



BRITISH COLUMBIA ARTS COUNCIL

An agency of the Province of British Columbia

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MANDATE

The British Columbia Arts Council supports the arts and cultural community by providing financial assistance, policy research, advocacy, and public education.

MISSION AND CORE VALUES

The mission of the Council is to engage all British Columbians in a healthy arts and cultural community that is recognized for its excellence. In pursuing this mission, the Council is guided by six core values:

1. The value of a vibrant arts and cultural community in the creation of a healthy society.
2. The value of artistic excellence in all art forms.
3. The value of inclusiveness and the fullest possible reflection of the province's Aboriginal and cultural diversity.
4. The value of encouraging artistic practice from traditional to experimental and established to emerging.
5. The value of administrative and adjudication processes which are transparent and that adhere to the principles of accountability, independence, recognition of merit, and equality of opportunity.
6. The value of defining clear goals, developed in consultation with the arts and culture community, to guide long and short-term operations.

Operating Assistance – Professional Arts Festivals

Operating Assistance contributes to the support of the artistic development of established arts festivals that produce a major annual festival featuring professional artists, and that have a clear unifying theme or vision, as well as stable artistic and administrative leadership.

ARTISTIC EXCELLENCE

All artists and practitioners strive for excellence in their work. The assessment of artistic excellence is central to the evaluation of requests for funding. The fact that everyone experiences artistic work in his/her own way makes the assessment of artistic quality difficult to discuss.

The Council's approach is to consider three dimensions of artistic work:

1. Idea – the intention or artistic impetus behind the work.
2. Practice – the effectiveness of how the work is put into practice and the impact it has on those experiencing it.
3. Development – the contribution the work makes to the development of the artist, the art form and the arts more widely.

All applicants to the British Columbia Arts Council are encouraged to submit concise, realistic requests, responding fully to the assessment criteria.

An essential element of any application is insightful, critical self-reflection. The Council believes that artists and arts organizations are well placed to assess the quality of the work they produce. Members of advisory committees and juries want to hear the applicant's own assessment of the problems faced and the creative solutions under consideration.

GUIDELINES

General Information

Applications are evaluated according to specified criteria. The criteria are grouped into three areas: artistic achievement, community engagement and organizational capacity. An organization that excels in all areas of the assessment criteria will demonstrate the following characteristics:

- Excellence in programming activity, with clear ideas, skilled practice and strong contribution to the art form that is at the heart of the organization.
- Stimulating and varied forms of engagement with artists and the general public, through audience development, artistic development, participation, discourse and education, or other opportunities offered by the organization.
- Excellence in leadership and management, resulting in greater sustainability and growing recognition of the organization.
- Realistic planning supported by informed and active trustees.

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The Operating Assistance program is intended to contribute to a stable funding base for organizations. Applicants are reminded, however, that the adjudication process is competitive. Receipt of funding does not guarantee assistance in subsequent years.

Eligibility

Eligibility for this program is reviewed annually. Receipt of funding does not guarantee an award the following fiscal year.

Organizations that have not previously received funding under this program should establish their eligibility with the program co-ordinator, at least six months before filing an application.

Under normal circumstances, to be eligible, an applicant must:

- Be registered as a non-profit society in the Province of British Columbia.
- Have received at least two Professional Arts Festival Project Assistance awards from the British Columbia Arts Council and have completed at least two full years of operation.
- Produce a program featuring the work of a variety of professional artists, linked by a coherent theme or vision.
- Offer a range of benefits, opportunities and services to artists and audiences.
- Compensate artists by paying fees to professional artists at industry standard, adhere to BC Arts Council policy and the Canadian *Copyright Act*.
- Employ competent artistic and administrative leadership.

- Provide audited or independently prepared financial statements for the most recently completed fiscal year.
- Demonstrate a diversified revenue base including earned revenues, federal and local government support, and private fund-raising.
- Demonstrate financial need for assistance, as defined by Council policy.

Application Requirements

Applicants are encouraged to submit realistic requests based on realistic goals and a critical self-reflection of past performance. All applicants must discuss their application with a program coordinator at the Arts Council prior to submission.

Applications require detailed submissions, and have to include:

- A signed, completed Operating Assistance application form that includes program outlines and budgets for the current and upcoming year, and addresses all application questions.
- A list of the organization's current board of directors or trustees, including their occupations.
- A list of principal administrative and artistic staff or significant contractors, giving name and title or responsibility.
- Copies of recently prepared planning and policy documents if not previously submitted.
- Program brochures from the most recent festival.
- Two copies of either:
 - The most recent, independently prepared financial statements “review engagement”, for organizations whose total operating budget is less than \$400,000 or whose last award from the British Columbia Arts Council was \$40,000 or less

or

- An audited financial statement, for organizations whose total budget exceeds \$400,000 or whose last award exceeded \$40,000

whichever is applicable.

Adjudication Process

Merit-based, independent assessment is the primary method of evaluation used to adjudicate requests for operating support.

Advisory Committees are comprised of individuals with expertise in a particular artistic discipline or genre. When selecting jury and committee members, the Council considers broad professional knowledge, expertise, geographical representation and diverse aesthetic, institutional, and cultural viewpoints. Fair-mindedness and ability to evaluate are also taken into account.

The following process is used to evaluate every application:

- The British Columbia Arts Council receives applications for this program once each fiscal year and acknowledges receipt in writing.

- The Council's staff review applications for completeness and accuracy and prepare an analysis of the applicant's administration, financial management, and sustainability.
- The Advisory Committee evaluates the applications with particular attention to critical self-reflection in written statements and responses to the assessment criteria.
- The Advisory Committee submits to the Council the recommendations for funding and conditions on the payment of awards.
- The Council reviews the recommendations of the Advisory Committee.
- The Council informs each applicant of its decision.
- Applicants are welcome to contact Council staff for feedback on their applications.
- Within 60 days of notification of the results, applicants may appeal the decision based on the Council's written appeals policy.

Assessment Criteria

Applications are judged against a number of equally eligible applications, including requests from organizations not currently receiving operating assistance. Throughout the review, the Advisory Committee considers how well the organization fulfills its mandate, mission and values. In addition, the request for support will be assessed against the stated criteria and the degree of critical self-reflection.

Artistic Achievement, Community Engagement, and Organizational Capacity are the three key areas of assessment. In each area, the Advisory Committee considers the organization's reflection on both past achievement and proposed plans.

The points listed below each criterion are prompts that should be used in preparing the submission and will be discussed during the Advisory Committee meeting.

The Arts Festivals Advisory Committee will evaluate requests according to the following criteria:

Artistic Achievement

This area is about identifying excellence in the achievement of professional artistic activity. Advisory members acknowledge that the evaluation of excellence must consider a range of different practices in any one discipline. Council's advisors will discuss all or some of the following:

- The artistic activities of the festival's past program and over the past several events; the strength of the artistic intention in the work, the overall practice and the development of the art form.
- A range of factors affecting the current levels of achievement.
- Critical and/or peer recognition of the artistic leadership.
- Commitment to and level of engagement with Aboriginal and culturally diverse artists.
- Vigour, quality and risk taking in the overall program.
- Achievability of proposed program.
- The program's effect on those experiencing it.
- Relevance to local and global artistic practice.
- Opportunities for the professional development for artists.
- Level of professional fees, compensation and quality of working conditions for employees.

Community Engagement

This area is about identifying excellence in stimulating engagement with an identified artistic community, the broader arts and cultural community and the general public. Council’s advisors will discuss all or some of the following:

- Engagement with a range of artists, arts organizations and communities in the past season and over the past several seasons, specifically Aboriginal and culturally diverse communities.
- Engagement with geographically isolated artists and communities.
- Presentation of work by British Columbians and Canadians.
- Employment of British Columbian and Canadian artists.
- The extent to which the program reaches different audiences.
- Achievability of proposed marketing and outreach activities.
- Relevance to the identified communities.

Organizational Capacity

This area is about identifying excellence in management, leading to sustainability and growing recognition of the organization. It also refers to realistic planning supported by informed and active trustees. Council’s advisors will discuss all or some of the following:

- Reflection on the factors contributing to the organization’s current capacity.
- Quality in organizational practice across all areas of planning, communication, audience development, marketing, fund development, financial management and governance.
- Opportunities for professional development for staff and board of directors.
- Achievability of proposed plans to build organizational capacity.
- Realism in budget assumptions and projections.
- Peer recognition of organizational leadership.
- Quality of board and employee recruitment, retention and succession planning.
- Focus, commitment and effectiveness of the board.
- Governance practices and policies.

Exclusions

Operating assistance is not available for start-up costs, seed money, capital expenditures (construction, renovation, or purchase of property or equipment), feasibility studies, budget deficits or for-profit entities.

Demonstrated Need for Public Subsidy

Public funds should be allocated in a manner that benefits the community. For that reason, the British Columbia Arts Council assesses whether each applicant has a real need for financial assistance to realize the project or program for which it requests assistance.

For Applicants in the Operating Assistance program, the Council evaluates need using these guidelines:

- For applicants with budgets under \$50,000: Holding an accumulated, undesignated surplus in excess of 50% of annual gross revenues will influence eligibility for assistance from the Arts Council.

- For applicants with budgets greater than \$50,000: Holding an accumulated, undesignated surplus in excess of 50% of annual gross revenues on the first \$50,000, plus an accumulated, undesignated surplus in excess of 25% of annual gross revenues over \$50,000 will influence eligibility for assistance.
- Surpluses generated for specific purposes (such as endowment funds and capital development) through private or public sector fundraising are exempt from this assessment of need.

Changes to Awards

The British Columbia Arts Council reserves the right to redistribute, delay or suspend payments if the organization:

- Does not carry out its planned program of activities.
- Undergoes major changes in artistic or administrative direction.
- Does not meet its obligations as a grant recipient, including regular submission of reports to the Council.

Recognition of Assistance

In recognition of funding, the support of the BC Arts Council and the Province of British Columbia should be acknowledged in all promotional materials. Approved acknowledgement, along with logo and graphics standards, are available online in a variety of ready-to-use digital formats at www.bcartscouncil.ca. The logo should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded project.

For information regarding the provincial logo, please contact the Public Affairs Bureau of the Ministry of Tourism, Culture and the Arts.

Minimum Assistance Level for the Operating Assistance Program

The minimum amount that may be applied for is \$10,000.

Application Deadline

- September 30, 2009 (post marked)



For an electronic application form or to download a printable version of the electronic application form, go to: <http://bcartscouncil.ca/> and select [Online Applications](#).

You will be prompted for a user ID and password. If you do not have a user ID and password, please contact the BC Arts Council at (250) 356-1718 or bcartscouncil@gov.bc.ca.