



HOW THE REMIX PROJECT CREATED PATHWAYS TO EMPLOYMENT AND ENTREPRENEURSHIP IN URBAN MUSIC

A RESEARCH REPORT

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FIONASCOTT
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Thank you to the Ontario Media Development Corporation for investing in research related to the development of Ontario’s urban music industry. It is this creation of knowledge that will help to ensure Ontario’s place as a leader of creative and cultural industries.

Creating this report was not a one-researcher job. I am thankful to many people who made this project successful and exciting. Getting the work done would not have been possible without Remix’s Fundraising Coordinator and alumni Chantle Beeso. Another Remix alumni, and current Director of Programming Ricki Bekzedah is the best source of information for everything related to Remix. And finally, thanks Remix alumni and Director of Resources Addie Gyamfi, for doing everything else that needed to get done to make this project happen.

Thank you to the people who took time out of their schedules to be interviewed for the project. It was a great experience to talk to the people who are making moves in urban music, and making room for young people to move along with them.

Giving thanks to my co-writer, Gavin Hutchinson, who was instrumental in making sure you all read this report by contributing his creative writing skills.

Finally, thanks to the three Remix co-founders Gavin, Drex and Kehinde for creating a program that inspires so many youth and provides real opportunities for them to pursue their passions in creative industries.

Designed by Steph Vasko

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IMAGINE. YOU ARE 15 YEARS OLD. YOU LIVE IN TORONTO. IT'S 2007.

**YOU WANT TO GROW UP AND BECOME NOT A BANKER, NOT A LAWYER,
NOT A DOCTOR, NEITHER A MECHANICAL, SOFTWARE NOR CIVIL ENGINEER. NO.**

You are overflowing with creativity. You want to explore the artistic path but no one has ever told you about anything called Creative Industries or that you could legitimately aspire to sustain your life financially with an arts-based career.

The world in which you were born and raised seems to have little use for your gifts short of to entertain it. You face the reality that you might have to become something you are not in order to survive this world. The arts are too much of a shot in the dark. Plus, where are you going to go to acquire the technical skills needed to bolster all that creative energy you possess? Neither you nor your parents have the means to send you to any of the handful of tertiary institutions that offer meaningful related programs.



KARLA MOY

Karla Moy perhaps had similar feelings back then but today, at 24, she need not feel anxious about doing the things she loves. Now she is HustleGRL, a web designer at the top of her game, a brilliant photographer, a DJ and an event organizer. As a tastemaker she is credited for noticing The Weeknd before Drake did. Before that, she noticed Drake before anyone else did. Her entire professional career rests firmly in the Creative Industries,

**AND IT'S ALL THANKS TO
THE REMIX PROJECT.**



INTRODUCTION

The age that HustleGRL entered the program happens to be an extreme example, yet The Remix Project has truly earned its reputation for ushering young minds from late adolescence into early adulthood through the pathways of creative self-determination. This is good news for Ontario, where there is an abundance of talented youths overflowing with passion and eagerness to contribute to the region's growing urban music industry. However, too many of them face barriers to relevant training, resources and networks that would help them access jobs and create businesses to further develop the industry. The Remix approach dismantles the obstacles and allows participants to flourish.

Remix's success begins with its founders and administrators who largely hail from similar backgrounds as the students, its educators who are currently practicing professionals in the field that they teach, its use of a project-based model and its emphasis on helping students to formulate plans of action for when they leave the 9-month program. Amazingly, there are no fees or tuition burdening participants as they benefit from this unique and often life-changing program. These are some of the factors that have made Remix fill the void and become a premier feeder institution supplying significant labor to Ontario's growing urban arts scene. Whereas there are at least three established private colleges teaching in the field of recording arts, they all have expensive tuitions that exclude too many, plus they all have conventional approaches to teaching and obvious non-urban cultures that may not serve all of the students who are more interested in thriving in urban-related careers.

Remix offers programs under three main umbrellas: the Academy of Recording Arts, the Academy of Creative Arts and the Academy of Business. More and more students who have been through all these streams are gradually becoming standard-bearers in Canada's increasingly prestigious presence in global urban music, either as artists (Recording Arts umbrella) or in critical supporting roles (Creative Arts and Business umbrellas). Throughout its 10-year history, Remix's output of creatives entering the workforce has been noted with admiration, not just for the number of graduates making waves in the field but also for their remarkable professionalism. Remix is now habitually lauded by giants of industry, including representatives from SOCAN, OVO, and Bell Media, as being key to the growth of Ontario's urban music industry. Still, it is widely believed that said growth

has been tempered by an unfortunate lack of infrastructure that requires a larger number of adequately trained artists and entrepreneurs on a scale surpassing Remix's current capacity.

This report aims, then, to recommend best practices useful to the responsible growth of Ontario's urban music industry, highlighting the strengths of Remix that make it such a praised success. In this case study we will show the merits of specific aspects of Remix's unique learning environment as well as those of its educators and their teaching methods.



RESEARCH METHODS

The research methods for this project included collecting both primary and secondary data. Primary data included interviews with professionals from the urban music industry and Remix alumni.

Information for the timeline was compiled over a series of meetings with Gavin Sheppard and Drex Jancar, as well as reviewing Remix's blog and Facebook page.

Secondary data included a literature review of some of the key elements of success that we identified, reports available about the urban music industry in Canada, and administrative data (collected operationally by Remix).

INTERVIEWS WITH INDUSTRY PROFESSIONALS

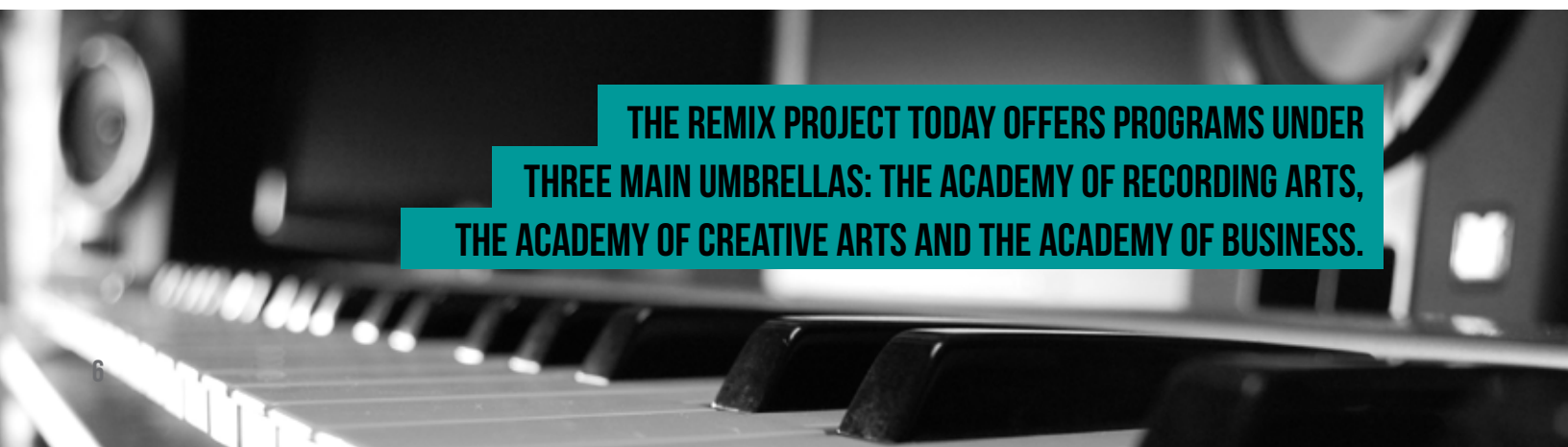
Through conversations with Remix staff, we identified people who have been involved with Remix as mentors, advisors, funders, staff, and/or teachers who would be able to speak about the elements of Remix's success. The following people were interviewed:

- Rodney Murphy
Music Publishing: Director A&R, SOCAN;
Member of Toronto Music Advisory Council
- David 'Click' Cox
Artist Management: President, CLK
Creative Works/ Music and Entertainment
Consultant, Artist Manager
- Tyrone 'T-Rexxx' Edwards
TV Personality: Host on E! news Updates,
MUCH
- DJ Grouch
DJ, Producer, Teacher
- Greg Baptiste
Music Video Programmer: Senior Music
Video Programmer, Bell Media
- Ty Harper
Radio Producer, CBC
- Mr. Morgan
Artist Management: OVO,
M3 Entertainment
- Rodrigo Bascuñán
Producer and Writer, Banger Films
- Sol Guy
Artist Management (formerly);
Producer and Founder, DAIS
- Giancarlo 'Lo' Falcioni
Artist Management: M3 Entertainment;
Dean of Remix's Academy of Business
- Peter Flegel
Director of Programs and Communications,
Michaëlle Jean Foundation

INTERVIEWS WITH REMIX ALUMNI

Remix graduates were interviewed about how they feel Remix prepared them for and helped them to access employment or create businesses in urban music.

Information from all of the interviews was coded into six key themes related to the elements of what makes Remix an effective way to train diverse youth to enter careers in the urban music industry.



**THE REMIX PROJECT TODAY OFFERS PROGRAMS UNDER
THREE MAIN UMBRELLAS: THE ACADEMY OF RECORDING ARTS,
THE ACADEMY OF CREATIVE ARTS AND THE ACADEMY OF BUSINESS.**

THE REMIX PROJECT A BRIEF HISTORY

1999

Inspired by the 416 Graffiti Expo (a celebration of hip hop culture in Toronto organized by REMG Entertainment), local youth who are involved in the hip hop scene, including Gavin Sheppard, begin to imagine a space to learn and practice the 4 elements of hip hop: turntables, graffiti, rap battles and breakdance competitions.

The youth started going to malls and other places youth were at to ask what they would want to see in the space and how it would work.




Gavin, with support of Bill Worrell of the Lakeshore Area Multi-service Project (LAMP), successfully writes two grants and receives \$10,000 from the National Crime Prevention Centre and \$10,000 from the City of Toronto. A youth program is created called Inner City Visions (ICV).


2000

ICV programming starts. Includes weekly open mic, turntables for public use, DJ lessons, space for breakdancers to meet up and practice, writers bench for graffiti, and monthly bbq or MC battle.


MC Derek 'Drex' Jancar starts volunteering with ICV and becomes founding member of Remix.


 XXL magazine does photo shoot at ICV.

DJs Grouch and Mensa become ICV official DJs.


 Gavin and Drex help create the South Etobicoke Youth Assembly (SEYA) to give youth a voice that is respected and heard among local politicians, activists, and leaders.

2001

 David 'Click' Cox from BMG (and later Universal) begins *The Ropes* music business workshops, and enlists support from Ivan Berry (BMG/Beat Factory), Carey Riley and Jen Hyland (both from BMG and later Universal).

 Hip Hop Canada starts to feature ICV artists on their site and promote ICV events.

Honourable Jean Augustine visits ICV.


 Gavin joins DJ Grouch as co-host on CHRY radio Soundcheck show. The show featured discussions about what was going on in the community as well as artist interviews and music from ICV participants.

Music production group Tone Mason are early ICV participants and go on to become Grammy nominated producers for R&B singer-songwriter Fantasia's self-titled album Fantasia.

2002

ICV launches creative arts program that includes photography, painting, and muralism.

Recording arts programming continues including MC battles and The Ropes workshops.

 Muchmusic's Rap City hosts show at ICV.

Pound magazine begins to feature Remix artists and take on interns.



HONOURABLE
JEAN AUGUSTINE

2003



eOne Music Canada (formerly KOCH) Label Manager Jay Devonish becomes workshop guest speaker then mentor, teacher, and grant writer for Remix. Provides internships and jobs for Remix graduates. DMC (Jay's grant writing company) have written successful grants for Remix and Remix participants.



Supported Dave Guenette in developing his first label (District 6) and helped connect him to community. Dave now runs Pirates Blend Records label with Sony Music Canada, has employed Remix alumni, and remains an advisor to the program.



ICV launches photography program; holds exhibit as part of CONTACT photography festival.



Big it Up workshop series created to teach participants business etiquette with first guest speaker Damien Royes (Big it Up/Brimz).

2004

ICV launches recording arts program. Youth from all over the GTA start coming to record music. Recording studio available after hours for artists to rent.

Strategic partnership with Midi Mafia to help launch Tone Mason into the US.



Universal Music starts doing workshops at ICV.



Urbanology magazine launches and features ICV participants and alumni.

ICV is awarded by Toronto municipal councillor Olivia Chow for "leadership in youth advocacy and innovation".



ICV becomes founding member of Grassroots Youth Collaborative (GYC).

2005

ICV artist Rochester goes on national tour from Ottawa to Whistler with rapper Obie Trice.



Maple Music signs first ICV artist Rochester aka Juice.



Summer of the Gun. ICV staff start working with City of Toronto Mayor's Community Secretariat member Kehinde Bah who co-founds Remix. ICV is designated as 'Priority Project'. Introduced to City staff Denise Andrea Campbell who also became instrumental in developing Remix.

Del Frio a Calor: ICV participates in international exchange with local and international hip hop organizations to Havana, Cuba for Black August hip hop festival.

Del Frio a Calor album is made with ICV producers and Cuban rappers.

Began incubating Legends League via ICV participant Bryan Espiritu.

2006

Inner City Visions is renamed The Remix Project.

Round 1 programming includes recording arts and business programs.

MANIFESTO

Manifesto is founded and becomes ally and programming partner with Remix.

Press conference launch with Toronto Mayor David Miller featuring DJ Ricochet and DJ Mensa.

ICV participant and music engineer Prologic becomes Remix staff, and eventually opens his own studio and becomes the in-house engineer for Canadian hip hop artist P Reign.



OBIE TRICE

2007



Helped incubate MadRuk: Mad Ruk becomes one of Toronto's most successful music video companies.

Recording Arts Program Leader '40' invites Drake to Remix. Drake records his second mixtape *Comeback Season*, and a few records from the *So Far Gone* EP at Remix. Drake meets Remix participant Future the Prince who becomes his DJ and Business Manager.

Youth Leader / Graphic Designer Bryan Brock (later Dean of creative arts program); does artwork for *Comeback Season* mixtape. Remix participant Hustlegrl starts doing social media and official fan site for Drake out of Remix.

Drex and Gavin visit Brazil to begin working with community partners working in arts and culture there. They meet Michaëlle Jean, former Governor General of Canada.

Flow 93.5 becomes Remix's official radio partner.

2008

Michaëlle Jean visits The Remix Project
<http://on.thestar.com/2af6062>.

Michaëlle Jean connects Remix with actor Paul Gross who later donates award money to Remix to develop video editing suite.



1loveTO starts as a project of Remix. City of Toronto Mayor David Miller asks Remix to create a Caribana float. Business program leader T-Rexxx

creates 1loveTO concept. Remix participant Royalz prints 1LoveTO shirts. 1LoveTO eventually becomes successful blog and lifestyle company.



Remix to Rio. 4 Remix participants and 3 staff, alongside local organization Concrete Hoops, travel to Brazil to work with local organizations to help launch a recording studio, run basketball camps and attend Hootooz; the largest hip hop festival in Latin America. The trip is supported by Schools Without Borders.



Legends League brand launches.



Canadian Heritage

Patrimoine canadien

Ignite the Americas. Remix was brought on by federal agency Canadian Heritage to help plan and produce the conference in Toronto. 2 young people representing each country in the Organization of American States (OAS) that worked in art and culture for community development and social change came to Toronto to share best practices and come up with recommendations for ministers of culture that could be adapted to give young people better opportunities and create safety.



Partnership created with Humber College to provide up to 3 scholarships per year to Remix alumni to attend media arts program.



Connected with industry mentor and key advisor Sol Guy.



DRAKE



NOAH '40' SHEBIB



MICHAËLLE JEAN

2009

The Remix Project becomes a nonprofit and registered charity.

Gavin travels with Michaëlle Jean on state visits to Mexico, Guatemala and Costa Rica representing Remix as members of civic society.

Gavin, Drex and Remix participant Hagler travel to Bogota to visit community partner La Familia Ayara to learn about their programs and begin an exchange program. Colombian group Voodoo Souljahs visits Toronto and performs at Manifesto.



Remix wins award from UN Habitat for excellence in community safety in arts and culture. 2 Remix staff and 2 participants travel to Durban, South Africa as delegates and presenters at a conference for UN Habitat.

A group of 20 young professionals from Toronto's urban arts industry come together to create Get Money Make Change events to raise funds for Remix.

Tale of 3 Cities. Photography program in partnership with SWB in Toronto, New York, and Rio, produced by Roxanne Garroway and Kate Fraser.



MTV films a documentary series about the Remix location. Becomes official media partner for the year and changes its intern policy in order to take on participants with no post-secondary education from Remix.

2010

Canadian recording artist Melanie Fiona is a guest speaker at Remix workshop. Donates proceeds from her Toronto concert and \$10,000 award money from Canada's walk of fame to Remix. The money is used to create the Women in the Industry workshops at Remix; panel discussions featuring successful women from creative industries. Melanie Fiona becomes Remix ambassador.

SOCAN SOCAN begins delivering music publishing and creator rights workshops. Remix participants start signing up for SOCAN.



City Life Film Project launches. Emerges out of partnership with ETF team / Director Calum de Hartog and Temple Street Productions. Director Randal 'RT' Thorne is a founding player.



Partnership with Toronto International Film Festival to screen City Life Films as part of their year-round programming.

2011



OVO formed by Drake, Oliver, Niko and Remix staff 40. OVO employs Remix co-founder Drex, and several alumni.

Remix's Honest Music record label launches (in partnership with EMI Music Canada).



Blackboard Marketing launches; a social enterprise of Remix that coordinates employment opportunities for Remix DJs, producers, photographers, videographers, and visual artists.

In-studio style intimate and interactive conversation with hip hop artist Kendrick Lamar.



Created partnership with Toronto District School Board Equity Department to provide credits to Remix participants who are in high school.



MELANIE FIONA

KENDRICK LAMAR

2012



Entertainment lawyer and president of E1 music Chris Taylor delivers workshops and takes on Remix graduates as interns and staff at Last Gang Records

Meet and greet with R&B recording artist and producer Ryan Leslie.



In-studio style intimate and interactive conversation with DJ Clinton Sparks.



In-studio style intimate and interactive conversation with Jonny Shipes, founder of Cinematic Music Group and Smoke DZA.

In-studio style intimate and interactive conversation with producer Orin Isaacs.

In-studio style intimate and interactive conversation with Karen Civil, 2 Dope Boys and Low Key from You Heard That New?

Recording arts participants visit Talib Kweli show to learn about soundcheck.



Words, Beats and Life Inc. names Remix Hip Hop Organization of the Year.

In-studio style intimate and interactive conversation with Rapper and Wu-Tang Clan member Raekwon

2013



3 of the short films from City Life make it to Cannes Short Film Corner, 2 of them made it into BET Film Festival in New York.



Partnership developed with Creative Niche to provide business workshop and portfolio review with Remix participants.



Remix participants were invited to create videos and artwork for J. Cole's upcoming album that were posted on Sony's official Youtube page. They were also invited to his Toronto show.



In-studio style intimate and interactive conversation with engineer and DJ Young Guru.

Live performance workshop with Canadian hip hop artist Kardinall Offishall.

In-studio style intimate and interactive conversation with Morgan Striker - publicist at Prize Fighter, Boiler Room.



In-studio style intimate and interactive conversation with Riggs Morales, Vice President of A&R at Atlantic Records.



ORIN ISAACS

RAEKWON

RYAN LESLIE

J. COLE

KARDINALL
OFFISHALL

2014



Remix produces the first annual OVO summit at CBC Glenn Gould Studios: an educational component to the week-long OVO fest. Free for youth from targeted community partners from across the GTA.



The Remix Project Chicago launches.

Remix's Young Entrepreneur Business Incubator Program launches. Youth attend business workshops, access mentors, get support with developing business plans, and can receive a \$3,000 grant towards their business upon completion of the program.

Get Fresh company (led by 3 Remix alumni) launches bricks and mortar store.

In-studio style intimate and interactive conversation with Jeffrey Remedios, President of Universal Music.

In-studio style intimate and interactive conversation with Singer-songwriter, producer and rapper Rico Love.

In-studio style intimate and interactive conversation with Grammy-nominated producer Just Blaze.

In-studio style intimate and interactive conversation with rapper, songwriter and producer G-Easy.

2015

Remix launches capital campaign with Daniels Corporation.

Drex becomes founding member of Toronto Music Advisory Council.



In partnership with Manifesto and IREMEMBER, Remix hosts conversation with Jamaican reggae artist Chronixx.

Tale of 2 Cities - performances by Remix alumni from TO and Chicago in each other's cities.

Legends League opens its flagship storefront, employs 4 remix alumni.



Remix produces CONTENT - a multi media experience captured on Samsung mobile devices by Remix alumni. Supported by Samsung.

In-studio style intimate and interactive conversation with rapper/producer/DJ Mannie Fresh.

Building a Brand workshop in partnership with HustleGRL featuring Brandon Banks Complex Media, Clinton Cuff from Remember Music / Warner Brothers, and Anwar Washington from Peas and Carrots.



G-EASY

2016

THE REMIX PROJECT'S
**10 YEAR
ANNIVERSARY**

Remix suspends flagship program to run education and platform-based programming for alumni. While producing these events, staff take time to reflect on successes, challenges and the way forward for next decade.



Dvsn (music production duo that includes Remix recording arts program leader Daniel Daley) is signed to OVO Sound.

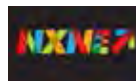
Album recorded at Remix.



Remix produces all women showcase for Canadian Music Week.



Remix produces NBA All Star Weekend special edition of OVO Summit focused on the sports business.



Remix organizes producer showcase for NXNE.

Remix produces pop-up shop of alumni streetwear and clothing brands with Community 54.

10 year anniversary art show at Daniels Spectrum.



REMIX ALUMNI PROFILES

The impact of The Remix Project can be seen in the many success stories of its alumni. In this section we highlight a sample of some of Remix's graduates pathways to employment and entrepreneurship in urban music.

FUTURE THE PRINCE



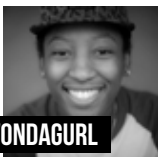
At 16, Adel Prince Nur, known by all as Future the Prince, volunteered at a record store to have an outlet for his love of music. Future entered The Remix Project to better himself as a DJ and learn how to build his business. Since graduating from Remix, Future has gone on to become Drake's official DJ and now his business manager.

RICH KIDD



A recording artist and burgeoning music producer, Richie Acheampong (aka Rich Kidd) has produced records for hip-hop superstars Drake, k-os, and Bustah Rhymes. Having toured Canada and released an album, Rich's reputation is preceding him into rooms across the country. In 2013 Rich Kidd was nominated, along with Son Real, for Rap Recording of the Year ("The Closers") at the Junos.

WONDAGURL



Ebony Oshunrinde (WondaGurl) came to Remix to hone her skills as a producer. Shortly after graduating at 15-years-old in 2012, she won the Battle of the Beatmakers competition. She has placed cuts for French Montana, Travis Scott, and Jay-Z ("Crown" off of "Magna Carta Holy Grail"). WondaGurl was featured in Black Entertainment Television's (BET) "Top 10 Producers on the Rise" list and continues to travel the world working with hip-hop's most notable artists.

KARLA



Karla is one of the youngest participants to have ever been accepted at The Remix Project. Karla completed an internship with powerhouse brand Chris Smith Management and produced events with Trey Songz and Drake. She is the owner and Creative Lead of HustleGrl, a graphic, web design, and website management company that has handled work for recording artists Drake, Lil Wayne, Funk Master Flex, Diggy Simmons, Young

Money, and Universal Music Canada. Karla is also a DJ. In 2013, Complex named Karla "10 music heads that should be A&Rs".

Hayden Wolfe entered The Remix Project's 11.0 semester. A young man of many talents, he enhanced his skills as a producer, singer/songwriter, photographer and videographer. One half of music duo Once a Tree, Hayden's music has been featured on MTV and landed their track "Light Me Up" in a scene for VH1's series "Hit the Floor!" He now works full time doing product photography and visuals for OVO.

HAYDEN WOLFE



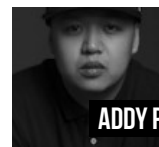
Kyle Harrison entered Remix as an engineer in round 6.0. Having collaborated with many artists, Kyle taught engineer classes at Remix for one year. He now manages e-commerce at OVO in addition to being the assistant to Drake's manager Oliver El-Khatib. Kyle assisted in opening OVO's Los Angeles store and continues to grow with the company.

KYLE HARRISON



Since graduating from Round 2.0, Addy has moved on to pursue his passion in the music business as an artist manager and event producer. To date, he has worked with the likes of VICE, MTV, Fader, Universal Music and RedBull. Currently, Addy works as manager for recording artist and producers Rich Kidd and WondaGurl. Addy is also an owner/partner in TheLegendsLeague, where he oversees marketing initiatives for the events, music and lifestyle division of the company. Addy also serves as a member on Remix's board of directors.

ADDY P





DJ ROMEO

With the help of Remix staff, DJ Romeo created a business plan for his DJ business with plans to sustain himself through his craft. He began booking gigs around Toronto, and his talent has led him to become one of the most well-known and booked DJ's within the city. While he frequently performs at a number of high-profile events, DJ Romeo also provides entertainment for several major international brands such as Drake's OVO Bounce Tournament, Microsoft and Warner Brothers Inc.



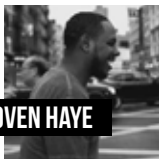
**MARVIN
"HAGLER"
THOMAS**

A recording engineer, talented music composer/producer and an MC in his own right, Hagler is a graduate of Round 3.0. He parlayed his experience at Remix into becoming the studio assistant and then instructing all music production classes. Hagler has produced for the likes of Drake, A\$AP Ferg, Chris Brown and Ty Dolla Sign.



JESSIE REYEZ

A graduate of Round 11.0, Jessie Reyez came to the program from Miami with an unquestionable work ethic and drive. Making the most of her time at Remix, Jessie landed her first major collaboration with Chicago native King Louie following a workshop for Recording Arts participants. Since graduating, Jessie has performed for major events such as Canadian Music Week and recently debuted her first single "Figures" on Apple Music's Beats 1 Radio.



JOVEN HAYE

Joven Haye entered The Remix Project's Music Business program with the goal of becoming an artist manager. His dedication to learning and gaining hands-on work experience provided him the opportunity to manage The Remix Project's social media accounts and handle Alumni Relations. Following this, he worked at experiential marketing agency, The Substance Entertainment Group and most recently began working in the e-commerce department at OVO.

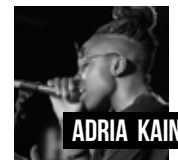
Known to many as "Photo Will," Will came to Remix as a photographer wanting to push himself into the field while learning more about art, graphics, and post production.



**WILLIAM
NGUYEN**

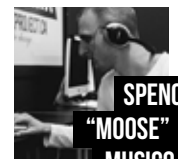
Will started off by shooting for large scale Toronto parties, and progressed to celebrity events including concerts by the likes of the N.E.R.D, Common, Lupe Fiasco, Rick Ross, Alicia Keys and Kid Kudi. Starting a blog and gaining a large network of clients, Will branched out into promotion and coordinated events such as Drake's 22nd birthday event. Will is now a partner in Queen west store Get Fresh Company alongside Remix alumni Jebriil "Fresh" Jalloh.

Singer/songwriter Adria Kain entered Remix in round 11.0. After premiering her hit single 'Higher' at her hometown's annual arts and culture festival Manifesto, the chatter of her nostalgic sound remains unsettled. The songstress has opened up for QuestLove, drummer of the Grammy award winning band The Roots, and landed a voice placement on the record 'Thirsty' by Canadian rapper and OVO Sound signee PARTYNEXTDOOR (PND). In 2016, Kain released her highly anticipated EP Reverse Psychology. FADER Magazine called Kain's lead single, 'Kainthem' "a song of a champion who wins the battle she thought she might lose."



ADRIA KAIN

Spencer "Moose" Musico flourished during his time at Remix, becoming known amongst all academies and collaborating with many Remix participants and graduates. Moose participated in Remix's subsidiary Business Incubator Program, where he received a grant to buy equipment for his very own recording studio. Since graduating, Moose has gone on a 25-city tour with artist Allan Rayman and recently received a placement on a VICE network show.



**SPENCER
"MOOSE"
MUSICO**



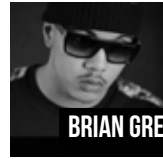
YASIN OSMAN

Yasin entered the Creative Arts program as a photographer, with an impressive portfolio under his belt. Raised in Regent Park, as the city began to tear his community down he felt the urge to document everyday life in his changing neighbourhood. He has worked with companies such as Adidas, Facebook and VICE, and continues to be commissioned for his photography.



NATE ANTHONY

Nate Anthony was an active participant at Remix, taking advantage of the many opportunities provided. Making use of the photography studio and collaborating with other youth, his portfolio grew as he developed both personally and professionally. Nate was accepted into Remix's Business Incubator program, where he received a grant to purchase photography equipment for his business. Nate works regularly as a freelance photographer, shooting live performances, parties and high profile music events.



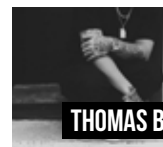
BRIAN GREGORY

A graduate of the 6.0 Creative Arts program, Brian has done several high profile video pieces for clients such as Shawn Desman, Danny Fernandez, and GQ magazine's website to name a few. Following his success at The Remix Project, Brian furthered his skills as a director and graduated from the New York Film Academy. He continues to do freelance work in addition to having toured the world as Ryan Leslie's videographer.



**SHEZ
"DJ WRISTPECT"
MEHRA**

Remix 3.0 graduate DJ Wristpect has an extensive catalog of nightclubs, concerts, product launches, and high profile private events under his belt for the likes of Rihanna, Drake, Eminem, Lady Gaga, Playboy, Nas, Justin Bieber, and Kim Kardashian. DJ Wristpect has taken his talents internationally - playing in several cities including Amsterdam, London, Zurich, Oslo, Shanghai, Hong Kong, New York, Los Angeles, and Montreal. DJ Wristpect was awarded with The Fan Choice Award, Toronto DJ of the Year, Canadian Club DJ of the Year, Toronto DJ of the Year, Mixtape of the Year and the official DJ of the Blackberry Torch Tour. DJ Wristpect is also the co-founder of The 194 Group, a music agency and talent management firm.



THOMAS BUI

Alumnus Thomas Bui has been one of The Remix Project's go-to graphic designers since his participation in the program in 2007. Beginning with a clothing line that he designed and launched independently, he has evolved as an artist and now manages the artwork and social media accounts for artist duo Majid Jordan.

"REMIX IS ONE OF MOST IMPORTANT CATALYSTS, HISTORICALLY AND CONTINUING, FOR URBAN TALENT IN CANADA. THAT'S WHAT I THINK YOU WANT TO SHOW FUNDERS; THAT THEIR INVESTMENT IS HELPING REMIX INVEST IN THE YOUTH AND TALENT OF TOMORROW THAT MAKES TORONTO A PLACE WHERE THE WORLD ASPIRES TO BE LIKE, TO GO TO, AND ACTUALLY BRING BUSINESS TO."

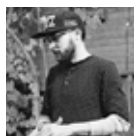
- RODNEY MURPHY, SOCAN



REMIX STAFF AND TEACHER PROFILES

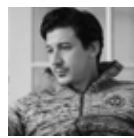
The Remix Project's curriculum is taught by some of the leading people in the urban music industry. Below are some of the key industry people who have contributed to the development and instruction of Remix's training program.

STAFF



GAVIN SHEPPARD

Co-Founder of The Remix Project



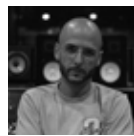
DEREK 'DREX' JANCAR

Co-Founder of The Remix Project



KEHINDE BAH

Co-Founder of The Remix Project



NOAH '40' SHEBIB

Music Producer
Recording Arts Program Leader
2007 - 2009



SOZE BROOKS

Music Producer
Founding staff member of the
Recording Arts program 2006 -
2007



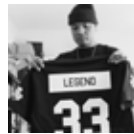
TYRONE 'T-REXX' EDWARDS

Founding staff member of the
Business of Art Program
2006 - 2010



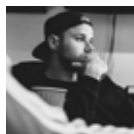
AMANDA PARRIS

Host of CBC's Exhibitionists
Director of Programming 2007 -
2010



BRYAN ESPIRITU

Designer, Founder of Legends
League
Founding staff member of the
Creative Arts program, 2007 - 2009



PROLOGIC

Music Producer and Engineer
Recording Arts Program Leader
2009



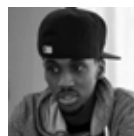
DJ AGILE

DJ
Dean of Recording Arts 2010 - 2015



WILL NGUYEN

Youth Leader and Founder of the
photography program



FUTURE THE PRINCE

Youth Leader for Recording Arts



MERNA BISHOUTY (AYAH)

Youth Leader



NYLDA GALLARDO-LOPEZ

Youth Leader



GIANCARLO 'LO' FALCIONI

Artist Management, M3
Entertainment
Dean of Remix's Academy of
Business 2013 - current



BRYAN BROCK

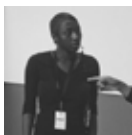
Dean of Creative Arts 2008 -
current

**YASSER PERVAIZ**

Marketing and Advertising
Consultant
Managing Director of Blackboard
Marketing 2011 - 2014

**RICKI BEKZEDAH**

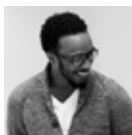
Road Manager
Director of Programming 2010 -
current

**ADDIE G**

Director of Resources
2013 - current

**DANIEL DALEY**

Recording Artist
Recording Arts Program Leader
2014 - 2016

**JALANI MORGAN**

Photographer
Program Leader of Photography
Program 2012-2014

**RUTHIE TITUS**

Photographer
Program Leader of Photography
Program 2012 - 2014

**THOMAS BUI**

Remix's Graphic Designer
2011 - 2014

**TARA WOODBURY**

Executive Director of City Life
2011 - 2014

**ASHLEY MCKENZIE BARNES**

Visual Artist
Creative Arts Program Leader
2014

**KARLA MOY**

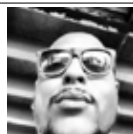
Graphic Designer, Event Planner,
DJ, Photographer
Creative Arts Program Leader
2015 - current

**CHANTLE BEESO**

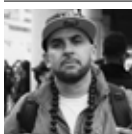
Program Leader for the Academy
of Business 2014, Fundraising
Coordinator 2015 - current

TEACHERS**DAVID COX**

Artist Development

**JAY DEVONISH**

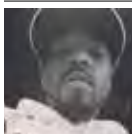
Music Business

**DJ GROUCH**

DJing

**CAZMERE**

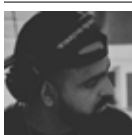
Videography

**HAGLER**

Production

**ANNA KEENAN**

Photography

**TRAVIS SEWCHAN**

Engineering

**KYLE HARRISON**

Audio Engineering

WHAT ARE PARTICIPANTS LEARNING?

THE REMIX PROJECT CURRICULUM

Remix participants attend bi-weekly classes, monthly workshops, and special guest workshops. Remix's curriculum was created collaboratively with staff and industry professionals. Each year the curriculum is reviewed and updated based on what is happening in the industry. For example, as new music platforms like Spotify emerge, information about how to get your music played on the new platforms is added to the curriculum.

Originally Remix was a 6-month program, however it was extended to 9 months in 2013 in order to meet participants' needs. Additionally, specialized classes were added to the curriculum at that time to add more structure to the program.

Remix's classes are designed to teach participants information on a particular skill set and knowledge of the industry, to understand what goes on behind the scenes, and to get feedback from teachers on technical skills. Remix's workshops provide participants with real-life experience, industry experience, personal insight on different subjects that relate to those professions, and an opportunity to showcase their work.

Below is a summary of the core curriculum content that is taught in the classes and workshops.¹ There are 4 streams in the Recording Arts program: Artist Development, DJing, Audio Engineering and Production.

ARTIST DEVELOPMENT

The Artist Development course includes 6 units:

- Artist Branding
- Team building
- Play Your Position (identifying strengths and weaknesses)
- Lay it Down (project planning)
- Skill development (enhancing live shows)
- Show me the money (how to generate an income)



Participants will leave with a stronger understanding of their personal brand, what team players they should have around them and the roles they should play, the importance of live shows and how to plan, put on and execute a strong live performance, different revenue streams from industry, contract types, sync placements, publishing, royalties recuperation, copyright law, and how to operate a business.

1. For a breakdown of the number of participants per academy per year please see Appendix A.

DJING

The DJing course include the following five units:

- My Sound
- Scratching
- Party Rockin
- Making mash ups and remixes
- Show me the money

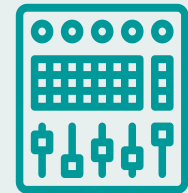


DJ participants will learn about navigating through the industry, working on turntables, scratching, blending, mixing, cutting, using Cut Creator, talking about crates, how to organize your music, making edits using Ableton Live, DJ etiquette (how to conduct yourself on and off the stage), crowd engagement, how to sequence music, different revenue streams, contracting and invoicing.

AUDIO ENGINEERING

The Audio Engineering course includes the following six units:

- File management and system design
- Studio basics
- The science of sound (the art of listening)
- Mixing basics
- Engineer etiquette
- The masters



Participants in the Audio Engineering course learn about everything to do with the recording studio including how to design a studio, operate studio equipment, run sessions working with recording artist, how to use software and hardware (i.e. Protools), balancing, compression, editing and effects, microphones, amplifiers, dynamics, equalizers, effects, positioning and mastering records.

PRODUCTION

The Production course includes the following six units:

- Technique
- Beatmaking versus composing
- Sound and texture
- Arrangement
- Composition
- Show me the money



The focus of the Production course is on software and how to produce music. Participants learn about quick keys, headroom and exporting, file management, digging for sounds, sonic quality, song structure, case studies on different songs, fruity loops, finding the right artists and engineers to record; coordinating with the engineer and studio manager to mix the audio, and by delivering the master audio to the record label. Participants learn how to make money through production including shopping your beats and getting them played.

WORKSHOPS

PROGRAM-SPECIFIC WORKSHOPS

Vocal and Performance Workshops

Participants meet and interact with local and international recording artists who talk about the successes and challenges of breaking into the music industry, and also give participants tips on performing.

Beatmakers Showcase Workshop

This workshop features successful beatmakers where participants get further hands-on experience with beatmaking computer software.

Music and Film Publishing Workshop

Successful publishers talk to participants about careers in music and film publishing including scoring the audio at sporting events, and for tv shows. Participants also learn about performing rights, royalties and membership with SOCAN.

Producer Workshop

This workshop brings in successful producers who guide participants through an experiential learning experience of producing music.

DJ Workshop

This workshop features local and international DJs who talk about breaking into the industry, as well as the importance of marketing and branding.



MONTHLY WORKSHOPS FOR ALL PARTICIPANTS

Branding and Marketing

Branding and marketing professionals from creative industries give real-world insight into the process of creating, developing and communicating a brand.

Business Ethics

Working professionals including business owners, company directors and recruiters, talk with participants about: how to present themselves to potential employers, how to communicate effectively, understanding the importance of professionalism in their online presence (social media) and interview tips.

Women in the Industry

This workshop celebrates and showcases successful women in creative industries. Professional women from different walks of life give their perspectives of being a woman in the industry. Previous workshops have featured entrepreneurs, creative directors, video directors, recording artists, authors and photographers. The workshop aims to empower young women and build awareness among young men.

Resume Building

This workshop is lead by professionals from a leading creative recruitment company and gives participants information and advice on resumes, interviews and job searching. Participants receive resources for online job websites, recruitment agencies and professional member associations.

Financial Literacy

Participants attend a series of workshops by banking professionals on topics including banking in Canada, budgeting and credit. Participants gain knowledge about managing finances for self-employment.

Success

This workshop is about showcasing each participant's successes. All participants are invited to share their accomplishments and be celebrated.



REMIX ELEMENTS OF SUCCESS

What makes Remix successful? What does Remix do to ensure that they are training young people to have the talent, skills, knowledge, networks and resources they need to access employment and entrepreneurship in the urban music industry?

All of the information from the interviews was coded into the following five key themes that emerged as the key factors of Remix's success: 1) Remix is a magnet for top potential, 2) The people and atmosphere, 3) Teaching methodology and content, 4) In-house studio, 5) Alumni support through employment and funding for entrepreneurs.

Selected quotes from industry professionals and alumni were chosen to demonstrate each of the key elements. We also highlight research evidence that supports these elements as promising practices to create pathways to employment and entrepreneurship for youth.

1 REMIX IS A MAGNET FOR TOP POTENTIAL



Young oranges never become ripe apples. Introducing tomorrow's top artists, producers and creative entrepreneurs into the industry means first finding the blossoms that will bear most fruit. Remix's ability to attract those who can truly take advantage of its programs begins with it being tuition-free and, thus, accessible to everyone. Since the ability to pay, or lack thereof, is no factor in acceptance, a rigorous and thoughtful application process becomes key in selecting the most gifted and passionate people.

The first stage of Remix's intake process is a written application. All applicants are then interviewed and given the opportunity to showcase their work. Participants are chosen based on three factors: talent, drive and need. The Program Dean and Program Leader assess each applicant's talent based on the quality of their voice, lyrics, skills, portfolios and level of experience. An applicant's drive is assessed based on how much commitment they are able to demonstrate to the program's mandate and expectations. In terms of need, this is based on an applicant's social and economic circumstances, for example economic barriers, lack of success in the traditional education system, involvement with criminal justice system, or age.

Over 400 youth apply to Remix each semester with only 45 spots available in the three academies.

"We rely on key influencers at Remix - Agile, Drex, etc.; they are a very important partner for SOCAN to help us recruit and find the next generation of Canadian creators; producers, singer-songwriters and what have you. So they'll bring them to us. We call that finding the signal within the noise. Remix helps SOCAN find the signal within the noise because not only are they not yet members (of SOCAN), they're also high potential members because Remix already vetted them through their strict adjudication process. Because not just anyone gets accepted. So for us **if you're good enough and talented enough to be accepted to Remix we definitely want these people, these creators, as members of SOCAN.**

"I honestly feel that without them I don't think that Canada's urban music hip hop scene would be half what it is today." - Rodney Murphy

"It's not a school that anyone can just apply and get into, like a community centre where everyone can just walk in the door. **You have to apply. That's also why it has that kind of notoriety.** They get one hundred submissions (for recording arts) and are picking ten students." - David 'Click' Cox

"Just look at the roster of people that have come out of Remix. It's crazy. **The sheer amount of talent that has come out of the school should be proof.**" - DJ Grouch

2 THE PEOPLE AND ATMOSPHERE



All interviewees have indicated an overwhelming appreciation for Remix's unique environment, and the individuals who comprise it, as key to its success. Participants feel wholly supported in their endeavors by their fellow students. Plus, the teachers and workshop facilitators who they interact with all have urban backgrounds or interests in common. The collaborative, professional work ethic is infectious and their peer network enlarges as they grow together.

Research on effective education strategies is increasingly identifying the importance of relationships on learning outcomes.¹ The concept of "it's about the people, not the programs" has been gaining ground not only in education but also in the area of youth development. Research by The Institute for Research and Reform in Education has found that in environments where students feel connected to the people who are teaching them, they are more likely to learn and achieve academic success.²

The atmosphere at Remix is created through a shared connection to urban music and culture. Young people who go to Remix feel connected to staff and teachers because they share a common interest and feel that they can relate to each other.

As the youth build relationships with fellow participants they are encouraged to collaborate and support each other on their projects. Recording artists begin to work with producers, photographers, videographers, and graphic designers to build their team and brand and vice versa.

1. Connected Principals. It's People, Not Programs. Accessed from <http://connectedprincipals.com/archives/339>

2. Klem, AM., and Connell, JP. (2001). Relationships Matter: Linking Teacher Support to Student Engagement and Achievement. *Journal of School Health*. 74 (7): pp. 262-273.

"People were there all the time. We had to be kicking people out; everybody was working. We weren't watching the clock. You're not running out at 5pm like the normal work force. In any other work environment people are leaving to go home. Our down time when we weren't hard at work was spent fostering those relationships and continuing those bonds. **It really became a bond. That's why it's referred to as the 'Remix family'.**" - Tyrone 'T-Rexxx' Edwards

"The main thing is that **it comes from a very genuine place. People share their knowledge, resources, information, and overall platform.** It really resonates that it comes from such a genuine place. People are really trying to help other people." - Mr. Morgan

"Most importantly they create space. **They create a safe space that in turn becomes a learning environment.** That equals a nurturing environment; an environment where your learning equates to your passion, which is connected to a process of skills training education." - Sol Guy

"What they do feels intensely personal. **They're so involved in the lives of the participants in the program and they are invested in them.** That is a big part of why it's been successful. It's not a cookie cutter program. They care deeply about what happens to these people." - Rodrigo Bascuñán

"It's been a life-changing experience. The people I've been able to meet and collaborate with has been truly a blessing. The mentors that I've had come into my life, **people that I can trust and who genuinely care about my success,** makes you feel respected." - Hayden, 11.0 Graduate

"The place I went to school was about rock and roll mostly. I didn't connect with those people. **At Remix you're surrounded by like-minded people. You can learn more in that environment.**" - Spencer 'Moose' Musico, 11.0 Graduate

"I didn't know what to do with my life. Addy told me about Remix and I was skeptical. Like 'what? There's a program like that?' I was expecting a really corporate facility with people who are unrelatable. Of course we get inside and it was Gavin, Drex, T-Rexxx, and 40. And I'm like 'ok this isn't what I expected at all.' **Young people were doing things; it was overwhelming and inspiring.** I had never been in a place like that ever." - Will 'Photo Will' Nguyen, 3.0 Graduate

"**The space is key to engagement.** Having young people facing multiple barriers from all of the city stick with the commitment is directly connected to the excellence of the space. It communicates the being in Remix is actually **a life changing opportunity,** that the best is being offered and expected, and that this is a **professional point of launching.** It is also an inspirational and aspirational factor that is a key factor in the success of the program and participants." - Chris Penrose, Co-Founder - Success Beyond Limits; Managing Director - DAIS

"It is urban music based. **There is no other urban music school like them.** These other schools aren't genre specific but most of the students there are not urban. It's mostly rock and roll or electronic." - David 'Click' Cox

3 TEACHING METHODOLOGY AND CONTENT



Remix instructors are active professionals operating at the highest levels of industry, which stimulates high enthusiasm and motivation on the part of participants. Small class sizes, coupled with a project-based approach to transferring knowledge, ensures dedicated instruction and support.

Throughout the semester, in addition to classes and workshops, Remix participants work on their own projects, for example recording an album or creating a mixtape. Research on project-based learning has shown many benefits for students including improved academic achievement.³ In 2014, The Ontario Ministry of Education's report *Achieving Excellence: A Renewed Vision for Education in Ontario* identifies project-based learning as a promising practice for learning that will help to achieve the Ministry's goal of increased academic achievement.⁴

The effectiveness of smaller class sizes has been well documented. Students get more attention and are more likely to succeed in high school and beyond.⁵

As described in the curriculum, the content of Remix programming includes instruction on the technical skills required, as well as entrepreneurial and business skills that help participants not only access employment but also develop their own businesses. Participants learn how to register their business, how to create a business plan, how to manage their finances, and how to do their taxes.

Throughout the semester, participants gain real world experience in the industry. These are some of the reasons why Remix alumni have a reputation for high professionalism as soon as they enter the workforce.

A) METHODOLOGY

"There isn't a higher level type of training. You talk to people who have done this stuff. ***Young Guru, Jay Z's engineer, did a workshop here.*** *There's no higher level than that."* - Giancarlo 'Lo' Falcioni

"The leaders are still very much engaged in the industry. *In this type of setting, you're sitting with someone who you're asking advice from, who is currently doing the work, who knows the language, and is up-to-date. I would be throwing events that they would see flyers on my desk and ask, 'What are you working on?' So I'd show them - this is the pitch, this is how I'm going to position it with the venue - showing them how the business of a lot of things we attend and are involved in, how that all works. Then they go to the event and see things manifest."* - Tyrone 'T-Rexxx' Edwards

3. Buck Institute for Education. (2013). Research summary: PBL and 21st century competencies. Novato, CA: Buck Institute for Education. http://bie.org/object/document/research_summary_on_the_benefits_of_pbl

4. Ontario Ministry of Education. (2014). *Achieving excellence: A renewed vision for education in Ontario*. Toronto: Queen's Printer for Ontario. <http://www.edu.gov.on.ca/eng/about/renewedvision.pdf>

5. Ontario Ministry of Education. <http://edu.gov.on.ca/eng/cst/>

"Remix is able to give people tangible skills and abilities that directly support their entry point, their ability to conduct themselves, and their roads to success in various arteries and veins of the music industry. You get **tangible hands-on work, real world experience** by virtue of the people coming in and out of the space and the brilliance of graduation being tied to a real project – an album, artwork for an album, or putting a show together." - Sol Guy

"Remix is great in terms of being a **gateway to music industry**. Everyone who works at Remix has the industry experience. I don't think there's really anywhere else you can go in the city that has the caliber of talent that we have here." - Karla Moy

"There's something about the way that they've been able to network and make the brand in the city for 10 plus years. They were able to network and connect with other people that are like-minded; the elders and veterans on the scene." - Tyrone Harper

"Classes are the best thing they've done. I've been able to see the impact of it. **When it's a smaller class, it's a lot more open**. They're more willing to have a conversation." - David 'Click' Cox

"Remix gave us the ideas, the platform, and a place to meet. **Remix made us one step closer to reality**. I was really motivated by what Brock and Tyrone were doing. It was really inspiring to me. They were a standard for what we wanted to accomplish." - Addy P, 2.0 Graduate

"**The credibility of the staff is the heart of it:** Remix has staff that have the rare qualifications of coming from and the communities that they serve, are reflective of the young people in the program, and have real-world relationships in the creative industry and the communities Remix serves." - Chris Penrose, Co-Founder - Success Beyond Limits; Managing Director - DAIS

B) CONTENT

"**I learned how to run a business.** Click's class was one of most valuable classes for me. It's an area I'm terrible at and was afraid of before. He put everything in layman's terms, and made it really easy to understand. I got my business registered, learned to keep track of receipts and accounting. Tasks that just seemed so daunting before. It made me more of a business-oriented person." - Spencer 'Moose' Musico, 11.0 Graduate

"The thing with Toronto is there is an unending reserve of talent, but in the industry you need connections, and you need to learn how to act as a professional business person. I think **Remix helps those with raw talent to have some skills where they can maneuver in the industry.**" - Greg Baptiste

"What attracted our interest was their unique approach to not only conducting outreach to at-risk youth, but also transforming that outreach to training and skill strategies that would be useful for the young people, not only in urban music but in other areas. **They are teaching transferable skills**, including helping them develop business plans, marketing plans, and learning how to manage their finances; **skills that can benefit them over a longer term period.** That's where Remix shines." - Peter Flegel

"So much of this business you can be taught, but the experience is really what it all comes down to. So many people there (at Remix) end up in very real scenarios which is a pretty priceless experience. **It gives the hands-on experience and I think that's extremely valuable because no matter what I learned prior to being in the industry, once you're actually doing it and involved that's the most important part.**" - Mr. Morgan

"If they (program leaders) weren't working in the industry now it wouldn't be as much of a real life experience. **I got realistic knowledge at Remix. Actual hands-on stuff rather than reading a book and doing tests.**" - Kyle Harrison, 6.0 Graduate

"The Remix Project has definitely been an amazing experience and highlight in my life. **I was able to gain the technical skill, business knowledge, confidence, and courage to begin my journey as a DJ.**" - Kelsey, 11.0 Graduate

4 IN HOUSE STUDIO



The backbone infrastructure of the urban music industry is the recording studio. As much as the streets inform the content and style associated with urban music, access to well-equipped and affordable studio space has been a challenge for the urban artist and producer. Remix obliterates that hurdle by operating its own state-of-the-art studio at no cost to its participants. The studio is available to the public after regular program hours and has been utilized by artists from across the city as well as nationally and even internationally.

"A lot of people I know go through the studio. There are a lot of places to record but obviously Remix has the industry connections to bring these artists from where they're recording locally to the point where they can liaise with more professionals. That's the key to the whole thing - you can have all the talent in the world if you don't connect with the right people, you'll never progress in the industry." - Greg Baptiste

"I got a bunch of recording credits on the Dvsn album, which is a major thing. It puts my name in between 40, nineteen85 and Gadget; all those OVO Sound guys. That's like a notch on the belt in the industry. It happened because I was staying after hours and helping Daniel (Daley) record."
- Spencer 'Moose' Musico, 11.0 Graduate

"The studio was open after hours so we would go in on the weekend. Having access to space was great. Being in a studio environment was helpful. Before that I was always in makeshift studios. At Remix you learn programs and how to use the equipment. I had basic knowledge but **Remix gave me the confidence to walk into any studio and know what to do.**" - Hayden, 11.0 graduate

"You have to have these places where you can create. When K'naan couldn't find a recording studio, Remix was there." - Sol Guy



5 ALUMNI SUPPORT THROUGH EMPLOYMENT AND FUNDING OPPORTUNITIES FOR ENTREPRENEURS



EMPLOYMENT OPPORTUNITIES

Through Remix's connections to the urban music industry, many alumni are supported in accessing employment opportunities, enriching their budding careers not only with technical skills but also hands-on experience in the industry.

Many youth struggle to get jobs. In the Greater Toronto and Hamilton area alone, 83,000 young people are not in education, employment or training. *Toronto's Civic Action report Escalator: Jobs for Youth Facing Barriers* identifies a lack of meaningful opportunities as one of the main barriers to employment⁶. Connecting Remix participants to work experience provides them with an advantage that will help them access other job opportunities.

JOB CONNECTIONS

\$153,070 in income has been gained by alumni through work opportunities facilitated by Remix's social enterprise Blackboard Marketing.

Blackboard Marketing receives financial support from The United Way's Toronto Enterprise Fund. Examples of work opportunities have included:

- DJ Romeo - OVO NBA Summit, Jordan Brand Event, Lululemon All Star Weekend
- DJ KillaKells - DJ Canadian Music Week, Telus Small Business Pitch Contest, DAIS TIFF party

"Remix was the only gateway I had. They helped me get an internship at Chris Smith Management. I don't think that would have been possible without Remix. I did Drake's official fan site. I met him while I was at Remix - he was recording his project at the time with 40." - Karla Moy, 3.0 Graduate, Remix Program Leader - Creative Arts

"Every job I've had has been through Remix. I've worked at 1loveTO, Remix, then Substance Group and now OVO." - Joven, 9.0 Graduate

"I've gotten lots of work through Remix. Even when I was there they had me recording me for sessions." - Spencer 'Moose' Musico, 11.0 Graduate

6. Civic Action. (2015). Escalator: Jobs for Youth Facing Barriers.

“At Remix you’ll gain the knowledge as well as learn how to set yourself up after. It’s different from normal school. At other schools, once you get that piece of paper you’re on your own. **Everything I’ve been doing in the music industry has been through Remix.**” - Kyle Harrison, 6.0 Graduate

“Remix cut me my first cheque that I’ve ever made in my life. It was a campaign for Mark Echo. I styled the commercial. It opened me up to a world I had no idea about. I never really had a job.”
- Fresh, 3.0 Graduate

FUNDING OPPORTUNITY FOR ENTREPRENEURS

Nothing is more frustrating to an entrepreneur than having a vision and a business plan but no capital to get the ball rolling. Thankfully, Remix’s Business Incubator program provides an opportunity to apply for grants to help participants establish their own enterprises.

Entrepreneurs are important for Ontario’s economic development, and entrepreneurship is increasingly seen as a viable option for many young people. However, many youth lack the resources to start their own businesses. Providing start-up costs helps to create pathways to entrepreneurship for youth. Ontario’s Youth Jobs Strategy recommends investing in youth entrepreneurship, including providing grants to young people, as key to developing a highly skilled workforce.⁷

In addition to Remix’s own funding for entrepreneurs, participants get connected to other funding opportunities, for example through Remix’s relationship with the Michaëlle Jean Foundation, or to grants like FACTOR.

40 youth have received **\$88,500 in grants** through Remix’s business incubator program to develop their businesses

The program is funded by the Ministry of Economic Development and Growth.

*“I did the business incubator program and got the grant for some music equipment. I paid off my laptop, got a new microphone, new speakers, and a processor. It helped with my music business. **We recorded a bunch of stuff after that. It made it better quality and helped workflow.** Now it’s 100% better than what we were doing before.”* - Hayden, 11.0 Graduate

*“On top of it all I got into the business incubator program. **I learned how to write a grant, developed my business plan and got money for studio equipment to help my business.**”* - Spencer ‘Moose’ Musico, 11.0 Graduate

*“With the money I was able to buy a DJ controller. **It helped me build my business** so that I could then buy other equipment that I needed.”* - DJ Romeo, Remix 10.0 Graduate

7. Ontario Ministry of Finance. (2015). Developing a Highly Skilled Workforce Backgrounder. Accessed from <http://www.fin.gov.on.ca/en/budget/ontariobudgets/2015/bk3.pdf>

CONCLUSION

In the case of The Remix Project's effect on the Ontario urban music landscape over the organization's 10 years thus far, there was resounding positive feedback expressed by well-placed professionals of industry. In the words of one writer [Rodrigo] co-founder of hip-hop periodical Pound Magazine, "[Remix is] having a profound impact on Toronto's culture."

The truth of the matter is evidenced by the accomplishments of various alumni who are increasingly populating the scene, whether as artists or DJs, producers or managers, engineers or entrepreneurs. Remix's comprehensive Academy of Recording Arts curriculum has proven itself to be more than adequate in preparing participants to function in their careers. Past students demonstrate their understanding of cutting edge technologies, branding, business etiquette, publishing, financial literacy and more, and consistently exceed expectations of professionalism.

The five elements of success highlighted in this report are certainly key to the sustained success of The Remix Project. Indeed, they have been put forth here as best practices for attracting youth with the most potential, cultivating an optimal learning environment, developing effective teaching strategy, providing the essential studio equipment for creators to utilize, providing employment opportunities, and channeling entrepreneurs to available funding opportunities. These factors combined have resulted in a formula that has led to Remix's glowing reputation. As described by industry expert David Cox, "With an artist, when they say they went to Remix it's 'oh you're of that calibre'; you all of a sudden have been given some type of merit." Remix's strong track record is all the more powerful when viewed in the light of woefully limited resources.

The Remix Project is a successful, well-respected Ontario-based incubator for training creative youths and setting them confidently on career paths in urban music. It is imperative that this organization receives all the support needed from benefactors who share a vision of a more robust local industry that will live up to its growing reputation and influence on international urban culture.

Giancarlo 'Lo' Falcioni put it more starkly: **"WHEN YOU TAKE OUT REMIX THERE'S A HOLE IN URBAN MUSIC. DRAKE WOULD STILL EXIST BUT THERE WOULD DEFINITELY BE A GAP FOR A CONNECTIVE PIECE. IT WOULD ALL JUST EXIST INDEPENDENTLY. NOTHING ELSE UNITES IT LIKE REMIX DOES... [REMIX] IS THE CONNECTIVE TISSUE OF URBAN MUSIC."**

APPENDIX A

NUMBER OF REMIX PARTICIPANTS PER ACADEMY PER YEAR

ROUND	RECORDING ARTS	BUSINESS	CREATIVE ARTS
1	15	14	n/a
2	11	10	10
3	11	12	10
4	10	9	10
5	14	11	12
6	12	n/a*	13
7	14	n/a*	18**
8	13	12	22**
9	16	12	12
10	16	15	15
11	19	15	16
12	16	16	17

* There was no business program in rounds 6 and 7

** In rounds 7 and 8 the photography program was in addition to the creative arts program

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