

FACTOR

2020 —————> 2021

Annual Report

FACTOR

Canada





ARTIST: NEFE  
PHOTO COURTESY OF: HONEY JAM



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# About the Foundation

FACTOR, the 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 administers contributions from private radio broadcasters as well as 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). The activities receiving FACTOR investment can be individual or collective and are considered to have three laneways: Artist, Company, and Community. Support is provided to Canadian recording artists, songwriters, managers, labels, publishers, event producers, and distributors through various programs, at every stage of their careers.

As part of a unique cultural initiative, FACTOR supports many facets of the infrastructure for artists and music entrepreneurs to progress into the international arena. Exceptional Canadian talent is recognized at home and internationally—and FACTOR's model of public-private cooperation contributes to the success of countless artists.

With funding and services designed to assist the spectrum of musical expressions and talent, FACTOR is committed to reflecting the diversity of the Canadian population in its programs and operations while also promoting inclusiveness within the broader Canadian music sector.

# Letter from Steve Parsons, Chair of FACTOR's Board of Directors

A recurring theme of the letter from the Chair has been to acknowledge or highlight change—funding amounts for programs, work FACTOR is doing at home and abroad, how the independent music sector is transitioning or growing in given areas. Fiscal 2020 saw significant changes: some of which we initiated, some which were anticipated, some we did not foresee.

The funding of FACTOR from the Canada Music Fund and Canada's private radio broadcasters has seen continued growth over the last several fiscal years and it is gratifying to say that FACTOR is funding more recordings, assisting a greater number of artists, and supporting more community festivals, awards, and conferences than at any time previously. Knowing that our investment in an artist such as JUNO Award-winning, platinum-selling Alexandra Stréliski, to cite but one example, has played a role in helping achieve her milestones of success is reflective of the aims and purpose of FACTOR. Simultaneously, there is greater demand, more creative voices, more communities deserving of funding than program capacity can fulfill and there's a delicate balance in finding the ways to cast our funds over the broadest areas of Canada to have the greatest impact.

2020 was a year of life-changing impacts everywhere: climate calamities, movements for social justice, and global pandemic which brought much of routine to a halt. The music sector was hard hit, as album launches were shelved when supporting tours could no longer proceed in the face of restricted travel. The ecosystem of artists, cultural workers, venues, managers, label teams, and more found itself in stasis with

imminent threat of financial collapse. FACTOR undertook an unprecedented role of disbursing emergency funding first in May and again in July, with over \$21million across nearly 600 projects. This, in addition to FACTOR's ongoing program work, meant a busy year for staff and Board alike. The story of emergency funding did not end at the close of the fiscal year and will continue into next year's Annual Report.

The Board itself underwent several changes this year; we ratified a proposal to add two seats and welcomed Tegan Quin and Chris Smith as incoming Directors. Bringing their invaluable experience to the table can only better inform the process of guiding FACTOR through a period of renewal. A loss at the Board level was a gain for the foundation and we're very glad to continue working with our former Chair, now President and CEO of FACTOR, Meg Symysk.



Steve Parsons,  
Chair of FACTOR's Board of Directors

# Letter from Meg Symysk, FACTOR's President & CEO

Fiscal 2020 was marked by several transitions for FACTOR and great shifts for our clients. I am so very proud to observe the creativity, resilience, and vitality of the Canadian independent music sector has stood in determined contrast to our trying times. It would also be an understatement to describe it as a challenging year, where FACTOR was able to perform not only its traditional investment role but also provided much-needed emergency support to clients in the wider live sector who were not normally recipients of funding.

Among the benefits of being entrusted with this critical work has been an increase in the number of key stakeholders of the community that FACTOR interacts with and also the frequency and variety of communication. Being in step with the needs of the sector is essential to tailoring programs which can address not only the urgencies of today but nurture the vigor of an industry which must survive, thrive, and emerge healthy from the trials of this era. More artists and their wider teams, representing many industry sectors, are coming to FACTOR for addressing areas in need of reinforcement or reimagining.

In concert with our Francophone organization Musicaction, and Canada Music Fund at the Dept of Heritage, our federal public funding partner, a collective modernization of the intentions and desired outcomes of programs has been underway and continues to grow in scope. The promotion of equity, diversity, and inclusion is only more essential with the severe pressures of Covid-19 affecting equity-seeking communities. Increasing accessibility, expanding eligibility to a wider variety of companies supporting artists, making

funding more flexible, and incentivizing companies to diversify their early career artist investments are some of the ways in which the industry can be strengthened for all.

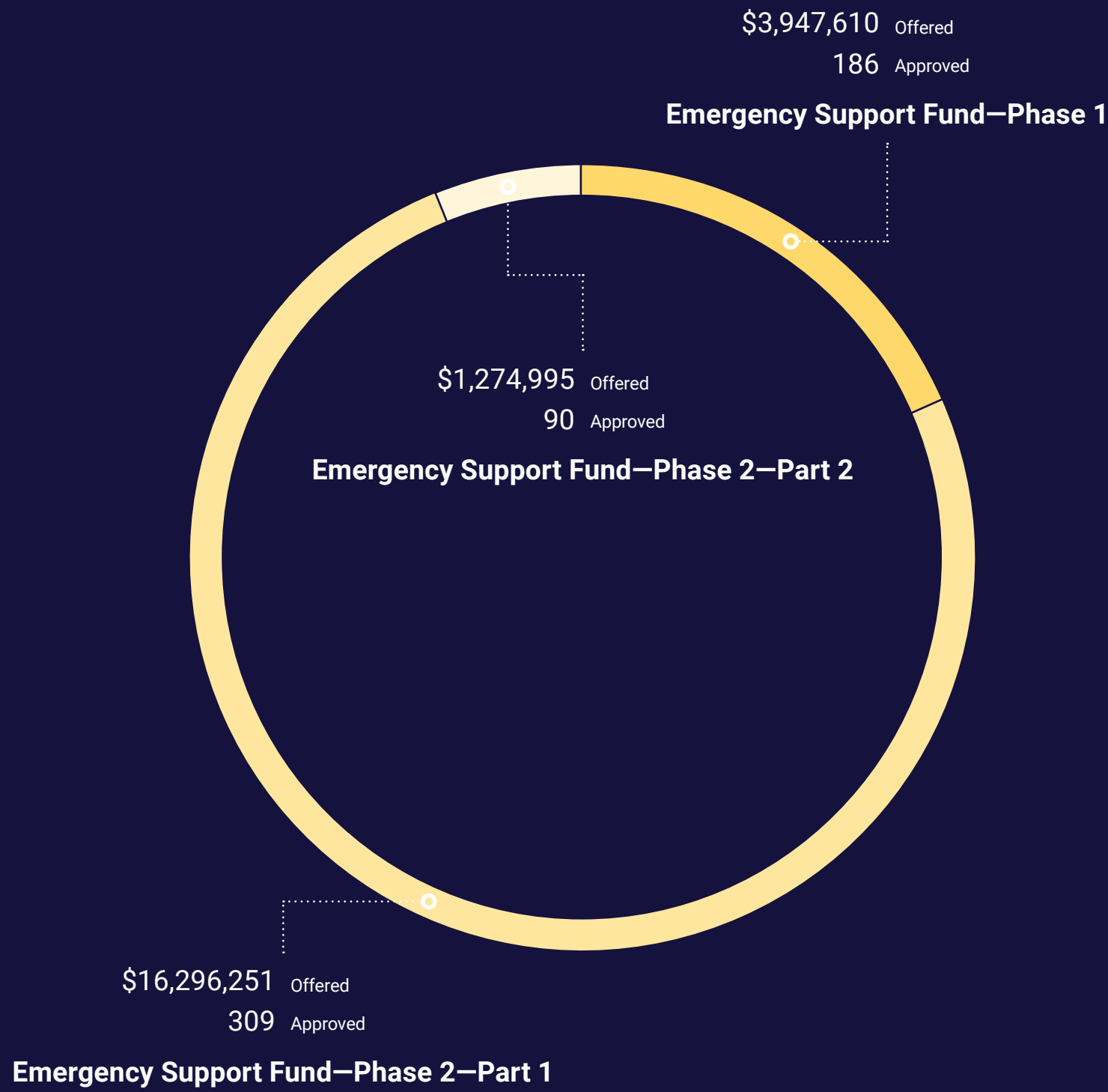
Following the transition period of FACTOR's decade-serving leader, Duncan McKie, my arrival came mid-year and mid-emergency. My goal as President and CEO is not only ensure that our programs are performing in line with their aims, but that FACTOR remains adaptable to the changing nature of an industry which will continue to balance an expanding digital universe with the goal of connecting at a personal level.

In the coming months, FACTOR will celebrate 40 years of service to the Canadian independent music industry. The ways in which an artist might engage with their audience are wildly more varied today than when this work began but the essence of the mission hasn't changed—because it's still rooted in the song—those that create it and those that amplify it—and amplifying the voice of the artist across Canada and around the world will continue to be our mandate and our source of pride.



Meg Symysk,  
FACTOR's President & CEO

# Emergency Support Fund



## COVID-19 Emergency Support Fund

**\$21,518,856**

Offered in Emergency Support Funding across

**585**

Projects

On May 8, 2020, the Prime Minister, along with the Minister of Canadian Heritage, announced details on the COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations. This \$500 million fund, intended to complement the Government of Canada’s existing COVID-19 emergency measures, provided additional temporary relief to cultural, heritage, and sport organizations facing significant financial losses due to the COVID-19 pandemic.

FACTOR helped disburse this emergency support fund as an independent administrator of the Individual Initiatives and Collective Initiatives components of the Canada Music Fund (CMF). Other distributors included Musicaction, the Canada Council for the Arts, the Canada Media Fund, and Telefilm Canada.

In addition to funding customary CMF-supported activities such as the promotion and marketing of Canadian sound recordings, the emergency fund could be applied toward salaries and benefits, professional fees as well as artists’ fees, administrative expenses, and fixed operational costs, as well as contractual or financial obligations related to touring or other canceled music events. Expenses normally reimbursed at 75 or 100% did not change, while those formerly reimbursed at 50% were raised to 75%.

On July 7, 2020, the Department of Canadian Heritage announced the final components of Phase 2 of the COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations. Phase 2 included temporary support for Canada’s live music industry as well as recording studios and other companies and organizations that did not receive funding under Phase 1. This included artist managers, booking agents, concert promoters, for-profit festivals, and venues.

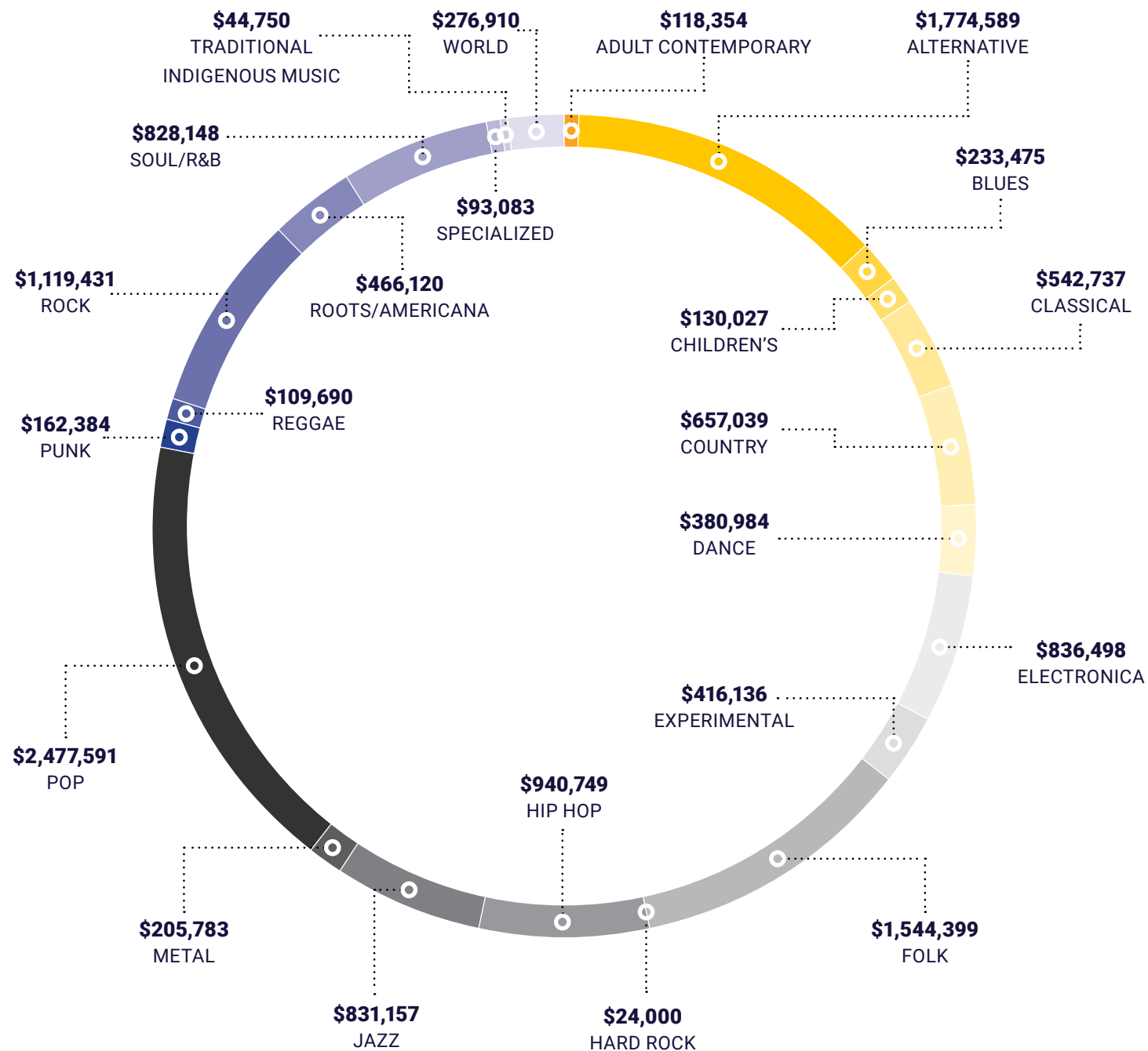
Phase 2 continued with a \$5 million Part II fund - targeting Canadian-owned recording studios, music video producers, record labels, and music publishers who were not recipients of the CMF.

The music industry can be an unpredictable environment in any year and one of FACTOR’s roles is to bring a measure of stability to the marketplace where possible, through investment in artists and companies navigating shifting conditions. The emergency funds were a bulwark against the COVID waves—so that Canadian voices continue to be heard during the dark hours and, importantly, that the Canadian music industry were positioned to build back better following the storm. Alas, the emergency needs did not subside in fiscal 2020-2021 and this theme will again be picked up in next year’s Annual Report.

# Funding Offered by Genre

Total Offered

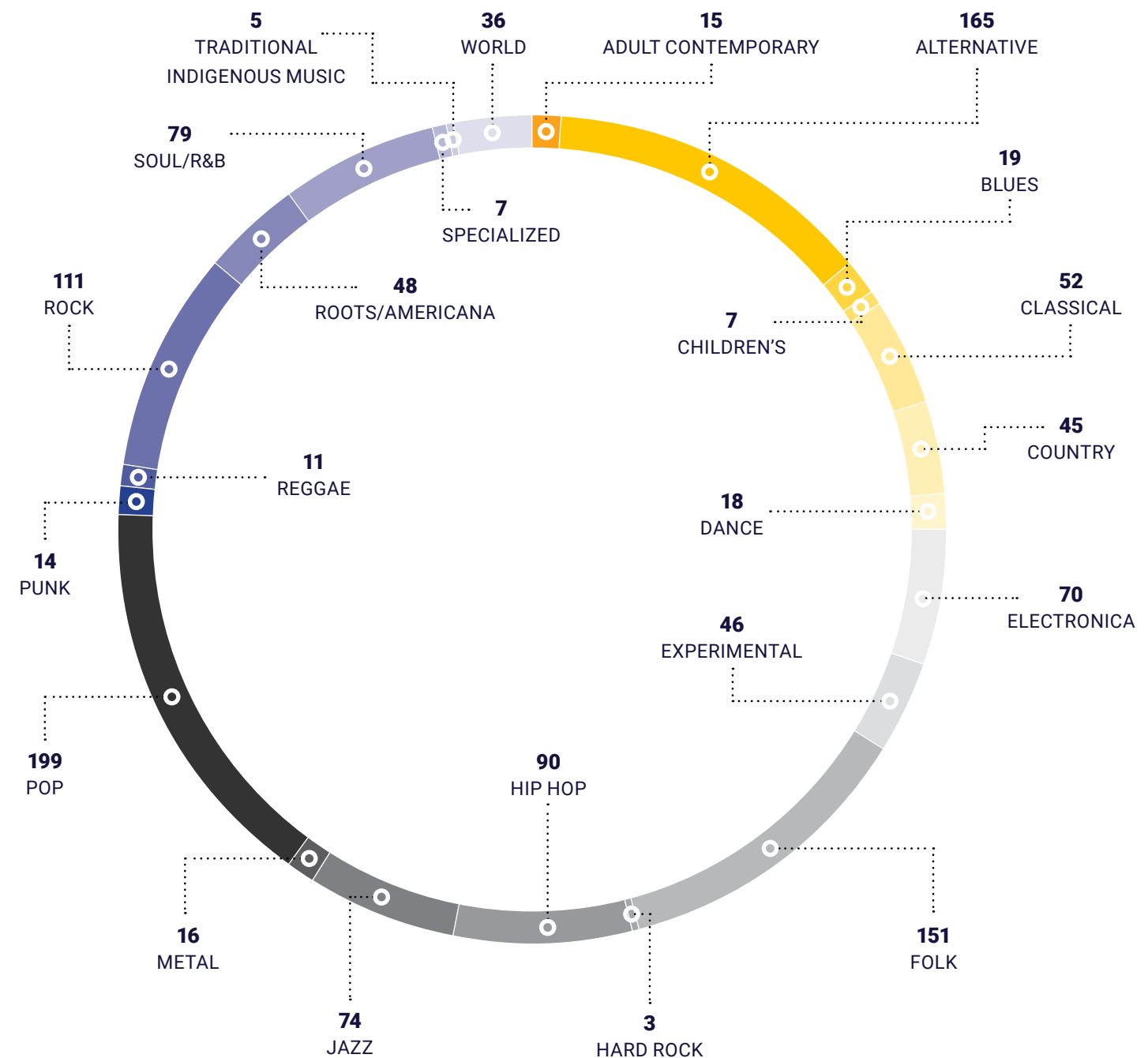
**\$14,214,031**



# Applications Approved by Genre

Total Approved

**1,281**

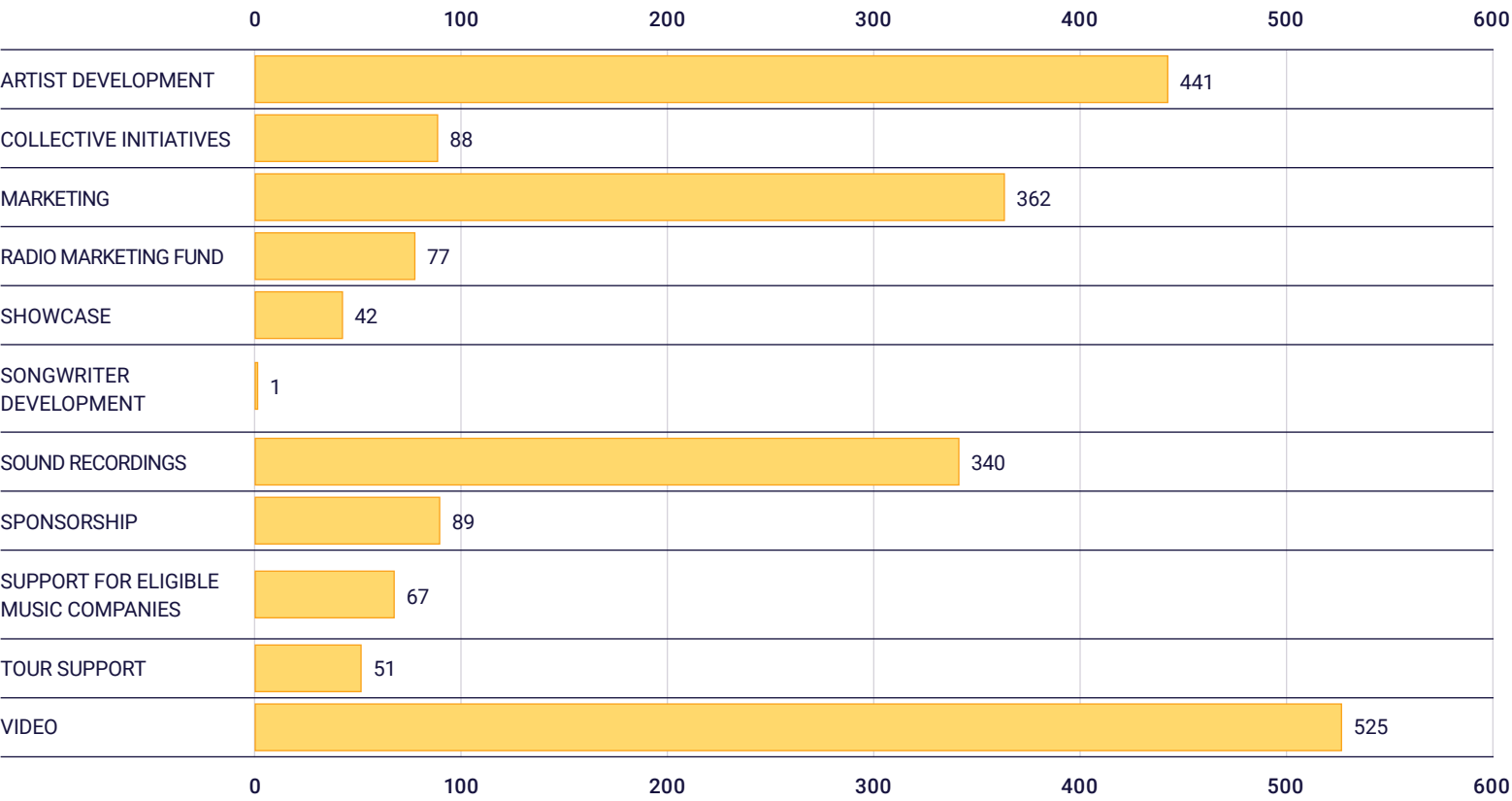
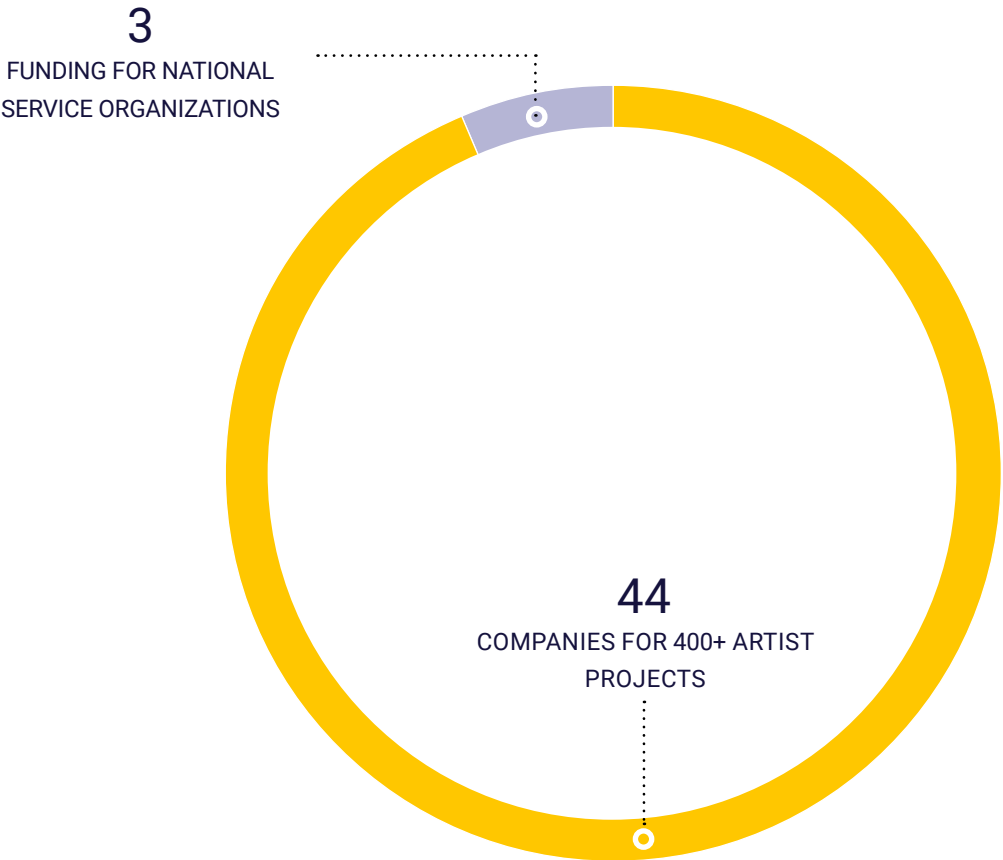
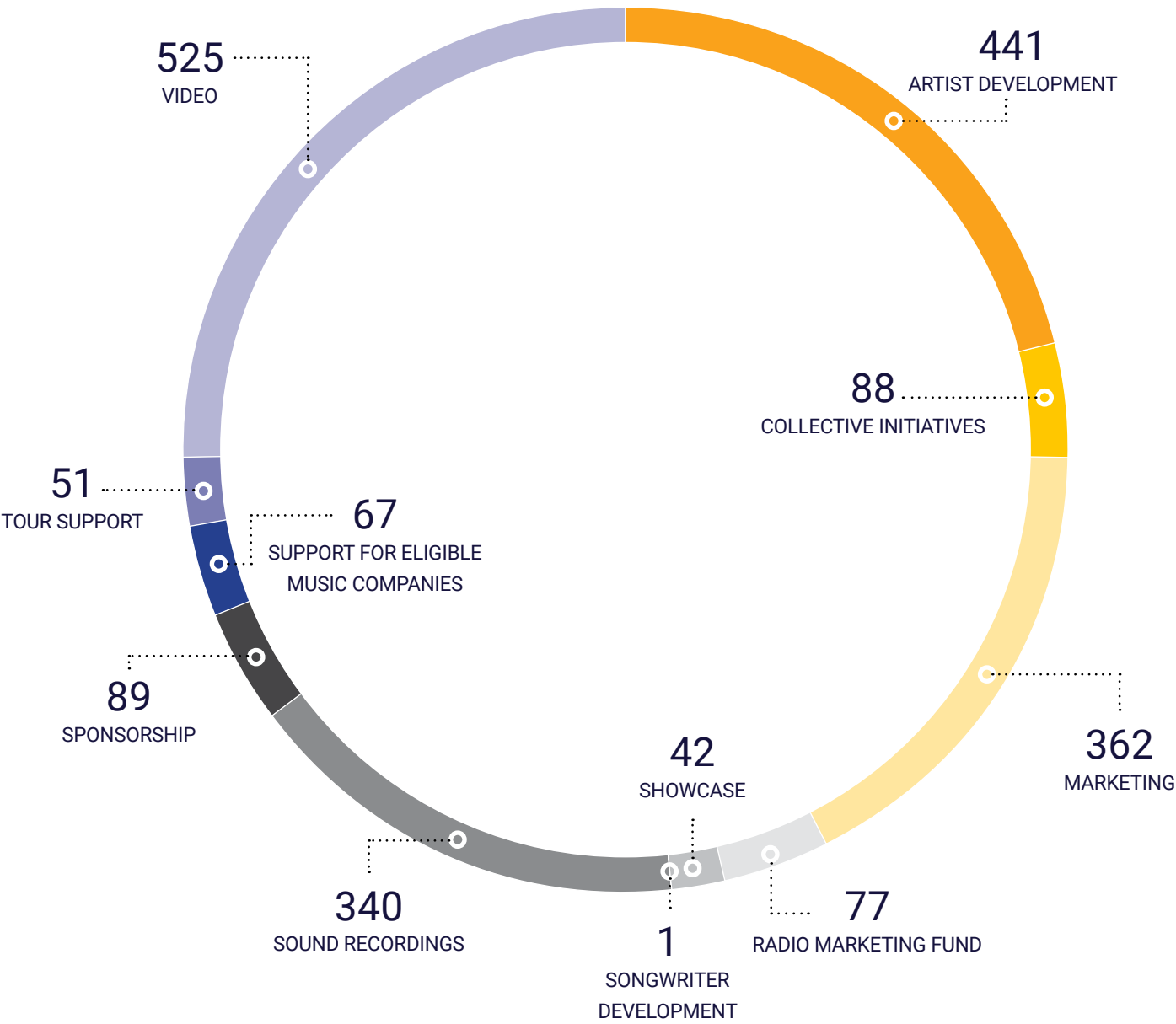


# Applications Approved Components

Total Approvals

2,130  
Approved

4,688  
Submitted



For full program and component breakdown see Year-End Snapshot on page 64

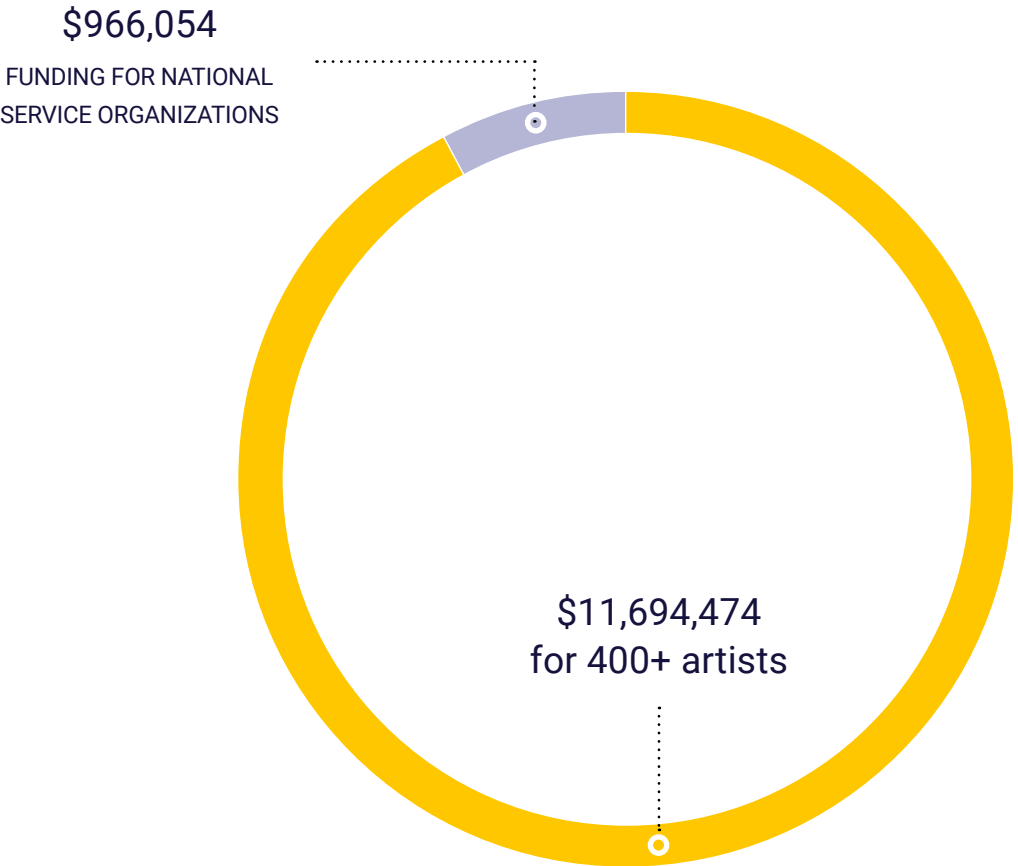
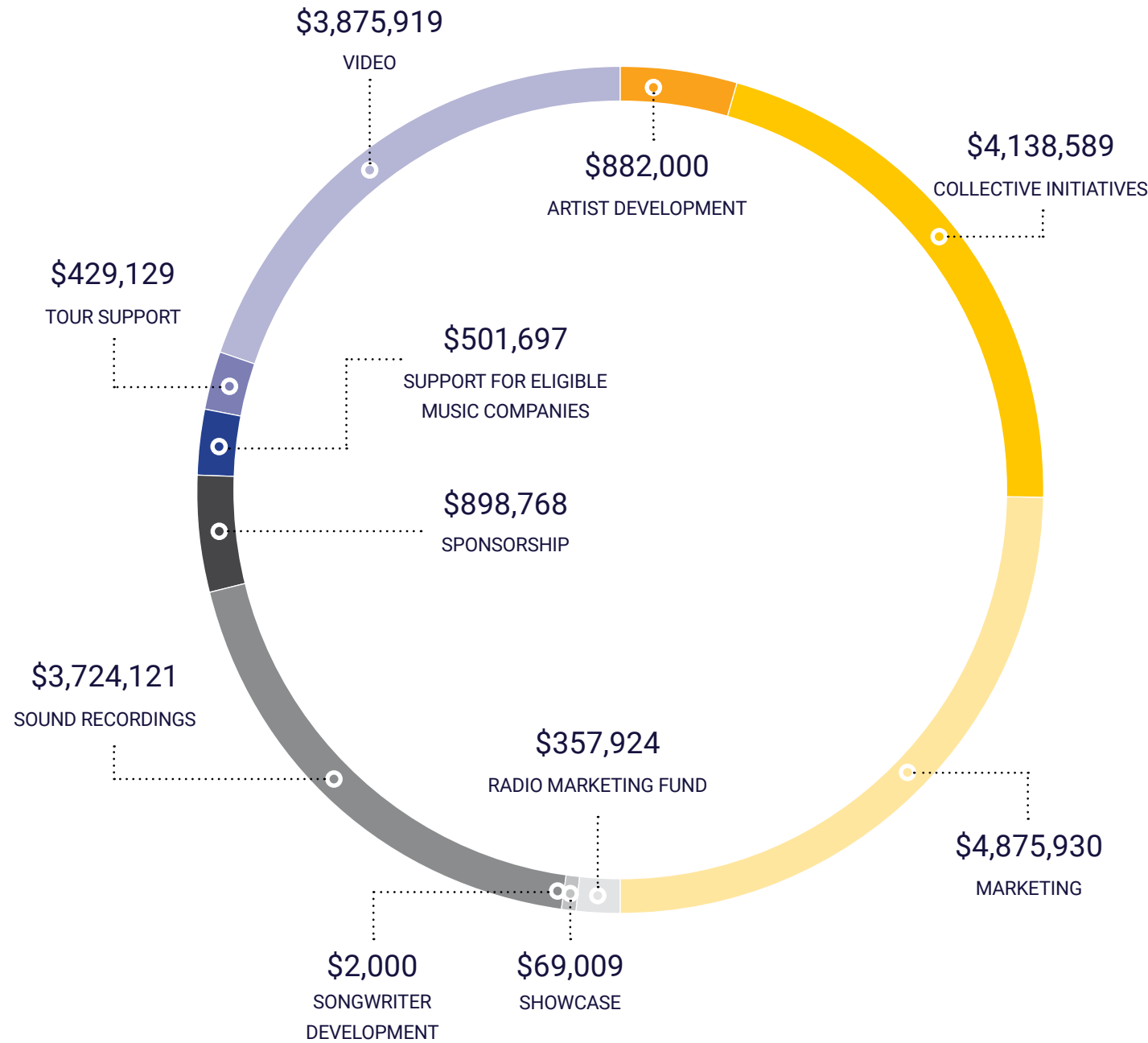


# Funding Offered by Component

Total Offers

**\$32,415,614**  
Approved

**\$40,593,617**  
Requested



	\$0	\$1,000,000	\$2,000,000	\$3,000,000	\$4,000,000	\$5M
ARTIST DEVELOPMENT		\$ 882,000				
COLLECTIVE INITIATIVES					\$ 4,138,589	
MARKETING					\$ 4,875,930	
RADIO MARKETING FUND		\$ 357,924				
SHOWCASE		\$ 69,009				
SONGWRITER DEVELOPMENT		\$ 2,000				
SOUND RECORDINGS					\$ 3,724,121	
SPONSORSHIP		\$ 898,768				
SUPPORT FOR ELIGIBLE MUSIC COMPANIES		\$ 501,697				
TOUR SUPPORT		\$ 429,129				
VIDEO					\$ 3,875,919	
	\$0	\$1,000,000	\$2,000,000	\$3,000,000	\$4,000,000	\$5M

For full program and component breakdown see Year-End Snapshot on page 64

# Korea Town Acid

Korea Town Acid is a Seoul-born, Toronto based producer/DJ. Over the past decade KTA's signature futuristic delivery, compatible as a DJ set or with live hardware synths, has garnered her global attention. She has showcased in Seoul, New York, Athens, Berlin, London, and Helsinki, as well as throughout Canada.

Her entirely self-produced debut LP *Metamorphosis* was recorded in Toronto at the height of the COVID-19 pandemic. Mixed and mastered by Dave Cooley (J Dilla, MF Doom), the ten-track record features a range of collaborations from Toronto based artist DESIIRE, U.K based Korean pianist and rapper Pianwooo, Seoul rapper PNSB, and more.

*Metamorphosis* was released via URBNET and was funded by FACTOR.

"When URBNET reached me out, I knew they were a more hip hop based, beats oriented label. I wanted to engage with the rap/hip hop side of me, I was just discovering lots of underground rappers and beats from Seoul."

Since its release in May 2021, the album has received positive feedback from Resident Advisor, Bandcamp, Visla Korea, Exclaim!, NOW Magazine, and Complex Canada.

"FACTOR helped me push my boundaries and focus in this pandemic year. I felt that FACTOR and URBNET gave me 100% creative control and direction, which allowed me to explore my next sound in freedom. I really appreciate that".

PHOTO CREDIT: @PLASTIQUEFAMILLE.ORG

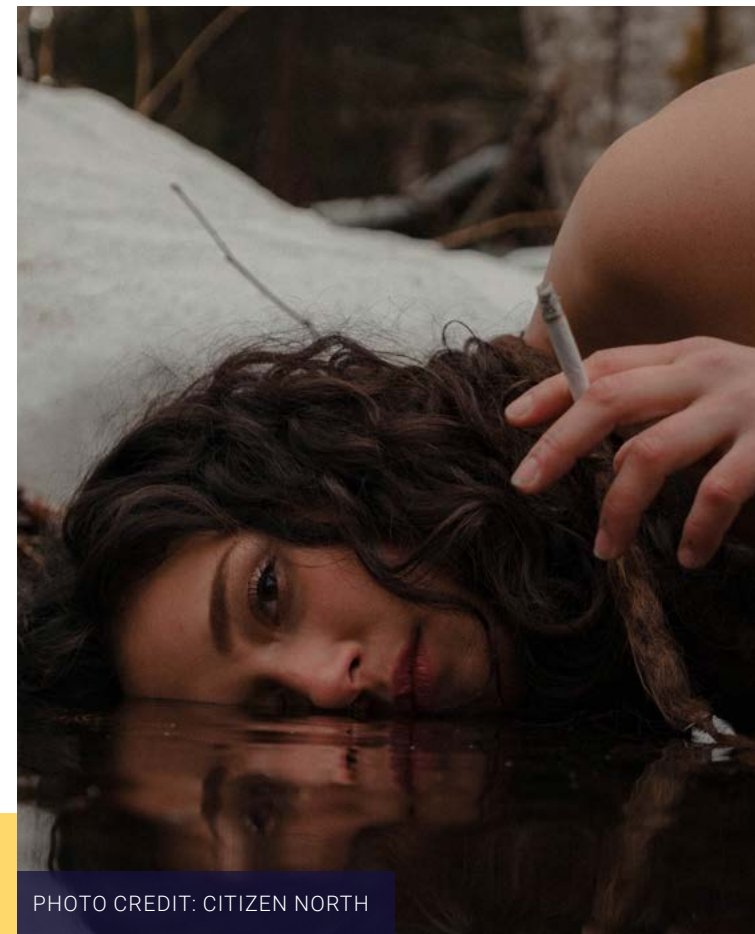


PHOTO CREDIT: CITIZEN NORTH

# Ruby Waters

Over the past year, despite the many changes our world has seen from the impacts of COVID-19, Ruby managed to charge forward with releasing her latest EP project and growing her fanbase. FACTOR being one of the largest contributors behind her campaign, Ruby released her single "Quantum Physics" in April 2020 which has now surpassed over 3M streams on Spotify alone. This success also led her to landing a distribution partnership with the Orchard for the release of her 2nd EP *If It Comes Down To It* backed by a full PR/radio campaign.

Upon her canceled tour dates and shows, Ruby pivoted and participated in both the Big Night In NYE and the Crows Theatre's Valentine's Day live stream events, finding another meaningful way to share her craft. FACTOR's contributions towards her success were pivotal in allowing her to expand her team, increase the quality of her content, and step forward in her career through an unpredictable year.

# Funding Partners

## Government of Canada

Through the Canada Music Fund of the Department of Canadian Heritage, FACTOR administered **\$44,334,750**.

### 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.

### COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations

This fund is intended to complement the Government of Canada’s existing COVID-19 emergency measures, providing additional temporary relief to cultural, heritage, and sport organizations facing significant financial losses due to the COVID-19 pandemic.

## Canada’s Private Radio Broadcasters

Canada’s private radio broadcasters contributed **\$11,942,935** to FACTOR.

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):

### 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.

### 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.

### 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 **\$56,277,685** with **\$54,640,045** paid out in 2020–2021.

**\$44,334,750**

In contributions from the Government of Canada

**\$11,942,935**

In contributions from Private Radio Broadcasters

**\$54,640,045**

Paid out in program payments

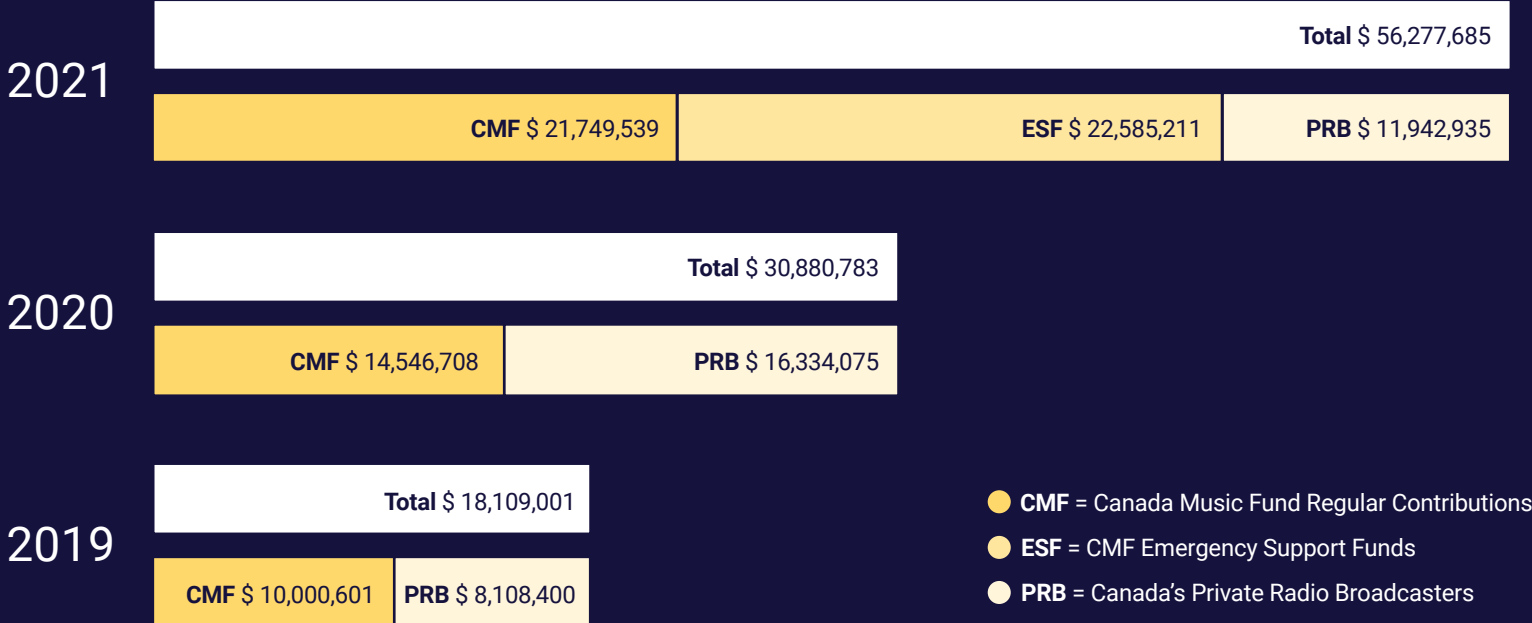
**\$940,841**

Paid to regional affiliates

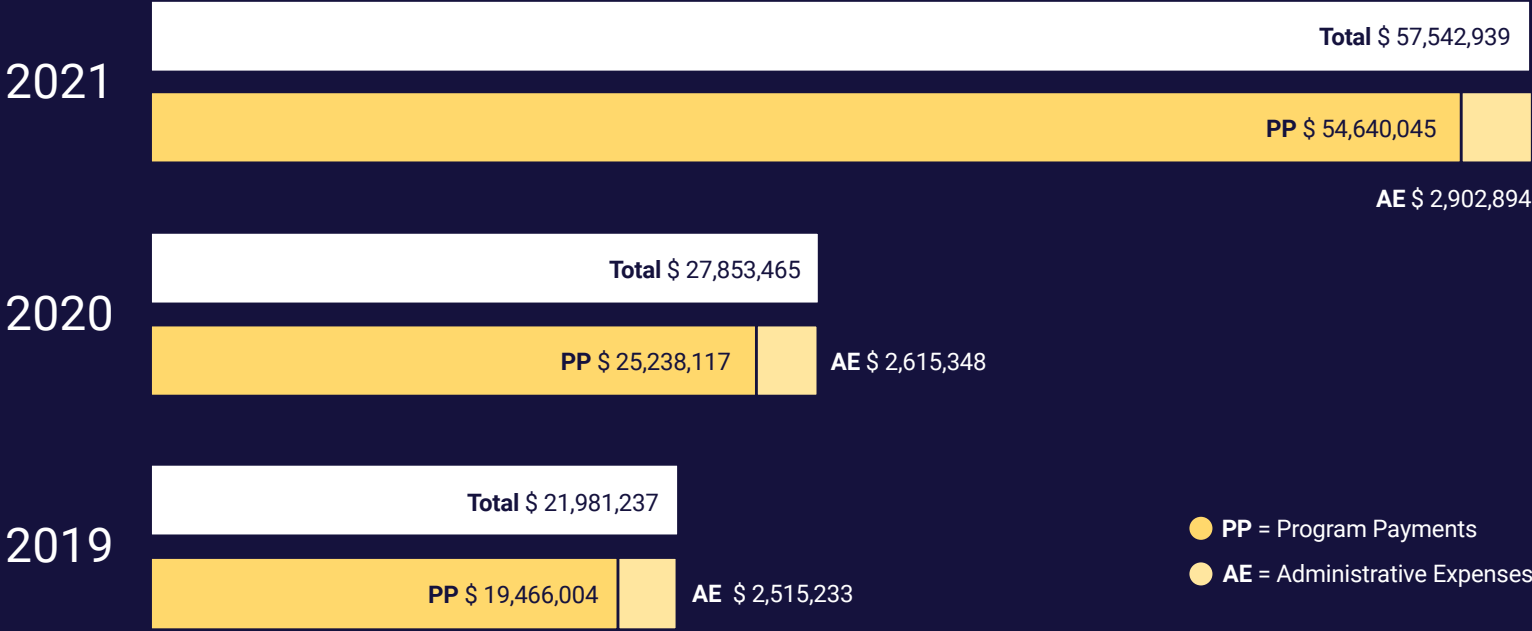


PHOTO CREDIT: WAVELAND

## Revenue



## Expenditures



# Our Team



## President & CEO

**Meg Symsyk**, President & CEO

## Communications

**Marcus Tamm**, Director of Communications  
**Karina Moldovan**, Manager, Communications  
**Anastasiia Danylova**, Communications Coordinator

## Client Services

**Gail Phillip**, Manager  
**Eryka MacLean**, Assistant Manager  
**Angela Kozak**, Senior Project Coordinator  
**Beth Hamill**, Senior Project Coordinator  
**Derek Wilson**, Senior Project Coordinator  
**Amanda Lewis**, Project Coordinator  
**Chayne Japal**, Project Coordinator  
**Geoff Stairs**, Project Coordinator  
**Jeff Hayward**, Project Coordinator  
**Natasha Roldán**, Jury Supervisor

FACTOR would like to thank Duncan McKie, Megan Jones, and Lindsey Van De Keere for all their contributions.

## Collective Initiatives, Sponsorship & Outreach

**Evelyn Cream**, Manager  
**Paige Guscott**, Project Coordinator  
**Anthony Johnson**, Project Coordinator,  
Sponsorship & Outreach

## Finance

**Marina Anianova**, Accounting Manager

## Operations

**Phil Gumbley**, Director of Operations  
**Danitza Nolasco**, IT Manager  
**Courtney Holroyd**, Office Coordinator

# Board of Directors

FACTOR’s Board of Directors has thirteen diverse individuals, representing the sectors in the music industry including artists, labels, publishers, artist managers, live, and Canada’s private radio broadcasters. In addition, we have two seats dedicated to representing our Diversity & Inclusion Advisory and our provincial Music Industry Associations, as well as our Director Emeritus.

## 2020-2021 Board Members

**Meg Symsyk**, Chair (to July 2020)  
*MMF Appointee*  
Vice President, International Marketing & Management  
eOne Music

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

**Amy Eligh**, Vice-Chair  
*MPC Appointee*  
Director, Publishing & Licensing  
Arts & Crafts

**Justin West**, Treasurer  
*CIMA Appointee*  
President  
Secret City Records

**John Lewis**, Secretary  
*SiriusXM Appointee*  
Sr. Vice President, Programming and Operations  
SiriusXM Canada

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

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

**Tim Potocic**  
*CIMA Appointee*  
Co-Owner, Sonic Unyon

**Julisa Ly**  
*Rogers Appointee*  
Program Director, JACK 96.9 Calgary

**Gayatri Thirunadarajah**  
*CORUS Appointee*  
Director of Finance, Planning & Analysis

**Tegan Quin**  
*Elected Member*  
Tegan & Sara, Artist/Advocate

**Chris Smith**  
*Elected Member*  
President, Chris Smith Management

**Jermayne Clayton**  
*MMF Appointee*  
Co-owner/President Management Division  
Awesome Productions & Management

**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.

The Board of Directors would like to thank Meg Symsyk for her contribution to FACTOR this year.



# National Advisory Board

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

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 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 / Operations & Communications Manager

## Music/Musique NB

**Jean Surette**  
Executive Director & FACTOR REC

## Music NL

**Rhonda Tulk-Lane**  
Executive Director

## Music Nova Scotia

**Allegra Swanson**  
Executive Director

**Darryl Smith**  
FACTOR REC / Investment Programs & Member Training Manager

## Music Ontario

**Emy Stantcheva**  
Manager

**Sam Rayner**  
FACTOR REC / Membership Services Coordinator

## Music PEI

**Rob Oakie**  
Executive Director

**Steve Love**  
FACTOR REC / Office & Program Manager

## Music Yukon

**Scott Maynard**  
Executive Director & FACTOR REC

## FACTOR Québec

**Shevaughn Battle**  
FACTOR REC

## SaskMusic

**Mike Dawson**  
Executive Director

**Lorena Kelly**  
FACTOR REC / Communications & Operations Manager

## CIMA

**Andrew Cash**  
President

## Cultural Industries Ontario North (CION)

**Patrick O’Hearn**  
Associate Managing Director

## Music Managers Forum (MMF)

**Amie Therrien**  
Executive Director

## Music Publishers Canada (MPC)

**Margaret McGuffin**  
Executive Director

Thank you to Sherri Breen, Lisa Stitt, Scott Long, Stuart Johnson, and Jesse Brady for their work with FACTOR in the past year.





PHOTO CREDIT: FRANK LIN

# DillanPonders

A truly independent artist, DillanPonders has been a prominent name in Canada's underground hip hop scene for some time. Thanks in large part to FACTOR's Juried Sound Recording grant, 2020-21 was a breakout year for Dillan—releasing his most popular album, *BECAUSE WE'RE ALIVE*, which earned accolades nationwide and internationally. Boasting collaborations with notable Canadian artists and producers such as Allan Rayman, Ruby Waters, Bijan Amir, Snotty Nose Rez Kids, lemin. and more, the album was celebrated by industry, fans, DSP, press and radio. To celebrate its release, Spotify featured the album on its Yonge-Dundas Billboard, and soon Amazon Music named DillanPonders one of its "Five Canadian Breakout Artists of 2020".

The music was praised by media outlets including The Fader, Complex Magazine, CBC Music, Etalk and more, and the lead single "JUNGLE" was added to regular rotation by Toronto's biggest hip hop radio station Flow 93.5. The album also earned DillanPonders new partnership opportunities, with brand sponsors such as Arc'teryx, Vans and Foot Locker, as well as non-profit Therapsil, Canada's coalition helping Canadians access legal, psilocybin-assisted psychotherapy. *BECAUSE WE'RE ALIVE* has pushed DillanPonders' career to the next level, and his entire team is extremely grateful for FACTOR's support in this process.

# DJ Shub

Over the last year, DJ Shub has enjoyed many milestone achievements with the support of FACTOR, starting with the release of his debut record, *War Club*. The album is a mosaic of Indigenous-Canadian themes that hit close to home for Dan General—including protest, resistance, community and resilience. The album includes collaborations with Snotty Nose Rez Kids, Boogat, Phoenix,

Randy Bachman, Hellnback and more. It received international media attention from major players like CBC Reclaimed, Apple Music, BBC Radio 6, Billboard Magazine and Complex Canada. DJ Shub performed via livestream at the Ottawa Dragon Boat Virtual Festival, Shambhala Music Festival (At Home) and the Midnight Agency Launch Party. He also received synch opportunities from Trickster (CBC), Stories from the Land (CBC) and Who Is America? (Showtime, Sacha Baron Cohen). He is currently working on developing War Club Live—an immersive music experience celebrating music, culture and community alongside featured performers, dancers and drummers.



PHOTO CREDIT: FRANCESCO GIORGIO

# Programs

## Programs funded through the Government of Canada and Private Radio Broadcasters

### Artist Development

1,445

Components submitted

441

Components approved

\$882,000

Offered

The Artist Development program offers support to artists in the first phases of their commercial careers, 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

128

New sound recordings

523

Components submitted

406

Components approved

\$3,218,618

Offered

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 six components: Sound Recording, Marketing, Showcase, Tour Support, Video, and Radio Marketing.

### Juried Sound Recording

180

New sound recordings

1,884

Components submitted

697

Components approved

\$6,397,189

Offered

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 proposed 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 six components: Sound Recording, Marketing, Showcase, Tour Support, Video, and Radio Marketing.

### Live Performance

#### Showcase

60

Submitted

38

Approved

\$63,565

Offered

#### Tour Support

31

Submitted

18

Approved

\$212,862

Offered

*A limited number of in-person projects were approved due to COVID-19 travel restrictions. Virtual live performances were funded through this program.*

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 two components: Showcase and Tour Support.



## Support for Eligible Music Companies

91

Components submitted

67

Components approved

\$501,697

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 three components: Business Development, Business Travel, and Songwriter Support for Music Publishers.

## Video

70

Components submitted

54

Components approved

\$590,814

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.

## Envelope Funding for Music Companies

44

Companies approved

\$11,694,474

Offered

Envelope Funding for Music Companies is allocated once a year for a recipient to undertake a suite of activities fostering the development of Canadian artists and the promotion of their music. This can include expenses related to the production and marketing of sound recordings, domestic and international tours and showcases, music publishing, artist management, and business development activities.

Over 400

Artists funded

## Funding for National Service Organizations

3

NSOs funded

\$966,054

Offered

Funding for National Service Organizations (NSO) aims to ensure that NSOs support Canadian music entrepreneurs to build a strong and competitive industry capable of contributing long-term to the Canadian musical experience, through a diverse range of compelling Canadian voices. The objective of this program is to increase the creation of and access to a diverse selection of Canadian music for audiences everywhere, by enhancing the ability of NSOs to compete in domestic and international markets.



ARTIST: WAYNE LAVALLEE  
PHOTO CREDIT: CHRIS RANDLE



# Programs

## Programs funded through Private Radio Broadcasters only

### Songwriter Development

2

Components submitted

1

Components approved

\$2,000

Offered

*A limited number of projects were approved due to COVID-19 travel restrictions.*

The Songwriter Development program offers a \$2,000 subsidy toward a year of songwriting initiatives, such as domestic and international travel for co-writing sessions and trips, songwriting camps and workshops, and eligible showcases.

### Comprehensive Artist

32

New sound recordings

160

Components submitted

122

Components approved

\$2,171,050

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.

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

### Marketing & Promotion for Non-FACTOR-Funded Sound Recordings

131

Components submitted

62

Components approved

\$677,929

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 five components: Marketing, Showcase, Tour Support, Video, and Radio Marketing.



ARTIST: JACLYN KENYON  
PHOTO COURTESY OF: HONEY JAM



PHOTO CREDIT: PAUL ROBERT WRIGHT

# Samantha Martin

We released *The Reckless One* in November of 2020. It was a bold move that would not have been possible without the financial support we received from the FACTOR Juried Sound Recording program. The Reckless One spent many months on the top of Blues and Soul/Blues Charts at home in Canada, the US, and internationally. We have been nominated for our second “Blues Album of The Year” JUNO award, multiple Maple Blues Award nominations, and even “International Artist of The Year” at this year’s UK Blues Awards. We have received so many amazing reviews from every corner of the world, including pick of the week in Rolling Stone Magazine—and we performed multiple high production live streams for well over 80,000 people combined, at a time when travel restrictions prevented us from leaving Toronto. FACTOR JSR marketing and video components were even more integral to the success and support we have garnered for *The Reckless One*.

Further, because FACTOR has supported all three Samantha Martin & Delta Sugar records (*Send The Nightingale* in 2015, *Run To Me* in 2018, and now *The Reckless One*)—FACTOR has played an overwhelmingly integral part in the success of Samantha Martin & Delta Sugar as a whole, not just in our albums.

# Catherine MacLellan

Canadian folk music gem Catherine MacLellan released her FACTOR funded album *COYOTE* at the end of 2019 and the success of *COYOTE* has allowed Catherine to continue to reach new fans at home in Canada and internationally.

Live appearances at the start of 2020 started with her official showcase in Australia, directly followed by three weeks of dates in with co-headline shows anchored by two major folk festivals, Woodford and Cygnet. Official showcasing at Folk Alliance International in New Orleans and Americana UK in Hackney helped finalize summer 2020 touring dates to support *COYOTE*’s release in the US, Canada, UK, and Europe. Unfortunately, due to the COVID-19 pandemic, Catherine’s official SXSW showcase in Austin as well as all spring and summer shows had to be cancelled or rescheduled. With FACTOR’s support we are now in the process of filming a live special performance for *COYOTE* to be available fall 2021.

Award recognition for *COYOTE* started with a 2020 JUNO nomination for Contemporary Folk Album of the Year, followed with nominations for three Canadian Folk Awards, four East Coast Music Awards (winning Songwriter of the Year), and eight Music PEI awards (with three wins including Solo recording of the Year and Contemporary Roots Recording). Press accolades for *COYOTE* included the cover and feature article in Penguin Eggs and a review in *MOJO* Magazine in the UK. *COYOTE* reached #6 on the NACC Folk charts in the U.S. and #15 on the North Americana Sirius XM Top 30 year-end chart (2019).

Catherine wishes to thank FACTOR for the support with the creation and promotion of *COYOTE*.



PHOTO CREDIT: DAVE BROSHA



# In the Community

**FACTOR staff attend music events, engage with clients, answer questions, and hold information sessions. Last year, FACTOR attended and participated in 28 virtual events across Canada and internationally.**

PHOTO COURTESY OF HONEY JAM



Alberta Music Session: All About FACTOR

BreakOut West

CIMA Anti-Black racism series: The Economics of anti-Black Racism in the Entertainment Industry

City of Hamilton Musician Conference: Grants for Musicians Panel

FACTOR 101: Info Session for Black Artists

FACTOR 101: Info Session for Hip hop and R&B Artists

FACTOR 101: Info Session for Indigenous Artists

FACTOR 101: Info Session for Latin Music Artists

FCLMA: Granting Your Way to Success

Girl Connected: FACTOR Info Session

Happening Multicultural LIVE

Indigenous Market Builder

Le Phoque OFF

MMF Canada Webinar: FACTOR Profile Review

MMF Canada Webinar: Funding 101 FACTOR Edition

Mundial Montreal

Music NB Festival (506)

Music NL Conference

MUTEK

Northern Power Summit: Gone Global

PowerUp Gospel Music Conference

RISE Entertainment Convention: Artist Revenue Streams & Grants Panel

SaskMusic FACTOR Funding: The Basics

Sauga City Music Conference: Funding Support for Culturally Diverse Artists Panel

Small World Music eMERGEncE: FACTOR Info Session

South African Music Week

Stay Connected Weekly Discussion Series: Entrepreneurship & Economics

Women in Music Summer School: Artists & Creative Workers



# Sponsorship

123

Components submitted

89

Components approved

\$898,767

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, workshops, and broadcaster conferences 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. Funding provided by: Private Radio Broadcasters

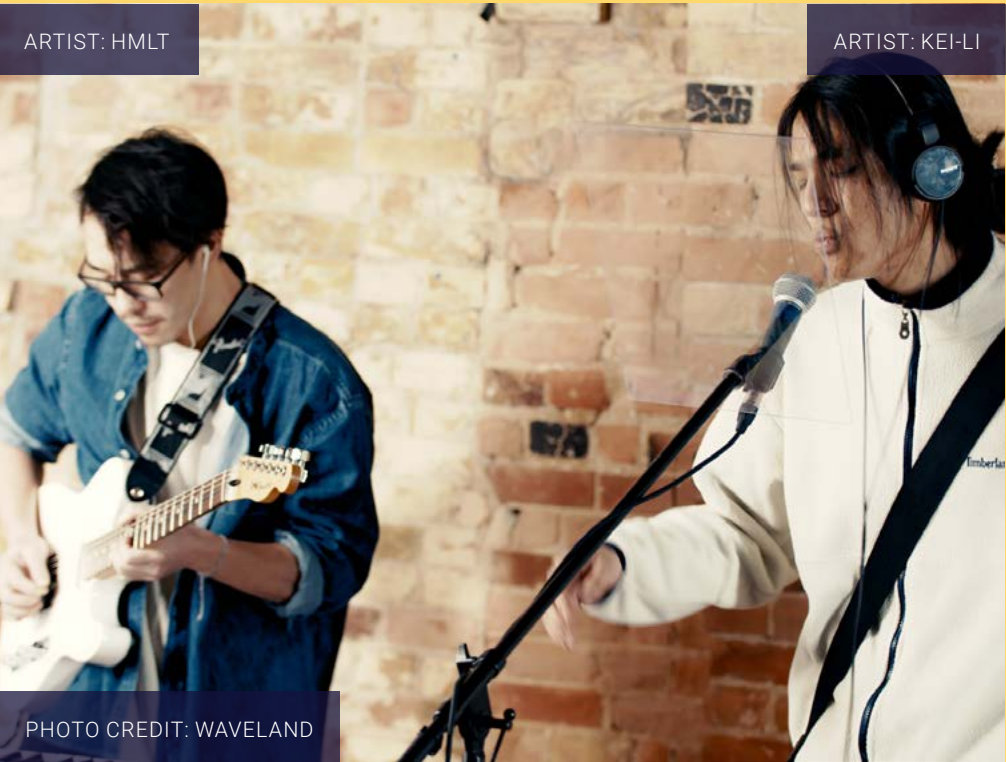
# Everbloom

Everbloom is a virtual music festival that features Canadian hip hop and R&B artists. Initially, this festival was set to take place in-person at The Bentway in Toronto. However, due to unforeseen circumstances revolving around COVID, Everbloom became a virtual music festival. Now in its second round, with a third event taking place on Canada Day, Everbloom has gained a reputation around being Canada’s premium hip hop and R&B virtual festival. With FACTOR funding, we were able to provide artist reimbursement for their participation and performance at the festival. We were also able to hire an animator, video editor, and audio technician to ensure the

quality of the experience was high. With restrictions in Ontario changing as the pandemic progressed, we decided to pre-record the performances, rather than stream them live. This allowed the artists to be present during the festival, and watch their performance alongside fans, allowing for a deeper and more meaningful engagement and connection to be made. As the pandemic progresses, Everbloom will be an in-person festival taking place on Canada Day annually, with a virtual component for those who are unable to attend.



ARTIST: DEL HARTLEY  
PHOTO CREDIT: WAVELAND



ARTIST: HMLT

PHOTO CREDIT: WAVELAND

ARTIST: KEI-LI

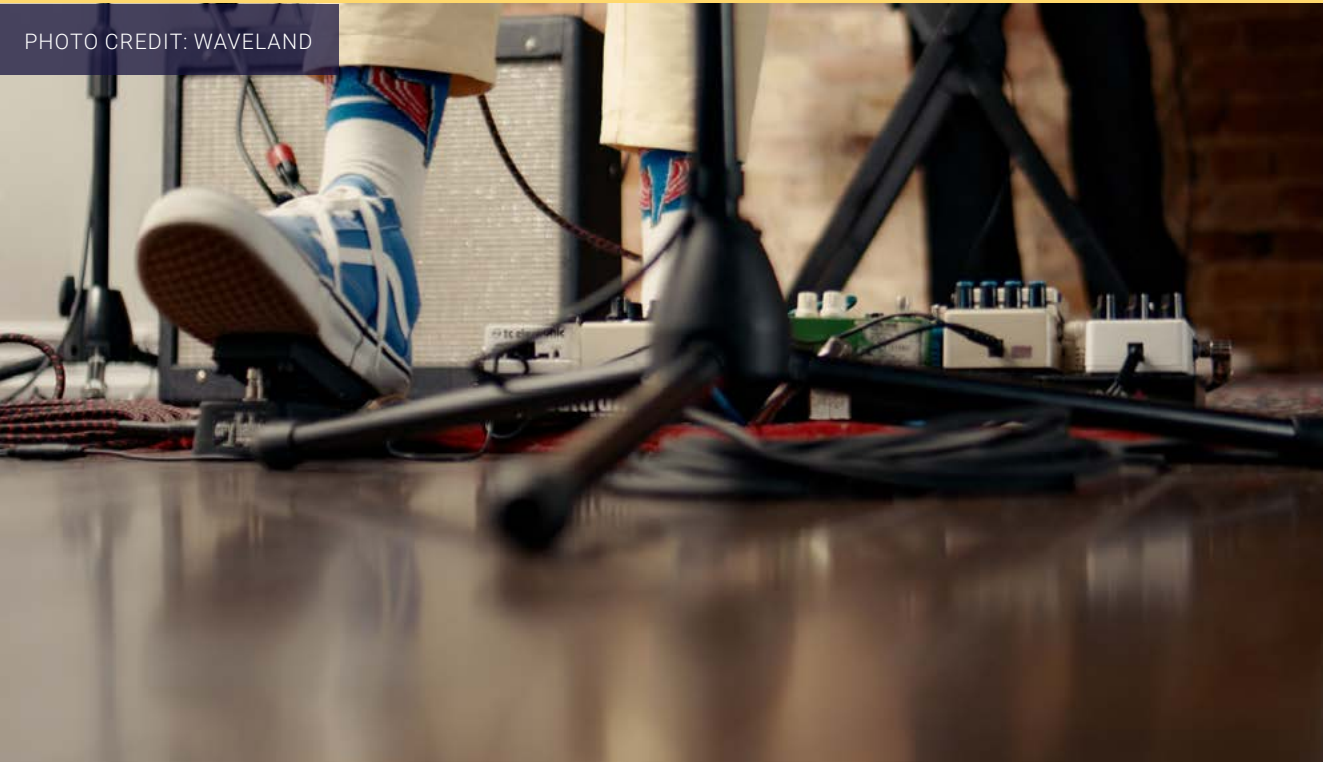


PHOTO CREDIT: WAVELAND



# Múyuntstut ta Slúlum Live Series

Múyuntstut ta Slúlum Live Series aims to offer learning and career-enhancing opportunities to Indigenous musical artists by sharing ideas and knowledge and exploring contemporary Indigenous music. Múyuntsut ta Slúlum comes from the Squamish Nation and means ‘to submerge/sink/immerse yourself in songs/music.’ It is an open invitation to music industry professionals, established, emerging and aspiring to work in reciprocity and from a strengths-based perspective to support and ensure the ongoing development of Indigenous

music. Although the pandemic has prevented the program from hosting events and gatherings live, the series pivoted to present streaming concerts and virtual workshops. The support from FACTOR has helped the Múyuntstut ta Slúlum Live Series transition into the virtual presentation model and to continue to offer performance and career development opportunities to Indigenous artists.

ARTISTS: DJ O SHOW AND JORDAN WAUNCH  
PHOTO CREDIT: CHRIS RANDLE



ARTISTS: DJ O SHOW AND JORDAN WAUNCH  
PHOTO CREDIT: CHRIS RANDLE



ARTIST: M'GIRL (TIARE LAPORTE, RENAE MORRISSEAU, TRACEY WEI)  
PHOTO CREDIT: CHRIS RANDLE





# Honey Jam

Honey Jam is a non-profit, multicultural artist development program for Canadian emerging female artists that provides mentoring, educational, performance and networking opportunities. They organize impactful experiences for the artists such as songwriting camps, industry workshops, mentor cafés, opportunities to learn from major established artists and industry representatives. It is a welcoming, supportive sisterhood and a safe space for young women to be vulnerable, to learn, to build self-esteem and long lasting relationships. 2020 was the 25th Anniversary Year and with FACTOR's assistance, despite COVID Honey Jam was able to still have a great season marking their milestone year, the

highlight of which was the concert, a wonderful celebration of women in music. For the first time, the show was livestreamed from the legendary El Mocambo which had just undergone a state-of-the-art renovation making for excellent quality of sound and video. Twenty emerging artists paid tribute to women in music with covers of iconic songs by female artists in a variety of genres—pop, hip hop, jazz, R&B, country, dancehall, rock, even opera! Over 12,000 people tuned in, it was such an inspiring beautiful event at a time when everyone needed their spirits lifted and to know that when faced with an obstacle we can and did push through and win in the end.



# Club Quarantine

Club Quarantine is a digital party and community platform founded in March 2020 in response to COVID-19 preventative measures. What started as a video call between four socially deprived friends is now a global project. Hosted on the video conferencing app, Zoom, each party includes a variety of performers including DJs, drag performers, and pole artists. As a queer not-for-profit, their goal is to consistently support and uplift QTBIPOC artists. FACTOR has allowed Club Q to connect the queer community and its allies to host some of their most successful parties, while supporting various compelling artists and performers to find their audience. Next on the horizon, Club Q is on track to reintegrate their URL parties to the IRL world!



# LU KALA

Canadian-Congolese singer-songwriter LU KALA recently released her FACTOR funded EP *Worthy*. Written and co-written with a select group of writers and producers in Toronto, London and L.A, *Worthy* is unflinching in its tales of personal, hard-earned love lessons. Romantic disillusionment, identity, and self-worth are all laid-bare with breathtaking, unapologetic honesty.

LU KALA as an independent artist was able to make her debut EP on her own

artistic terms, which has accumulated over 4 million streams and counting with support from all streaming platforms. This would not have been possible without FACTOR’s Juried Sound Recording Program’s support, which allowed her to make an international quality project, shoot music videos, market the project digitally, and lay the foundation for her future success.

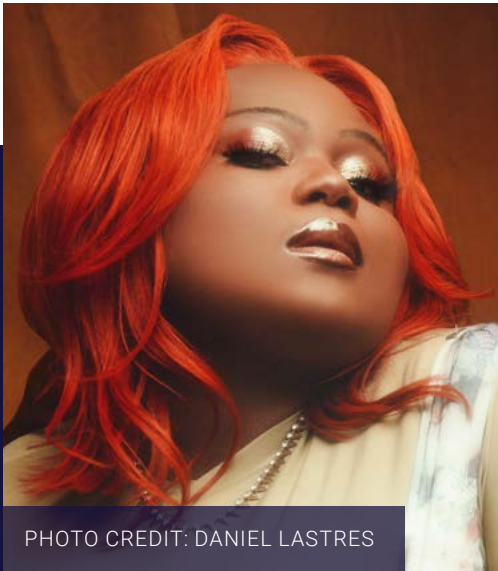


PHOTO CREDIT: DANIEL LASTRES

# Elephant Stone

Debuting in 2009 with their Polaris Music Prize longlisted album *The Seven Seas*, Elephant Stone have released a total of five full-length albums, including 2020’s *Hollow*. The band is now in pre-production for a short film based on *Hollow* to be released in 2022 along with a North American and European

tour. Thanks to the early support from FACTOR, Elephant Stone has managed to forge their own independent path by releasing music on their label, Elephants On Parade Records.



PHOTO CREDIT: BOWEN STEAD



PHOTO CREDIT: ANDREANNE GAUTHIER

# Dominique Fils–Aimé

Montreal-based, JUNO Award winning singer-songwriter, Dominique Fils-Aimé [FEES-em-AY] recently completed an ambitious album trilogy conceptualizing the history of African American music, reflecting on the social realities that influenced the genres of blues, jazz and soul.

Dominique’s career blossomed when her FACTOR-funded sophomore album, “Stay Tuned!”, received a write-up on Radio Canada’s Jazz Revelation. “Stay Tuned!” was then shortlisted for the Polaris Music Prize, won the JUNO for Vocal Jazz Album of the Year, and was featured among the nineteen best Canadian albums of 2019 by CBC. Her

debut, “Nameless” is used as a reference recording for audiophiles across the world and was showcased at High End Munich and AXPONA. And most recently, “Three Little Words”, her second FACTOR-funded recording, also made the Polaris Shortlist, claimed the #1 spot for best selling album in Quebec and hit #2 in Canada, with over three hundred media mentions worldwide.

With FACTOR’s generous support, Dominique Fils-Aimé has toured in both Canada and the U.S. and has upcoming European tours this fall (2021) and winter (2022).

# Collective Initiatives

121

Components submitted

88

Components approved

\$4,138,589

Offered

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 four components: Digital Marketing, Industry Events, Showcase Production for Export-Ready Artists, Showcase Production for Artists from Official Language Minority Communities (OLMC).

Funding provided by: Government of Canada and Private Radio Broadcasters.



## Venus Fest

Virtual Venus Fest took place online from September 28–October 9, 2020. Through a series of FACTOR-supported panels and mentorship sessions, the women and non-binary centred festival explored the theme “the future of music,” seeking a more inclusive, progressive music community especially during the pandemic. Panels included “Is Change Happening?” “Financial Literacy for Artists,” “Re-localizing and Rebuilding our Scenes,” and more. These were well-attended and featured a live chat for virtual participants. The online format allowed us to include industry members outside of Toronto who otherwise would not have been able to participate and share their wisdom. Though the virtual space was new to us, it provided

possibilities in programming and audience reach that were new and beneficial. Virtual Venus Fest also included a series of one-on-one mentorship sessions for women and non-binary artists and arts workers, including categories by and for Black and Indigenous artists. This was the first time Venus Fest offered mentorship programming, and the response from mentors and mentees alike was overwhelmingly positive, with a request for similar programming to continue. FACTOR’s support was absolutely crucial in our 2020 programming and allowed us to create free and much-needed support for the community during a difficult time.



## FME

Over its 18-year history, the FME in Abitibi-Témiscamingue has brought together thousands of music lovers at the heart of a beautiful boreal forest scattered with lakes. Its great distance from any big city might at first seem like its biggest disadvantage, but in truth, its remoteness is what makes it so special: It creates a rapprochement among festivalgoers, spurring intimacy and special moments. In 2020, after a long period without concerts, the FME team felt it was important to offer music lovers and artists a festival that hearkens back to the early days of the Festival. This reduced, small-scale edition featured about forty musical projects and thirty artists. The FME takes pride in its 100% Québécois 2020 lineup, featuring all genres, including emerging artists. Many projects also came back, such as our VR Garden, a virtual reality experience, combining music and the discovery of immersive worlds, and also CFME, the FME’s dedicated radio station.

Thanks to FACTOR’s support, the FME rocked Rouyn-Noranda throughout the Labour Day weekend and will be back for its 19th edition on September 2–5, 2021.



# CCMA

2020 was a year of learning for the CCMA's. What started off as a projected three-week lockdown extended quickly to 10 months, changing the way they were able to activate their most important annual events—Country Music Week and the CCMA Awards. Deciding very early on in the pandemic that they needed to celebrate the 2020 achievements of their members, they dug in to figure out how to celebrate in a reimagined way. Leveraging the incredible support from FACTOR, they were able to create a CCMA-specific virtual platform that brought members together for a digital Country Music Week from the safety of their own homes. These additional funds also allowed them to completely

rework the Awards show, pre-recording from two stages and producing it in just a month. Lastly, FACTOR's support allowed the CCMA's to execute their first virtual "backstage" media room, ensuring national coverage for Canada's first full-scope broadcast awards show of 2020. This strong foundation, which would not have been possible without the help of FACTOR, has set them up for even bigger wins in 2021, allowing them to be prepared for both digital and in person options when looking at Country Music Week 2021 and the 2021 CCMA Awards.



ARTIST: LINDSAY ELL  
PHOTO COURTESY OF: CCMA



ARTIST: BRETT KISSEL  
PHOTO CREDIT: MICHAEL HOMER

# QUEBEC OFF FESTIVAL

Collective initiative / Showcase Production for Artists from Official Language Minority Communities supports the Quebec OFF Festival since 2005 to provide a mostly free and accessible music festival for new and emerging musicians from diverse styles in Quebec. Since its inception, it is more than 100 bands who performed at the Quebec OFF with the help of FACTOR. Thanks to support from FACTOR in 2020, it was the first festival in the province of Quebec to present live shows in front of an actual audience after the break of live shows due to COVID-19 (the shows were also broadcast online). Artists and audience were really emotional to meet again outdoors and the magic of live shows created moments to remember.



ARTIST: ANACHNID  
PHOTO CREDIT: MARYON DESJARDINS





# PASSPORT

PASSPORT: Music Export Summit provides strategic business and professional development for artist managers, music companies, and self-managed artists doing business internationally or in the process of becoming export ready. The program brings together industry peers with export market consultants and mentors for an intensive week of presentations, discussions, and meetings in small group summits, with self-managed artists in one and music managers and companies in a second parallel summit. Participants found it a unique opportunity to immerse themselves in strategic planning, to be ready to hit the showcase and business

development circuit. While moving the program online was a challenge for 2021, the participants made the most of the virtual setting, forging new bonds, learning from their generous and accomplished peers, and laying the foundation for more Canadian music in international markets. PASSPORT is a collaborative program, serving all genres of music, developed and delivered by Manitoba Music in partnership with Canada’s Music Incubator and Music Nova Scotia.

# BreakOut West

BreakOut West (BOW) is the primary event hosted by the Western Canadian Music Alliance (WCMA)—to promote and celebrate western Canadian music. Each year the event is held in a different region on a rotational basis, including a 4-day music development conference, 3-night discovery festival and the Western Canadian Music Awards and Industry Awards. In light of COVID-19, in 2020 BOW made major adjustments to the event and hosted everything online. They welcomed a new record of 720 attendees from 15 countries to engage in 18 panels, 7 networking events, 9 wellness sessions, over 400 one on one meetings with 95 industry mentors, all from the comfort of each delegates’ home. BOW thanks everyone who attended for welcoming them into their spaces and are honoured to have done what they could to keep the collaborative spirit and resilience of the Canadian music industry alive.

“I feel like I have learned more about the music business in the last two weeks than the last two years.”—delegate feedback



ARTIST: CARMEN BRADEN  
PHOTO COURTESY OF: BREAKOUT WEST





PHOTO CREDIT: ALEXANDRE CHAMPAGNE

# Kat Danser

It has been a challenging year to record and release an album but, with the help of FACTOR, Kat Danser managed to remotely record and release her sixth album *One Eye Open*. This album continues Danser's ongoing collaboration with veteran guitarist and producer Steve Dawson and features an ensemble of North America's finest roots musicians. The band were not able to record live off the floor together, but—as a concession to the times we are living through—had to assemble the album remotely. The results are as organic and intuitive as anything these veterans have recorded. Although touring has not been a viable option, that didn't stop *One Eye Open* from being heard and adored by Fervor Coulee, Lonesome Highway, Blues In Britain, Glide Magazine, and the Toronto Blues Society. The album has graced airwaves on Roots and Blues radio

stations in Canada, the US, and Europe, reaching #1 eight times on the Roots Music Report Top 50 Canada Album Chart, #1 on the CKUA Radio top 30 Chart, as well as being nominated for Blues Album of the Year at the 2021 WCMA Awards. Kat Danser is a nationally award-winning scholar with her PhD in Ethnomusicology and has presented at conferences throughout North America. Kat's primary goal is to use music as a space for personal exploration and as a method to strengthen intercultural relationships. When asked about the ongoing appeal of blues music, Kat offers, "the blues gives us a place to bring all of our hope and sorrow." Raucous and introspective, cautious and hopeful, *One Eye Open* is truly a FACTOR success story ~ and the perfect soundtrack for an unforgettable year!

PHOTO CREDIT: DUSTIN DELFS (LAUGHING DOG PHOTOGRAPHY)



# Alexandra Stréliski

The success of Alexandra Stréliski's neo-classical album *Inscape* has been extraordinary. *Inscape* was released in October 2018 and achieved Platinum Record status in Canada in July 2020, as well as being one of the top 3 highest selling records in Quebec in 2019 and 2020. In 2020, Alexandra was awarded the JUNO for Instrumental Album of the Year, two Félix awards for Female Artist of the Year and "Quebec artist achieving the most success outside Quebec." She was also awarded the "Billet d'argent" for her tour of *Inscape*, signifying 25,000 concert tickets sold in Québec.

Stréliski continues to touch fans through various means: in December 2020, Alexandra released an immersive 3D

video for her song "Burnout Fugue" and, in the winter of 2020-2021, participated in two immersive projects: "Asteria"—a genuine virtual-reality journey into the world of Alexandra Stréliski and "OASIS Immersion"—a contactless walkthrough exhibition in Montreal featuring Stréliski and astronaut David Saint-Jacques.

FACTOR funding has allowed *Inscape* to be supported by strong marketing initiatives, as well as permitted Stréliski to explore and develop international markets through showcase appearances, ever-broadening the reach of her innovative compositions and emotionally moving live performances.

# Diversity and Inclusion Committee

FACTOR’s Diversity and Inclusion Advisory Committee was formed in 2019 to uphold our commitment to reflect the diversity of the Canadian population in our programs and operations. The committee is comprised of 16 music industry professionals representing diverse groups from across Canada and has the mandate of examining and assessing FACTOR’s policies, programs, and outcomes.

## Committee Members

<b>Ashley Au</b> Artist	<b>Jay Devonish</b> eOne Entertainment
<b>Dana Beeler</b> CKDU 88.1 FM/Artist	<b>Joni Daniels</b> Treefort Artists
<b>Ila Barker</b> Artist	<b>Kwende Kefentse</b> CKCU FM 93.1/DJ Memetic
<b>Jade Harper</b> Manitoba Music Indigenous Music Export Coordinator (until March 2021)	<b>Kyria Kilakos</b> Indica Records
<b>Jarrett Martineau</b> RPM/Vancouver Cultural Planner for Music	<b>Marek Tyler</b> Artist
	<b>Masani Montague</b> Rastafest/Canadian Reggae Conference

## Initiatives

Here are some of the initiatives FACTOR took to promote greater diversity and inclusion in 2020–2021:

- Virtual FACTOR 101 Information Sessions for underrepresented communities and genres
  - Black Artists
  - Latin Music Artists
  - Hip Hop and R&B
  - Women and Gender Minorities
  - LGBTQ2 Artists
  - Indigenous Artists
- The Sponsorship program is focused on funding workshops, mentorships, and events targeting and/or organized by Black, Indigenous, Persons of Colour, women, LGBTQ2, and people with disabilities (2016 – ongoing). The budget for the Sponsorship program increased from \$250,000 in 2017 to \$1,000,000 in 2020.
- After discussions with the Disability community, created two Accessibility Support Funds. One to support applicants with their application to FACTOR (2019) and one to support applicants who received a grant from FACTOR (2020).
- Committed up to \$350,000 over 4 years to assist Canadian women and people who identify as gender minorities, including trans individuals (AMAB and AFAB), agender and non-binary people participating in the European Keychange program.
- Collective Initiatives & Sponsorship project reports to the Board of Directors include a breakdown of diversity statistics of the applications.
- Outreach Coordinator connects with diverse artists who showcase at FACTOR-funded events.
- Outreach Coordinator presented at the following diverse organizations:
  - Girl Connect
  - Happening Festival
  - Jerk Fest
  - Artists for Social Change
- Supported outreach initiatives for National Indigenous People’s Day and International Women’s Day across the country through the Music Industry Associations.



# 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 DJs, and more. Jurors come from across Canada and abroad, using their expertise to help funding reach applicants in FACTOR's most popular programs.

FACTOR has taken steps to enhance 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 people and more.

FACTOR relies on the participation of jurors to assist in the assessment of 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.

ARTIST: CHRISTINA SMITH  
PHOTO COURTESY OF: HONEY JAM



# Jurors

Aaron Bethune	Ashwin Sood	Catherine Taddo
Aaron Dolman	Athena Holmes	Cathleen McMahon
Aaron Saloman	Audrey MacDonald	Cezar Brumeanu
Aaron Schubert	Aurora Bangarth	Chad Cornies
Adam Berger	Aven Hoffarth	Chaka Grier
Adam Hill	Barbara Chamberlin	Chantal St-Pierre
Adam Hurstfield	Ben Abel	Chantale Argue
Adrian Eccleston	Ben Brown	Charles Hansen
Adrienne Harry	Ben Kershman	Charlotte Cornfield
Aidan D'Aoust	Benjamin Beveridge	Chelsea McBride
Aimee Hill	Benjamin Hackman	Chris Bromfield
Aimee-Jo Benoit	Benjamin McKinley	Chris Cuber
Aisha Vertus	Bert Johnson	Chris Frayer
Alan Cross	Beth Moore	Chris Jackson
Alanna Memme-Di Mauro	Beverly Kreller	Chris McKee
Alessandra Cannito	Billjana Njegovan	Chris McKhool
Alessia Priolo	Bill Allan	Chris Morien
Alexander Wyder	Bill Bobek	Chris Morin
Alexandra Vissia	Bill Borgwardt	Chris Roumbanis
Alexandre Bergeron	Bill Garrett	Chris Towle
Alexandre Fecteau	Bill McBirnie	Chris Wardman
Alexis Douglas	Billy Bruhmuller	Chris Wares
Alison Porter	Billy Slade	Christian Major
Alyiah-Suvannah Burey	Blair Patton	Christien Ledroit
Allan Walsh	Bled Celhyka	Christina Cassaro
Allison Pfeifer	Bobby Harris	Christine Hunter
Alysha Main	Bobby N-Chris	Christopher Holmes
Alyssa Delbaere-Sawchuk	Bonnie Seidel	Christopher Kavanagh
Amalia Nickel	Brad Weber	Christopher White
Amanda Caswley	Brendan McCarney	Cindy Mcleod
Amanda Lynn Stublely	Brenden Hewko	Claire Ness
Amanda Martinez	Brenna MacCrimmon	Clare Twiddy
Amanda VanDenBrock	Brent Oliver	Clement Topping
Amber Authier	Brett Gunther	Clifton Reddick
Amir Amiri	Brian Banks	Clint Ferdinand
Amritpal Tung	Brian Boechler	Cobra-Lynne Ramone
Amy Blake	Brian Cleveland	Colette Chand
Amy Gottung	Brian Hetherman	Colin Edwards-Crewe
Amy King	Brittney MacFarlane	Colin Mackenzie
Amy Lloyd	Brodie Conley	Colin McTaggart
Andrea Caswell	Brodie Metcalfe	Conor Dunnette
Andrea Davis	Brody Mudryk	Conrad Daellenbach
Andrea Morris	Bronwin Parks	Coralie Zaza
Andrea Ramolo	Bronwyn Ford	Corey van den Hoogenband
Andrea Superstein	Bruce Barber	Craig Thorn
Andrew Brostrom	Bruce Morel	Dale Penner
Andrew DeVillers	Bruce Worthington	Dan Hawie
Andrew Melzer	Bruno Fruscalzo	Dan Hosh
Andrew Russell	Bryan Power	Dan Lavoie
Andrew Schichter	Bryce Seefeldt	Dan Yaremko
Andrew Spindor	Bryden Chierhoff	Dana Beeler
Andy Hawke	Bucky Driedger	Dana Matyas
Angel Lam	Bud Roach	Dane Liska
Angela Harris	Calvin Eberts	Daniel Cryderman
Angela Schleihauf	Calvin Gratton	Daniel Jobbins
Angelo Robb	Calvin Hartwick	Daniel Mante
Angie Randisi	Camille Guittion	Daniel Rosen
Anju Christofferson	Camille Houston	Daniel Ruiz
Anna Alger	Candace Elder	Danny Fournier
Anna Avery	Candace Shaw	Danny Trudeau
Anna Hilliar	Carla Kazzi	Darlene Cooper
Anne Gauthier	Carla McEwen	Darrek Anderson
Anne-Marie Smith	Carley Schweitzer	Darrell Barr
Anthony Carew	Carol Bernard	Darrell Kelloway
Antoine Collins	Caroline Whalen	Darrelle London
Antonia Altomonte	Carolyn Mark	Darren Flower
April Boulthbee	Carrie Mullings	Darren Kowlessar
Arjun Nagarajan	Casey Norman	Darren Ollinger
Arlen Thompson	Caswell McLaughlin	Darryl Sterdan
Art Szabo	Cat Bird	Darryn de Souza
Asha Mullings	Catherine Moore	

Dave Blake	Felix Mills	James Wilkinson
Dave McCann	Fiona Solon	Jamie Robinson
Dave Morris	Flo Oramasionwu	Jane Blanchard
Dave Savard	Francis Edwards	Janet Trecarten
Dave Spencer	François Caron Lebaron	Jarod Gibson
David Adams	François Olivier-Gouriou	Jason Flammia
David Cox	Fraser Hill	Jason Mingo
David Mann	Fred Penner	Jason Pearson
David Marskell	Frederic Poulin	Jason Rochester
David McTeague	Frederick Smith	Jason Rouleau
David Rashed	Fuat Tuac	Jason Stasiuk
David Record	Gabrielle Archer	Jay Schreib
David Richard	Garjanah Thayakumar	Jaye Marsh
David Rysphan	Geneviève Morin	JC Campbell
David Whitelock	George Crotty	Jeanette Neufeld
David Yazbeck	George Hatiras	Jeff Rogers
Dawn Després-Smyth	Gerald Reilly	Jeffrey Radomsky
Dawn Van Dam	Gerry Hebert	Jeffrey Smith
Dawn Woroniuk	Giacomo De Paola	Jen Fritz
Dean Stairs	Gina Tse	Jenn Dalen
Deanna Knight	Gino Olivieri	Jenna Cowans
Deborah Aitken	Glen Erickson	Jennifer Temple
Del Barber	Glen Herbert	Jennyfer Brickenden
Del Cowie	Glen Willows	Jeremy Coates
Demi Begin	Gordon Grdina	Jeremy Klaver
Derek Brin	Gourmet Délice	Jeremy Kornel
DeShawn Jones	Graham Tinsley	Jeremy VanSlyke
Devin Fulop	Grant Paley	Jerome de Gourville
Devin Latimer	Greg Jarvis	Jerry Pergolesi
Devin Townsend	Greg McIntosh	Jess Marsh
Devon Lougheed	Greg Rekus	Jessica Buck
Diane Foy	Greggory Clark	Jessica Hoefsloot
Dinah Desrochers	Gregory McLeod	Jessica Rodgers
Don Amero	Hayley Lennox	Jhanelle Dennis
Don Benedictson	Hayley Muir	Jheanelle Henry
Don Chapman	Hayley Young	Jill Krajewski
Donald Lee	Heather Bishop	Jillian Goyeau
Doug Barrett	Heather Craig	Jim Montgomery
Doug Edmond	Heather Crane	Jo Lukis
Doug Koyama	Heather Kelly	Joal Kamps
Douglas Folkins	Heather Kirby	Joanna Majoko
Douglas Hoyer	Heather Ogilvie	Jocelyn Chan
Dustin Hawthorne	Helen Britton	Jodie Borle
Dwayne Ellis	Hiroki Tanaka	Jody Glenham
Dwayne Marcial	Hiroshi Koshiyama	Joe Oliva
Dylan Hermiston	Howard Redekopp	Joel Green
Ebedozo Udeozor	Iain Booth	Joel Quarrington
Edward Crouch	Ian Boyd	Joelle May
Edward Enman	Ian Couture	John Calabrese
Eftiola Plaku	Ian Espinet	John Drew Munro
Eileen Joyce Harvey	Ian Gosbee	John Dunham
Eli Wener	Ian Russell	John Fettes
Elizabeth Bligh	Ian Terry	John Hamilton
Elizabeth Hamilton	Ian Thomson	John Hartman
Elizabeth Skalak	Iris Godbout	John Kakalas
Ellen Gibling	Irma MacPherson	John Kendle
Emeka Ogbowu	Isabella Martin	John McAneney
Emily Kennedy	Ivan Weekes	John Parker
Emily Millard	J Stead	John Phillips
Eric Haynes	Jacelyn Holmes	John Sorensen
Eric Warner	Jacinthe Pare	John Welsh
Erik Alcock	Jaclyn Blumas	John Wort Hannam
Erikson Herman	Jacynthe Plamondon-	Johnny Hockin
Erin Aldridge	Emond	Jon Saldanha
Erin Flynn	Jae Gold	Jon Weisz
Erin Jenkins	Jaime Chinchilla	Jonathan Campbell
Erin Lowers	James Bunton	Jonathan Campbell
Erwin Viray	James Dewar-Davies	Jonathan Chandler
Esra Firatli	James Doyle	Jonathan Li
Evan Thompson	James Steel	Jonathan Tobin
Fannie Crepin	James Trauzzi	Jon-Rhys Evenchick

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

Jordan Howard	Laura Cappe	Matthew Large
Jordan Percival	Laura Fernandez	Matthew Reid
Jordan Powley	Laura Kelsey	Maureen Spillane
Jordan Ward	Laura Stanley	Max Zimmerman
Jordan Watchel	Laurel Borrowman	Maxime Bertrand
Jordan Wright	Lauren Pedersen	Maxime Brunet
Joris Bourgault Paquet	Laurence Lafond-Beaulne	Maxime Foley
Josanna Justine	Laurie Brown	Maxwell Roach
Josh Bowman	Lawrence Wiliford	Maziar Heidari
Josh Keller	Leah Fay Goldstein	Meagan Davidson
Josh Weinberg	Len Milne	Megan Bradfield
Joshua Wood	Lenore Maier	Megan Owen
Jovan Jovanov	Leo Cripps	Megan Palyga
Judy Hung	Leo Kee	Melanie Guay
Julian Morrow	Liam Killeen	Melanie Lachman
Julie Mahendran	Libby Elming	Melanie Laquerre
Julz Ossom	Lincoln Thorne	Melanie Stone
Jun Ha Kim	Linda Bush	Melina Coolen
Justin Bontje	Linda McRae	Melissa Beckford
Justin Mahoney	Lindsey Walker	Melissa Das-Arp
Justin Mathews	Lisa La Rocca	Melissa Tobin
Justine Blanchet	Lisa Lorenz	Michael Albery Powell
Justine Murdy	Lisa Ross	Michael Coghlan
Justine Vandergrift	Lorraine Lawson	Michael Elves
Kalman Szegvary	Lorraine Sylborne	Michael Gasselsdorfer
Kamilah Apong	Louis O'Reilly	Michael Gilbert
Karen Sunabacka	Luis Cardona	Michael Gorman
Karen Weigold	Luis Segura	Michael Greenwood
Karga Moore	Luke Correia-Damude	Michael Greggs
Karine Lafleur	Mackenzie Calarco	Michael Marcone
Karl Schwonik	Maddy Cristall	Michael McCormick
Karla Moy	Maeghan Ritchat	Michael Ohman
Kat Burns	Magali Monderie-Larouche	Michael St-Jean
Kat Leonard	Magella Skerritt	Michael Lander
Kate Davies	Maggie Tate	Michael DeQuevedo
Kate Wattie	Malcolm Aiken	Michelle Arnusch
Katernya Topol	Manuela Wuthrich	Michelle Bahrynowski
Katherine Moller	Mar Sellar	Miesha Louie
Kathryn Kerr	Marc Cyr	Mike Astbury
Kathy Jennings	Marc Donato	Mike Edel
Katie Murphy	Marc Dubé	Mike Kondakow
Katie Thornton	Mark Merilainen	Mike Magee
Katrina Kernaghan	Margaret Hogan	Mike Richards
Kaya Pino	Maria Bachand	Mike Uhrich
Kayla Stevens	Maria Da Silva	Mira Black
Keira Wade	Marie-Catherine LaPointe	Mira Sharma
Keith Blair	Marie-Josée Dandeneau	Mitra Evans
Keith Whiting	Marie-Laure Saidani	Morgan Hamill
Kelsi Mayne	Marie-Pierre Brunelle	Murray Daigle
Kenneth Simms	Marika Galea	Mustafa Amin
Keri Latimer	Marilyne Lacombe	Nancy Marley
Kevin Akwamuzor	Mark DiPietro	Nastonshia George
Kiki Jaspal	Mark Fenster	Natalia Pardalis
Kim Hobbs	Mark Greenhalgh	Natalia Yanchak
Kim Mendez	Mark Hamilton	Natalie Bohrn
Kimberley Trumpa	Mark Logan	Natasha Pasternak
Kimberly Francis	Mark Matusoff	Natasha Von Castle
Kinsey Posen	Mark Russell	Nathan Harland
Kira May	Mark Watson	Nathan Turner
Kirk McNally	Marlon Wilson	Navpreet Kalirai
Kodi Hutchinson	Marq DeSouza	Ndidi Onukwulu
Kris Barnes	Mary Ellen Gillespie	Neena Sharma
Krisjan Leslie	Maryanne Gibson	Neil Kistodial
Krista Holmes	Mary-Jane Russell	Nick Duglas
Kristin Marand	Masani Montague	Nick Fraser
Kurt Loewen	Mathew Teofilo	Nick Nausbaum
Kurtis Cockerill	Mathieu Allaire	Nick Nunes
Kyle Brenders	Mathieu-Gilles Lanciault	Nick Sifoni
Kyle Cunjak	Matt Dusk	Nicolas Godmaire
Kylee Winn	Matt Jameson	Nicole Blain
Kyria Kilakos	Matthew Hiscock	Nicole Leger

Nicole Seaboyer	Robert Buckley	Stefano Galante
Nik Buchowski	Robert Flis	Stephanie Finanders
Norine Braun	Robert Gruenbauer	Stephanie Hutchinson
Norm Beaver	Robert King	Stephanie Urquhart
Olivia Mennell	Robert Koch	Stephen Lyons
Olivia Shortt	Roberto Occhipiniti	Stephen Palmer
Olivia Street	Robin Helsten	Steve Dodd
Oswald Burke	Rodrigo Simoes	Steve Gardiner
Paddy Tutty	Roland Pemberton	Steve Kraus
Pamela Roz	Roman Sokal	Steven Charles
Patrice Agbokou	Ron Davis	Steven Smith
Patricia Silver	Ron Korb	Steven Tetz
Patrick Baillargeon	Ron Rogers	Stu Anderson
Patrick Carrabre	Ronald Graner	Suzanne Snizek
Patrick Geraghty	Ronald Hooper	Takeyce Mais
Patrick Krief	Ronald Tuttle	Tamara Kater
Patrick McCormack	Roryshane Grant	Tamfu Terry Ngala
Patrick Twaddle	Rose Slanic	Tamir Schlanger
Paul Galati	Roseline Rousseau-Gagnon	Tammy Egan
Paul Goguen	Roy Patterson	Tanya Gallant
Paul Hessey	Russ Adade	Tara McCarthy
Paul Leclair	Ruth Blakely	Taran Guest
Paul Luchkow	Ryan Chung	Tareq Ghneri
Paul McInnis	Ryan Ellis	Taylor Swindells
Paul Napash	Ryan MacGrath	Tedde Rae Albertson
Paul Shatto	Ryan Mennie	Teresa Castellucci
Paul Traunero	Ryan Nolan	Terra Spencer
Paula Danylevich	S Deen	Terry Parker
Paula Perri	Saeed Serbeh	Thom McKercher
Pedro Barbosa	Saman Shahi	Tiffany Martin
Penelope Stevens	Samantha Steinberg	Tim Jones
Peta-Gaye Duff	Samuel Davidson	Tim van de Ven
Peter Beales	Sandan Srikandarajah	Tom McKillip
Peter Green	Sandra Sutter	Tony Vieira
Peter Katz	Sandra-Christine Girouard	Travis Collington
Peter Linseman	Sandy Powlik	Trevor Daley
Peter Rowan	Sappho Hansen Smythe	Trevor Shelton
Peter Toh	Sara Protasow	Trish Cassling
Phoenix Bain	Sarah Atkinson	Troy Harmon-Porter
Pierre Bussieres	Sarah Duffy	Truman Phillips
Raha Javanfar	Sarah French	Tyler Tasson
Ralph Alfonso	Sarah Lutz	Tyler Wagar
Randolph Waugh	Sarah Makonnen	Tyson Yerex
Randy Farkas	Sarah Rossy	Ulysses de Paula
Randy Stark	Sarah Smith	Valeria Shirokova
Rawle Harding	Sarah Sussman	Valerie Bourdages
Ray Martin	Sarah Van Dusen	Valerie Hathaway-Warner
Ray Stephen	Savannah Wellman	Vanessa Cito
Réa Beaumont	Sean Bray	Veronica Roy
Rebekah Hutten	Sean Doherty	Victor Mijares
Renelle Desjardins	Sean Perras	Victoria DiGiovanni
Rhea March	Sebastien Blanchard	Victoria Shepherd
Rhonda Head	Serge Sargento	Vincenzo Maccarone
Rian Hamilton	Serge Sloimovits	Walle Larsson
Rian Malloch	Sergio Elmir	Wanda Milne
Ricardo Chung	Shad Bassett	Waymatea Ellis
Richard Fernandes	Shawn O'Shea	Wayne Cochrane
Richard Hepp	Shawna Caspi	William Crann
Richard Hornsby	Shaynee Modien	William Petrie
Richard Korbly	Shea Rodger	William Wooldridge
Richard Liukko	Sheldon Pitt	Yasin Kiraga Misago
Richard Pollack	Sherry Sinclair	Zachari Smith
Richard Trapunski	Silk-Anne Kaya	Zara Abbasi
Richard Vincent	Silvia Temis Perez	Ziyaad Haniff
Rick August	Simon Chartrand	
Rick Levine	Simon Henley	
Riley MacKinnon	Simon Labat	
Rob Bakker	Sky Wyatt	
Rob Krause	Spencer Mussellam	
Rob Smith	Spencer Sacht Lund	
	Stacie Dunlop	



# Luna Li

Over the last year, Korean-Canadian indie pop multi-instrumentalist Luna Li has seen tremendously exciting growth, catapulting herself into the Canadian and international music scenes thanks in large part to significant contributions through FACTOR’s Juried Sound Recording program. The release of FACTOR funded singles ‘Trying’ and ‘Afterglow’ in the first half of 2020 brought the attention of exciting new partners AWAL, 88rising and former XL Recordings head A&R Imran Ahmed’s new label, In Real Life.

In 2021, Luna Li has continued to build momentum with the releases ‘Cherry Pit’ and ‘Alone But Not Lonely’ – which have seen press support from some of music and fashions largest publications including i-D, NME, PAPER, Exclaim!, The Needle Drop and much more.

FACTOR’s support has also helped Luna Li to create captivating videos, including Cherry Pit, which has built Luna’s profile in the fashion world, leading to interviews with the likes of FASHION Canada and more.

Luna Li’s FACTOR funded debut LP is forthcoming.

PHOTO CREDIT: FELICE TRINIDAD



PHOTO CREDIT: TONY HAUSER

# Ensemble Made in Canada

Ensemble Made In Canada (EMIC) has continued to bring its unique blend of creativity and artistry to audiences around Canada and beyond. 2020 started with a bang as the group launched their album, **MOSAÏQUE**, in a livestream concert from the magnificent Partridge Hall in St. Catherines, Ontario, on January 24th. EMIC then continued with their final leg of their cross-Canada tour to British Columbia and announced their new member: cellist Trey Lee.

As the pandemic began to cast a shadow on the performing arts industry, EMIC continued to find ways to connect with music lovers across the nation and overseas. To mark Canada Day, the quartet performed a specially arranged version of “O Canada” by Lorenz Dangel in various styles reflecting the major

opuses in the piano quartet canon. EMIC has also continued its commitment to nurturing the next generation of Canadian musicians by taking its collaboration with Western University online—conducting seminars and discussions with composition students, leading to recorded performances of numerous new works.

EMIC is extremely grateful to enter a more hopeful 2021 with a JUNO win for Classical Album of the Year: Solo or Chamber. EMIC would like to take this opportunity to thank FACTOR for its support in making **MOSAÏQUE** a reality. With FACTOR’s assistance, EMIC overcame challenges during the process of creating this innovative and singular project that celebrates all the regions of Canada.



# Awards

## #FACTORfunded Award Winners

FACTOR-funded artists receive industry-wide recognition at award ceremonies across Canada!

### 108 awards

Across various categories

Award Category	Award	FACTOR-Funded Recipient
ADISQ Awards	Album de l'année: Anglophone	Patrick Watson, <i>Wave</i>
	Artiste Autochtone de l'année	Elisapie
	Artiste de l'année ayant le plus Rayonné hors Québec	Alexandra Stréliski
	Interprète Féminine de l'année	Alexandra Stréliski
	Spectacle de l'année: Anglophone	Patrick Watson, <i>Wave</i>
	Spectacle de l'année: Autres Langues	Elisapie, <i>The Ballad of the Runaway Girl</i>
Canadian Country Music Association Awards	Fans' Choice Award	Brett Kissel
	Group or Duo of the Year Award	The Washboard Union
	Male Artist of the Year Award	Brett Kissel
	Management Company of the Year Award	Invictus Entertainment Group
	Single of the Year Award	James Barker Band, <i>Keep It Simple</i>
Canadian Folk Music Awards	Children's Album of the Year	Claire Ness, <i>Broccoli Farm</i>
	Contemporary Album of the Year	William Prince, <i>Reliever</i>
	Contemporary Singer of the Year	Coco Love Alcorn, <i>Rebirth</i>
	English Songwriter(s) of the Year	William Prince, <i>Reliever</i>
	Indigenous Songwriter(s) of the Year	Leela Gilday, <i>North Star Calling</i>
	Solo Artist of the Year	Julian Taylor, <i>The Ridge</i>

Award Category	Award	FACTOR-Funded Recipient
East Coast Music Awards	Album of the Year	Neon Dreams, <i>The Happiness Of Tomorrow</i>
	Contemporary Roots Recording of the Year	Rose Cousins, <i>Bravado</i>
	Country Recording of the Year	The Heavy Horses, <i>With Darkness In My Eyes</i>
	Folk Recording of the Year	David Myles, <i>Leave Tonight</i>
	Instrumental Recording of the Year	Maxim Cormier, <i>Maxim and Gervais Cormier: Live at the Fortress of Louisbourg</i>
	Pop Recording of the Year	Sorrey, <i>In Full Bloom</i>
	Rock Recording of the Year	Beauts, <i>Dalliance</i>
	Roots/Traditional Recording of the Year	Maxim Cormier, <i>Maxim and Gervais Cormier: Live at the Fortress of Louisbourg</i>
	Solo Recording of the Year	Rose Cousins, <i>Bravado</i>
	Songwriter of the Year	Catherine MacLellan
	Company of the Year	Sound of Pop
	Fans' Choice Video of the Year	Kellie Loder, "Molded Like A Monster"
	Musician's Achievement Award	Keith Mullins
	Stompin' Tom Awards	Tara MacLean
JUNO Awards	Group of the Year	Arkells
	Alternative Album of the Year	July Talk, <i>Pray For It</i>
	Instrumental Album of the Year	Blitz//Berlin, <i>Movements III</i>
	Children's Album of the Year	Splash'N Boots, <i>Heart Parade</i>
	Classical Album of the Year: Solo or Chamber	Ensemble Made In Canada, <i>MOSAÏQUE</i>
	Dance Recording of the Year	KAYTRANADA, <i>BUBBA</i>
	Indigenous Artist or Group of the Year	Leela Gilday, <i>North Star Calling</i>
	Contemporary Roots Album of the Year	Rose Cousins, <i>Bravado</i>
	World Music Album of the Year	OKAN, <i>Espiral</i>
Music NB Awards	Solo Recording of the Year	Jon Mckiel, <i>Bobby Joe Hope</i>
	Fans' Choice	Les Fireflies
Music NL Awards	Alternative Artist of the Year	Adam Baxter
	The Citadel House Folk/Roots Artist of the Year	Rube & Rake
	Yamaha Group of the Year	Nick Earle & The Reckless Hearts
	Black Sheep on George Jazz/Blues Artist of the Year	Beauwater
	St. John's International Women's Film Festival Music Video of the Year	The Heavy Horses, "Weight in My Lungs"
	College of the North Atlantic Rock Artist of the Year	Nick Earle & The Reckless Hearts

# Awards

Award Category	Award	FACTOR-Funded Recipient
Saskatchewan Music Awards	Alternative Artist of the Year	Close Talker
	Experimental/Contemporary Artist of the Year	The Garrys
	Rock/Pop Artist of the Year	W3APONS
	Roots/Folk Artist of the Year	Jeffery Straker
SiriusXM Black Canadian Music Awards	SiriusXM Black Canadian Music Awards	TOBi
	SiriusXM Black Canadian Music Awards	Naya Ali
	SiriusXM Black Canadian Music Awards	Dylan Sinclair
SOCAN Awards	Publisher of the Year	Third Side Music
	2019 Slight Music Emerging Songwriter Award	Lowell
	Rock Music Awards	The Strumbellas, “Salvation”
	Rock Music Awards	The Glorious Sons, “Panic Attack”
	Country Music Awards	The Reklaws, “Feels Like That”
	R&B Music Awards	Daniel Caesar & Brandy, “LOVE AGAIN”
	Dance Music Awards	Felix Cartal & Lights, “Love Me”
	Folk/Roots Award	Dan Mangan
	Hagood Hardy Award Excellence in Jazz, Instrumental or World Music	Laila Biali
	Licensed to Play	desiFEST
The Indies	Album of the Year	July Talk, <i>Pray For It</i>
	Artist of the Year	Grimes, <i>Miss Anthropocene</i>
	Francophone Artist/Group or Duo of the Year	Charlotte Cardin, <i>Passive Aggressive</i>
	Group or Duo of The Year	Sam Roberts Band, <i>All of Us</i>
	Indigenous Artist/Group or Duo of the Year	Snotty Nose Rez Kids, <i>TRAPLINE</i>
	Pop Artist/Group or Duo of the Year	Virginia To Vegas, <i>Hartland St.</i>
	Video of the Year	Grimes, “Delete Forever”

Award Category	Award	FACTOR-Funded Recipient
Western Canadian Music Awards	Blues Artist of the Year	Big Dave McLean
	BreakOut Artist of the Year	Begonia
	Children’s Artist of the Year	Ginalina
	Classical Composer of the Year	Carmen Braden
	Country Artist of the Year	Jess Moskaluke
	Electronic & Dance Artist of the Year	RIELL
	Francophone Artist of the Year	Kelly Bado
	Global Artist of the Year	The Mariachi Ghost
	Indigenous Artist of the Year	Snotty Nose Rez Kids
	Instrumental Artist of the Year	Apollo Suns
	Metal & Hard Music Artist of the Year	Dizzy Mystics
	Pop Artist of the Year	Nuela Charles
	Rap & Hip Hop Artist of the Year	Snotty Nose Rez Kids
	Recording of the Year	William Prince
	Rock Artist of the Year	The Jerry Cans
Certifications	Songwriter(s) of the Year	William Prince
	Spiritual Artist of the Year	Dee Daniels
	Impact in Live Music	Winnipeg Folk Festival
	GOLD ALBUM(S)	July Talk, <i>Touch</i>
	PLATINUM ALBUM(S)	July Talk, <i>July Talk</i>
	Gold Single	Charlotte Day Wilson, “Work”
	Gold Single	Dean Brody, “Canadian Summer”
	Gold Single	Dean Brody, “Can’t Help Myself”
	Gold Single	Felix Cartal, “Mine” (ft. Sophie Simmons)
	Gold Single	James Barker Band, “Good Together”
	Gold Single	Jessie Reyez, “COFFIN” (ft. Eminem)
	Gold Single	Shaun Frank, “Addicted” (ft. Violet Days)
	Gold Single	Tebey, “Who’s Gonna Love You”
	Gold Single	Tyler Joe Miller, “Pillow Talkin’”
	Platinum Single	Allan Rayman, “13”
	Platinum Single	Dean Brody, “Can’t Help Myself”
	Platinum Single	Felix Cartal, “Mine” (ft. Sophie Simmons)
	Platinum Single	Jessie Reyez, “Imported” (with 6LACK)
	Platinum Single	Tebey, “Denim on Denim”
	Platinum Single	Virginia to Vegas, “Just Friends”
	Triple Platinum Single	Daniel Caesar, “Best Part” (ft. H.E.R.)



# Year–End Snapshot

## Province/Territory

Applicant's Province / Territory	Projects Submitted	Projects Approved	Amount Requested	Amount Offered
Alberta	329	150	\$ 5,138,726	\$ 3,550,941
British Columbia	669	332	\$ 10,399,857	\$ 8,955,677
Manitoba	142	72	\$ 2,437,080	\$ 2,087,418
New Brunswick	36	18	\$ 466,840	\$ 304,711
Newfoundland & Labrador	43	31	\$ 432,322	\$ 278,145
Northwest Territories	1	1	\$ 20,106	\$ 17,838
Nova Scotia	168	105	\$ 2,073,997	\$ 1,639,086
Nunavut	1	0	\$ 18,441	-
Ontario	2,109	1,091	\$ 32,323,797	\$ 28,126,213
Prince Edward Island	29	19	\$ 621,561	\$ 486,364
Québec	608	294	\$ 7,167,247	\$ 7,556,568
Saskatchewan	59	22	\$ 856,088	\$ 563,253
Yukon	9	3	\$ 72,287	\$ 7,350
Other	20	8	\$ 140,220	\$ 65,849
Total	4,223	2,146	\$62,168,575	\$53,639,416

## Genre

Primary Genre	Projects Submitted	Projects Approved	Amount Requested	Amount Offered
Adult Contemporary	68	15	\$ 578,969	\$ 118,354
Alternative	396	165	\$ 3,555,821	\$ 1,774,589
Blues	43	19	\$ 480,149	\$ 233,474
Children's	23	7	\$ 283,558	\$ 130,027
Classical	78	52	\$ 890,015	\$ 542,737
Country	136	45	\$ 1,435,054	\$ 657,039
Dance	56	18	\$ 949,577	\$ 380,983
Electronica	145	70	\$ 1,704,568	\$ 836,497
Experimental	73	46	\$ 615,664	\$ 416,135
Folk	334	151	\$ 2,927,469	\$ 1,544,398
Hard Rock	18	3	\$ 112,200	\$ 24,000
Hip Hop	352	90	\$ 2,799,270	\$ 940,748
Jazz	136	74	\$ 1,376,979	\$ 831,157
Metal	40	16	\$ 346,286	\$ 205,782
Pop	549	199	\$ 5,293,255	\$ 2,477,590
Punk	36	14	\$ 329,181	\$ 162,383
Reggae	30	11	\$ 256,119	\$ 109,690
Rock	310	111	\$ 2,667,078	\$ 1,119,431
Roots/Americana	120	48	\$ 1,327,861	\$ 466,119
Soul/R&B	231	79	\$ 1,890,744	\$ 828,147
Specialized	25	7	\$ 185,055	\$ 93,083
Traditional Indigenous Music	6	5	\$ 47,682	\$ 44,750
World	82	36	\$ 764,972	\$ 276,910
Total	3,287	1,281	\$ 30,817,538	\$ 14,214,031

# Year–End Snapshot

## Components

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
ARTIST DEVELOPMENT				
Artist Development	1,445	441	\$2,691,642	\$882,000
	1,445	441	\$2,691,642	\$882,000
COLLECTIVE INITIATIVES				
Industry Events	69	51	\$4,416,821	\$2,453,303
Showcase Production for Artists from Official Language Minority Communities	15	11	\$575,338	\$425,375
Showcase Production for Export-Ready Artists	37	26	\$1,727,809	\$1,259,912
	121	88	\$6,719,968	\$4,138,589
ENVELOPE FUNDING FOR MUSIC COMPANIES				
Envelope Funding for Music Companies	44	44		\$11,694,474
	44	44		\$11,694,474
FUNDING FOR NATIONAL SERVICE ORGANIZATIONS				
Funding for National Service Organizations	3	3		\$966,054
	3	3		\$966,054
MARKETING				
Comprehensive Artist	52	41	\$1,410,574	\$971,330
Comprehensive Music Company	169	132	\$2,331,450	\$1,434,861
Juried Sound Recording	271	153	\$3,939,793	\$1,993,402
Marketing & Promotion for Non-FACTOR-Funded Sound Recordings	60	36	\$616,418	\$476,338
	552	362	\$8,298,236	\$4,875,930
RADIO MARKETING FUND				
Comprehensive Artist	10	6	\$51,000	\$29,880
Comprehensive Music Company	26	19	\$104,725	\$68,398
Juried Sound Recording	81	46	\$345,806	\$232,789
Marketing & Promotion for Non-FACTOR-Funded Sound Recordings	22	6	\$52,000	\$26,857
	139	77	\$553,531	\$357,924

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
SHOWCASE				
Comprehensive Artist	0	0	-	-
Comprehensive Music Company	1	1	\$1,898	\$1,898
Juried Sound Recording	14	3	\$13,681	\$3,545
Live Performance	60	38	\$99,971	\$63,566
Marketing & Promotion for Non-FACTOR-Funded Sound Recordings	4	0	\$920	-
	79	42	\$116,470	\$69,009
SONGWRITER’S WORKSHOP				
Songwriter’s Workshop	2	1	\$4,000	\$2,000
	2	1	\$4,000	\$2,000
SOUND RECORDINGS				
Comprehensive Artist	39	32	\$1,007,146	\$785,689
Comprehensive Music Company	155	128	\$1,501,038	\$1,143,896
Juried Sound Recording	1,057	180	\$9,975,652	\$1,794,535
	1,251	340	\$12,483,836	\$3,724,121
SPONSORSHIP				
Sponsorship	123	89	\$2,363,621	\$898,768
	123	89	\$2,363,621	\$898,768
SUPPORT FOR ELIGIBLE MUSIC COMPANIES				
Business Development	57	47	\$617,640	\$471,539
Business Travel	33	19	\$67,940	\$27,248
Songwriter Support for Music Publishers	1	1	\$2,910	\$2,910
	91	67	\$688,490	\$501,697
TOUR SUPPORT				
Comprehensive Artist	2	0	\$1,933	\$0
Comprehensive Music Company	14	11	\$81,422	\$44,903
Juried Sound Recording	40	14	\$234,770	\$82,508
Marketing & Promotion for Non-FACTOR-Funded Sound Recordings	31	18	\$346,489	\$212,863
Live Performance	11	8	\$97,172	\$88,855
	98	51	\$761,786	\$429,129
VIDEO				
Comprehensive Artist	57	43	\$588,913	\$384,151
Comprehensive Music Company	158	115	\$855,292	\$524,662
Juried Sound Recording	421	301	\$3,389,146	\$2,290,410
Marketing & Promotion for Non-FACTOR-Funded Sound Recordings	34	12	\$177,646	\$85,880
Video	70	54	\$901,041	\$590,815
	740	525	\$5,912,038	\$3,875,919
TOTAL OFFERS	4,688	2,130	\$40,593,617	\$32,415,614





Foundation Assisting  
Canadian Talent on  
Recordings

Financial Statements  
**March 31, 2021**  
(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 Foundation) as at March 31, 2021 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 Foundation’s financial statements comprise:

- the statement of financial position as at March 31, 2021;
- 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 significant accounting policies and other explanatory information.

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 Foundation 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.

PricewaterhouseCoopers LLP  
PwC Tower, 18 York Street, Suite 2600, Toronto, Ontario, Canada M5J 0B2  
T: +1 416 863 1133, F: +1 416 365 8215

“PwC” refers to PricewaterhouseCoopers LLP, an Ontario limited liability partnership.



### 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.

In preparing the financial statements, management is responsible for assessing the Foundation'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 Foundation or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Foundation'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 Foundation'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 Foundation'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 Foundation 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.

*PricewaterhouseCoopers LLP*

Chartered Professional Accountants, Licensed Public Accountants

Toronto, Ontario  
June 18, 2021




Foundation Assisting Canadian Talent on Recordings

Statement of Financial Position  
As at March 31, 2021

(expressed in Canadian dollars)

	2021			2020	
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
<b>Assets</b>					
<b>Current assets</b>					
Cash and cash equivalents	803,541	-	-	803,541	845,230
Accounts receivable (note 6)	-	-	-	-	1,161,036
Short-term investments	1,500,000	-	-	1,500,000	1,000,000
Other assets	46,026	-	-	46,026	52,735
	2,349,567	-	-	2,349,567	3,059,001
<b>Investments</b> (note 9)	-	-	55,578,115	55,578,115	48,243,782
<b>Property and equipment</b> (note 4)	-	90,850	-	90,850	107,290
<b>Intangible assets</b> (note 5)	-	106,520	-	106,520	123,360
	2,349,567	197,370	55,578,115	58,125,052	51,533,433
<b>Liabilities</b>					
<b>Current liabilities</b>					
Accounts payable and accrued liabilities (note 7)	177,339	-	-	177,339	238,517
<b>Net Assets</b>	2,172,228	197,370	55,578,115	57,947,713	51,294,916
	2,349,567	197,370	55,578,115	58,125,052	51,533,433
<b>Commitments</b> (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, 2021

(expressed in Canadian dollars)

	2021			2020	
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
Revenue (schedule 1)	56,277,685	-	-	56,277,685	30,880,783
Expenditures					
Grants (schedule 2)	54,640,045	-	-	54,640,045	25,238,117
Administrative expenses (schedule 3)	2,857,166	-	-	2,857,166	2,550,441
	57,497,211	-	-	57,497,211	27,788,558
Excess (deficiency) of revenue over expenditures before the following	(1,219,526)	-	-	(1,219,526)	3,092,225
Investment income (note 9)	27,587	-	476,721	504,308	466,482
Unrealized gain (loss) on investments (note 9)	-	-	7,413,743	7,413,743	(3,506,888)
Depreciation of property and equipment	-	(28,058)	-	(28,058)	(37,064)
Amortization of intangible assets	-	(17,670)	-	(17,670)	(27,843)
	27,587	(45,728)	7,890,464	7,872,323	(3,105,313)
Excess (deficiency) of revenue over expenditures for the year	(1,191,939)	(45,728)	7,890,464	6,652,797	(13,088)

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, 2021

(expressed in Canadian dollars)

	2021			2020	
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
Balance – Beginning of year	2,820,484	230,650	48,243,782	51,294,916	51,308,004
Excess (deficiency) of revenue over expenditures for the year	(1,191,939)	(45,728)	7,890,464	6,652,797	(13,088)
Interfund transfers (note 10)	543,683	12,448	(556,131)	-	-
Balance – End of year	2,172,228	197,370	55,578,115	57,947,713	51,294,916

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, 2021

(expressed in Canadian dollars)

	2021 \$	2020 \$
Cash provided by (used in)		
Operating activities		
Excess (deficiency) of revenue over expenditures for the year	6,652,797	(13,088)
Adjustments for non-cash items		
Depreciation of property and equipment	28,058	37,064
Amortization of intangible assets	17,670	27,843
Unrealized gain (loss) on investments	(7,413,743)	3,506,888
Realized gains on investments	(476,721)	(393,389)
	(1,191,939)	3,165,318
Changes in non-cash working capital items		
Accounts receivable	1,161,036	(1,040,387)
Other assets	6,709	(2,974)
Accounts payable and accrued liabilities	(61,178)	61,378
	(85,372)	2,183,335
Investing activities		
Purchase of investments	(6,970,859)	(18,278,647)
Sale of investments	4,526,990	9,778,648
Sale of short-term investments	2,500,000	6,500,000
Purchase of property and equipment	(11,618)	(39,583)
Purchase of intangible asset	(830)	-
	43,683	(2,039,582)
(Decrease) increase in cash and cash equivalents during the year	(41,689)	143,753
Cash and cash equivalents – Beginning of year	845,230	701,477
Cash and cash equivalents – End of year	803,541	845,230
Cash and cash equivalents are allocated as follows		
General fund	803,541	845,230
Cash and cash equivalents comprise		
Cash	803,541	845,230

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



Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(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.

The outbreak of the novel strain of coronavirus specifically identified as COVID-19 was declared a pandemic by the World Health Organization during the year. The situation is dynamic, and the ultimate duration and magnitude of the impact on the economy and the Foundation is unknown. Management continues to observe and respond to the evolving COVID-19 environment and its impact on areas across the operations, going concern assumption, liquidity monitoring and the value of assets and liabilities reported in the financial statements. The Foundation has experienced a decline in contributions from one of its two main sources of funding – Private Radio Broadcasters – as a result of COVID-19. Additionally, the Foundation has been tasked by the Department of Heritage to administer emergency funding to artists amid COVID-19. The impact of COVID-19 on the Foundation will depend on many factors, including Canadian Radio-Television and Telecommunications Commission (CRTC) rulings and the outcome of the proposed Bill C-10 legislation.

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.

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

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.

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.

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

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.

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

	2021		
	Cost \$	Accumulated depreciation \$	Net \$
Computer equipment	394,809	391,123	3,686
Furniture and equipment	290,158	258,773	31,385
Leasehold improvements	164,097	108,318	55,779
	849,064	758,214	90,850

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

	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

5 Intangible assets

	2021		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	554,204	447,684	106,520

	2020		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	700,417	577,057	123,360

6 Accounts receivable

Accounts receivable comprise the following:

	2021 \$	2020 \$
Due from other companies	-	21,000
Due from Government of Canada	-	1,140,036
	-	1,161,036

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

7 Accounts payable and accrued liabilities

Accounts payable and accrued liabilities comprise the following amounts:

	2021 \$	2020 \$
Trade accounts payable	17,382	102,577
Professional fees	37,490	37,127
Vacation accrual	97,467	73,813
Bonus accrual	25,000	25,000
	<u>177,339</u>	<u>238,517</u>

8 Commitments

Grants

As at year-end, FACTOR is committed to advancing funds in the future totalling approximately \$9,499,547 (2020 – \$9,256,174) 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, 2021:

	Initial commitment \$	Payment made to date \$	Remaining commitment balance \$
Before April 1, 2020	3,870,581	2,458,501	1,412,080
April 1, 2020 – December 31, 2020	8,321,703	4,386,189	3,935,514
January 1, 2021 – March 31, 2021	<u>6,366,323</u>	<u>2,214,369</u>	<u>4,151,954</u>
	<u>18,558,607</u>	<u>9,059,059</u>	<u>9,499,548</u>

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 \$
2022	242,000
2023	<u>61,000</u>
	<u>303,000</u>

Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

9 Investments

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

	2021 \$	2020 \$
Opening balance	48,243,782	50,357,281
Purchases	3,970,859	10,778,648
Sales	(4,526,990)	(9,778,648)
Realized gains	476,721	393,389
Unrealized gain (loss) on investments	<u>7,413,743</u>	<u>(3,506,888)</u>
	<u>55,578,115</u>	<u>48,243,782</u>

10 Interfund transfers

During the year, \$12,448 (2020 – \$39,582) was transferred to the capital asset fund from the general fund. In addition, \$556,131 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.



Foundation Assisting Canadian Talent on Recordings

Notes to Financial Statements  
March 31, 2021

(expressed in Canadian dollars)

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.

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 \$3,021,847 (2020 – \$1,060,314) and extended payments in the amount of \$1,569,687 (2020 – \$513,139), which are included in the statement of operations as grants. Total outstanding commitments to these parties amounted to \$1,529,781 as at March 31, 2021 (2020 – \$547,176), 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. Total amounts of approved grants, extended payments and outstanding commitments to Arts & Crafts Inc. in 2021 were \$662,458, \$1,180,000 and \$517,542, respectively. The level of funding Arts & Crafts Inc. received in 2021 was consistent with prior year.

Foundation Assisting Canadian Talent on Recordings

Schedule of Revenue  
For the year ended March 31, 2021

Schedule 1

(expressed in Canadian dollars)

	2021 \$	2020 \$
<b>Public</b>		
Canadian Music Fund contributions		
New Musical Works Program	17,981,112	9,615,848
Collective Initiatives Program	3,768,427	4,930,860
Emergency Support Fund	22,585,211	-
	44,334,750	14,546,708
<b>Private</b>		
Broadcasters' contributions		
Tangible benefits	2,528,070	2,510,083
Canadian content development		
Basic	1,229,788	1,279,823
Over and above	604,960	808,060
Canadian Radio-television and Telecommunications Commission	4,158,177	4,550,582
Stingray Radio	-	1,815,655
Sirius XM	3,421,940	5,369,872
	11,942,935	16,334,075
	56,277,685	30,880,783

# Foundation Assisting Canadian Talent on Recordings

Schedule of Grants

Schedule 2

For the year ended March 31, 2021

(expressed in Canadian dollars)

	2021 \$	2020 \$
<b>Sound recording production</b>		
Comprehensive music company	1,360,518	1,380,912
Comprehensive artist	795,827	776,100
Artist development	739,573	1,056,909
Juried sound recording	1,285,657	1,682,222
	<u>4,181,575</u>	<u>4,896,143</u>
<b>Marketing</b>		
Comprehensive music company	2,154,917	2,592,573
Comprehensive artist	1,451,516	1,412,655
Juried sound recording	3,917,195	3,979,897
Marketing and promotion for non-FACTOR funded sound recordings	588,459	395,471
Tour support	638,887	2,375,990
Showcase	174,500	1,037,690
Video	656,257	515,796
	<u>9,581,731</u>	<u>12,310,072</u>
<b>Envelope</b>		
Envelope – music companies	11,694,474	-
Envelope – National Service Organizations	981,785	-
Musicaction transfer	960,000	-
	<u>13,636,259</u>	<u>-</u>
<b>Emergency COVID-19 music industry relief programs</b>		
Emergency funds	21,518,857	-
<b>Other</b>		
Business travel	233,453	958,001
Business development	314,175	129,370
Program travel expenses	40,887	170,492
Songwriter's workshop	(282)	33,699
Sponsorship	861,268	811,965
Regional affiliates	539,500	514,997
Radio marketing	333,008	340,425
	<u>2,322,009</u>	<u>2,958,949</u>
<b>Collective initiative program</b>		
Industry events	1,985,436	3,032,383
Showcase production for artists from official language minority communities	455,480	402,785
Showcase production for export ready artists	958,698	1,637,785
	<u>3,399,614</u>	<u>5,072,953</u>
	<u>54,640,045</u>	<u>25,238,117</u>





ARTIST: DON AMERO  
PHOTO CREDIT: MICHAEL HOMER



