
| Due from other companies | 21,000 | 8,270 |
| Due from Government of Canada | 1,140,038 | 112,379 |
| | 1,161,038 | 120,649 |

7 Accounts payable and accrued liabilities

Accounts payable and accrued liabilities comprise the following amounts:

| | 2020 \$ | 2019 \$ |
|------------------------|------------|------------|
| Trade accounts payable | 102,577 | 45,315 |
| Professional fees | 37,127 | 43,107 |
| Vacation accrual | 73,813 | 63,717 |
| Bonus accrual | 25,000 | 25,000 |
| | 238,517 | 177,139 |

(4)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

8 Commitments

Grants

As at year-end, FACTOR is committed to advancing funds in the future totalling approximately \$9,256,174 (2019 – \$7,357,408) as grants to recipients. Because certain conditions must be met before such grants are made, these amounts have not been recorded as liabilities.

The following is the breakdown of the amounts that remain outstanding as at March 31, 2020:

| | Initial commitment \$ | Payment made to date \$ | Remaining commitment balance \$ |
|-----------------------------------|-----------------------------|-------------------------------|--|
| Before April 1, 2019 | 2,145,906 | 1,339,370 | 806,536 |
| April 1, 2019 – December 31, 2019 | 7,971,530 | 3,941,454 | 4,030,076 |
| January 1, 2020 – March 31, 2020 | 7,418,274 | 2,998,712 | 4,419,562 |
| | 17,535,710 | 8,279,536 | 9,256,174 |

Leases

Effective June 20, 2012, the Foundation entered into a lease agreement to rent office space for a period of ten years. The approximate future annual minimum lease payments are as follows:

| | Office space \$ |
|------|--------------------|
| 2021 | 239,000 |
| 2022 | 242,000 |
| 2023 | 61,000 |
| | 542,000 |

9 Investments

During the year, the investments changed in value as follows:

| | 2020 \$ | 2019 \$ |
|---|-------------|--------------|
| Opening balance | 50,357,281 | 52,162,706 |
| Purchases | 10,778,648 | 7,548,400 |
| Sales | (9,778,648) | (11,447,976) |
| Realized gains | 393,389 | 431,584 |
| Increase (decrease) of change in unrealized gain on investments | (3,506,888) | 1,664,567 |
| | 48,243,782 | 50,357,281 |

(5)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

10 Interfund transfers

During the year, \$39,582 (2019 – \$13,918) was transferred to the capital asset fund from the general fund. In addition, \$1,000,000 was transferred from the investments of the unrestricted general fund to the investments of the restricted reserve fund. These transfers were approved by the board of directors.

11 Financial instruments

The Foundation's investment activities may expose it to a variety of financial risks, including credit risk, liquidity risk, interest rate risk, market risk and currency risk. The following provides an overview of the risks associated with these investments.

Credit risk

Credit risk is the risk a counterparty to a financial instrument will fail to perform its obligations. The carrying value of financial assets represents the maximum credit risk exposure. The Foundation's credit risk on investments is concentrated in a portfolio of pooled funds held entirely with one counterparty. The Foundation invests primarily in a portfolio of marketable securities and GICs and its accounts receivable are primarily due from the Government of Canada. Therefore, exposure to credit risk is not significant.

Liquidity risk

Liquidity risk is the risk FACTOR will not be able to meet its obligations as they come due. The financial obligations of FACTOR include liabilities, which are short-term in nature, and grants commitments. FACTOR has invested in marketable securities and GICs for which a secondary market exists and thus these funds are determined to be liquid. FACTOR has sufficient funds to settle its obligations. Therefore, exposure to liquidity risk is not significant.

Interest rate risk

Interest rate risk is the risk a change in interest rates will adversely affect the fair value of fixed income securities or cause fluctuations in future cash flows of a financial instrument. The Foundation's exposure to interest rate risk is concentrated in its investments in GICs and its investments in fixed income pooled funds, which comprise 60% of the Foundation's investment portfolio. The Foundation does not hold any variable rate debt.

Market risk

Market risk is the risk the future cash flows of a financial instrument will fluctuate due to changes in market prices. The Foundation is exposed to fluctuations in the yield on its investments in Canadian and foreign equity pooled funds, which comprise 40% of the Foundation's investment portfolio.

(6)

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements

March 31, 2020

(expressed in Canadian dollars)

Currency risk

Currency risk is the risk the fair value of a financial instrument will fluctuate due to changes in foreign exchange rates. The Foundation invests in equity securities that hold investments priced in currencies other than the Canadian dollar. The Foundation is therefore exposed to currency risk on its investments in foreign equity pooled funds, which comprise 30% of the Foundation's investment portfolio.

12 Related party transactions

During the year, FACTOR approved grants, in the normal course of operations, to related organizations in the amount of \$1,060,314 (2019 – \$924,993) and extended payments in the amount of \$513,139 (2019 – \$463,120), which are included in the statement of operations as grants. Total outstanding commitments to these parties amounted to \$547,176 as at March 31, 2020 (2019 – \$461,873), which are disclosed as commitments in note 8. The parties are related by virtue of the fact the recipients have representation on FACTOR's board of directors.

Transactions with related parties increased in 2020 due to including Arts & Crafts Inc. in the related parties list. Amy Eligh is currently a director at Arts & Crafts Inc. Total amounts of approved grants, extended payments and outstanding commitments to Arts & Crafts Inc. in 2020 were \$142,839, \$72,597 and \$70,242, respectively. The level of funding Arts & Crafts Inc. received in 2020 was consistent with prior year.

(7)

Foundation Assisting Canadian Talent on Recordings

Schedule of Revenue

Schedule 1

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 \$ | 2019 \$ |
|---|-------------------|-------------------|
| Public | | |
| Canadian Music Fund contributions | | |
| New Musical Works Program | 9,615,848 | 6,918,184 |
| Collective Initiatives Program | 4,930,860 | 3,082,417 |
| | <u>14,546,708</u> | <u>10,000,601</u> |
| Private | | |
| Broadcasters' contributions | | |
| Tangible benefits | 2,510,083 | 2,956,531 |
| Canadian content development | | |
| Basic | 1,279,823 | 1,530,181 |
| Over and above | 808,060 | 486,088 |
| Canadian Radio-television and Telecommunications Commission | 4,550,582 | - |
| Stingray Radio | 1,815,655 | 193,108 |
| Sirius XM | 5,369,872 | 2,962,492 |
| | <u>16,334,075</u> | <u>8,108,400</u> |
| | <u>30,880,783</u> | <u>18,109,001</u> |

Foundation Assisting Canadian Talent on Recordings

Schedule of Grants

Schedule 2

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 \$ | 2019 \$ |
|--|-------------------|-------------------|
| Sound recording production | | |
| Comprehensive music company | 1,380,912 | 987,756 |
| Comprehensive artist | 776,100 | 702,884 |
| Artist development | 1,056,909 | 533,791 |
| Juried sound recording | 1,682,222 | 1,455,452 |
| | <u>4,896,143</u> | <u>3,679,883</u> |
| Marketing | | |
| Comprehensive music company | 2,592,573 | 1,701,437 |
| Comprehensive artist | 1,412,855 | 1,010,929 |
| Juried sound recording | 3,979,897 | 2,764,019 |
| Marketing and promotion for FACTOR funded sound recordings (where album funded prior to April 1, 2013) | - | 4,442 |
| Marketing and promotion for non-FACTOR funded sound recordings | 395,471 | 241,491 |
| Tour support | 2,375,990 | 2,625,058 |
| Showcase | 1,037,690 | 949,709 |
| Video | 515,796 | 305,188 |
| | <u>12,310,072</u> | <u>9,602,273</u> |
| Other | | |
| Business travel | 958,001 | 881,270 |
| Business development | 129,370 | 165,197 |
| Program travel expenses | 170,492 | 121,068 |
| Songwriter's workshop | 33,699 | 14,573 |
| Sponsorship | 811,965 | 498,300 |
| Regional affiliates | 514,997 | 348,934 |
| Radio marketing | 340,425 | 386,804 |
| | <u>2,958,949</u> | <u>2,416,146</u> |
| Collective initiative program | | |
| Industry events | 2,682,980 | 1,770,399 |
| Showcase production for artists from official language minority communities | 402,785 | 414,553 |
| Showcase production for export ready artists | 1,637,785 | 1,025,623 |
| Digital marketing | 349,403 | 533,404 |
| Export showcase artist support | - | 25,000 |
| | <u>5,072,953</u> | <u>3,768,979</u> |
| Loan repayment | | |
| Repayments | - | (1,277) |
| | <u>25,238,117</u> | <u>19,466,004</u> |

Foundation Assisting Canadian Talent on Recordings

Schedule of Administrative Expenses

Schedule 3

For the year ended March 31, 2020

(expressed in Canadian dollars)

| | 2020 \$ | 2019 \$ |
|--|------------------|------------------|
| Salaries and benefits | 1,722,118 | 1,750,481 |
| Occupancy costs | 230,768 | 241,376 |
| Equipment rentals and repairs | 69,239 | 62,647 |
| Automobiles and travel | 61,772 | 49,843 |
| Publicity, promotion and meetings | 64,286 | 85,991 |
| Professional fees | 142,650 | 94,634 |
| Office and general | 33,820 | 21,676 |
| Consulting | 68,358 | 49,533 |
| Subscription | 17,189 | 18,969 |
| Professional development | 52,388 | 48,848 |
| Courier and postage | 1,824 | 3,040 |
| IT development and maintenance | 54,245 | 61,068 |
| Telephone and communications | 21,046 | 17,892 |
| Insurance | 10,740 | 9,234 |
| | <u>2,550,441</u> | <u>2,515,232</u> |

FEMME WAVE FUN HOUSE 2019
PHOTO CREDIT — ELIZABETH CAMERON ARTIST — HUA LI



