



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.

PROFESSIONAL PROJECT ASSISTANCE – MEDIA ARTS ORGANIZATIONS

Professional Project Assistance supports initiatives in the development of new or unique public programs and documentation by professional media arts organizations, including media artists' and curatorial collectives, that increase media arts services to the community or facilitate new forms of media arts expression. Eligible projects may include public programming assistance for the distribution or screening of non-theatrical or experimental original work, development of media artists, new audiences, critical documentation, exploration of diverse new media forms, dissemination, or organizational development. The maximum contribution to a project in this program is 50% of the total budget of the project. Receipt of funding does not guarantee assistance in subsequent years.

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; and
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

Media arts are defined as works in film, video, audio/sound art and new media. New media includes new information and communications technologies used for artistic expression.

General Eligibility

Under normal circumstances, an eligible applicant must:

- Be registered and in good standing as a non-profit society and professional media arts organization or aboriginal cultural centre in the Province of British Columbia;
or
- Be a media arts organization operated by a local government in BC with a community-based board of management that sets policy for the organization's public program and services;
or
- Be an independent collective of media arts professionals in BC;
- Be based in British Columbia and offer programming in BC;
- Employ competent curatorial and management leadership as demonstrated in previous achievements, collaborations, partnerships, relationships, etc;
- Compensate artists by paying fees at industry standards and by adhering to the *Canadian Copyright Act* and international copyright law;
- Provide a project budget that demonstrates a diversified revenue base, with significant funding from sources other than the BC Arts Council, such as earned revenues, federal and local government support, and private funding;
- Not be eligible for, or receiving, funding through other BC Arts Council programs;
- Have completed and submitted final reports for any outstanding project assistance provided by the BC Arts Council; and
- Demonstrate the need for financial assistance, as defined by Council policy.

Specific Eligibility Criteria

Independent Collectives

In addition to the General Eligibility Criteria, above, under normal circumstances, an independent collective is considered for this program as a group of three or more media artists who are professionally active in media arts. Curatorial collectives must be composed of three or more curators who are professionally engaged in media arts practice.

Each member of a collective must have a minimum of three years of professional practice in their field, following basic training, and must have a demonstrated body of previous work as an individual practitioner.

Organizations Only

In addition to the General Eligibility Criteria and Specific Eligibility for independent collectives, an organization must:

- Have operated and offered public programming for a minimum of one year as a non-profit Society OR as a public institution operated by a local government in BC; and
- Provide externally prepared financial statements, either in the form of an audit or a review engagement for the most recently completed fiscal year.

Types of Professional Project Assistance

There are two categories of Professional Project Assistance:

- A. Development Projects
- B. Special Projects—**NB this component is suspended for 2009/10**

A. DEVELOPMENT PROJECTS

Media Arts Organizations Development Project assistance is intended to assist eligible professional media arts organizations, aboriginal cultural centres and independent media arts collectives not currently receiving Operating Assistance from the BC Arts Council. Awards can be made for either a specific project or to assist the public programming activities of the organization or collective.

B. SPECIAL PROJECTS-**NB this component is suspended for 2009/10**

Media Arts Organizations Special Project assistance is intended to assist professional media arts organizations, aboriginal cultural centres and independent media arts collectives receiving Operating Assistance from the BC Arts Council. Awards are made to assist a specific activity. Under normal circumstances, applications for Special Project assistance must be for a unique project that:

- could not take place without an award;
- is clearly distinct from the normal activities and operations of the applicant; and
- is to be produced once only, since this funding is not available for repeated activities.

Exclusions

The Professional Project Assistance program does not provide assistance for the creation of media art works or subsistence to artists or curators.

Awards are not available for:

- projects that have been completed prior to application;
- project deficits;
- capital expenditures (construction, renovation, or purchase of property or equipment);
- fund-raising;
- start-up costs or seed money;
- feasibility studies;
- for-profit entities;
- international travel costs of foreign artists visiting British Columbia;
- travel to international symposia;
- conferences or competitions;
- celebrations or anniversaries;
- projects that are secondary to other purposes (e.g. fundraising events, conventions or family, religious or community celebrations).

ASSESSMENT CRITERIA

**The Jury will consider each application according to three areas:
artistic achievement, community engagement, and feasibility.**

Artistic/Curatorial Achievement

This criterion encourages applicants to define and demonstrate excellence in their artistic activity, showing how the proposed project will advance the art form or practice that is central to the work of the organization or collective. Jurors will consider the following points:

- Clarity and focus;
- Originality and vitality;
- Artistic/curatorial risk or challenges inherent in, or tackled by, the proposed project;
- Ability to realize the project artistically, based on previous successes and support material;
- Previous artistic/curatorial achievements of the organization or collective;
- Potential benefit to the professional arts community and the opportunities provided for professional BC media artists, other media arts professionals and curators, including aboriginal and culturally diverse artists or curators; and
- Clear statements about compensation to every professional artist, other media arts professional or curator participating in the project.

Community Engagement and the Development of Artists/Curators

This criterion encourages the applicant to show how the project will offer stimulating and varied forms of public engagement, primarily through public programming but also through audience and artistic/curatorial development, participation, discourse and education, or other opportunities offered. Jurors will consider the following points:

- Commitment to work created by BC and Canadian media artists and curators, new collaborations, including emerging or under-recognized artists and curators, artistic practices, and forms;
- Accessibility of the project to artists and audiences, including artists and audiences of Aboriginal, culturally diverse and/or regional communities;
- Risk taking with regard to public engagement; and
- Nature and significance of the proposed project's effect on the public and the professional arts communities, including an understanding of audience development.

Feasibility:

This criterion considers the achievability of the project. The following points will be considered by the jurors:

- Abilities in project management, including planning, audience development, marketing, communications (e.g. with collaborators, funders, media, peer artists) and financial management;
- Demonstrated capacity to realize this project.

ADJUDICATION PROCESS

The BC Arts Council is committed to active partnerships in the development and dissemination of arts and cultural activity in British Columbia. Merit-based, independent assessment is the primary method of evaluation.

While the Council makes every effort to respond swiftly to each application, in the interests of fairness, the following process is used to evaluate every application:

- the Council receives applications at any time, but adjudicates them only once each fiscal year;
- the Council acknowledges receipt of applications 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 discipline-specific Projects Jury then evaluates the applications on the basis of the assessment criteria for the applicable level, and determines the level of funding and conditions on the payment of awards; and
- the Council informs each applicant of the decision. Applicants are urged to seek feedback on their application.

Application Requirements

All applicants, especially new applicants to this program, **MUST** contact the program coordinator before preparing an application for submission. For unincorporated collectives, a key contact person will be held responsible for the application. If the application is successful, the key contact person will receive payment of the award on behalf of the group.

Applicants must provide a signed, completed application form, all requested information; and clearly identified support materials.

Applications must include (see Application Checklist on application form):

- a signed, completed Project Assistance application form that addresses all application questions and includes details of the proposed project, including the budget, and names and short biographies of project participants;
- a history of the applicant's creation, development, production, or dissemination of their discipline in British Columbia, including any appropriate press or critical documentation; and
- two letters of reference from arts professionals familiar with the collective's or organization's work (optional for previous recipients of awards under this program).

For professional organizations:

- 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; and
- two copies of either:
 - the most recent, independently prepared financial statement ("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.

Only applications containing a self-addressed stamped envelope with sufficient postage will have media support materials returned.

Changes to Awards

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

- does not carry out its planned program of activities;
- undergoes major changes in artistic or administrative direction; or
- 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. Examples of camera-ready formats along with usage guidelines for the Council logo are available to successful applicants, and are also accessible in a variety of formats on the Council's Web site at www.bcartscouncil.ca. For information regarding the provincial logo, please contact the Public Affairs Bureau of the Ministry of Tourism, Culture and the Arts.

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 activities.

Under normal circumstances, if a project is dependent on funding from other sources, approved awards will not be paid out until funding from other sources is confirmed. Awards to collectives will be paid in the name of one of the group's individual members.

Maximum Assistance Levels for the Project Assistance Program

Project assistance will not exceed 50% of the total project budget.

Confidentiality of Information

The collection, use, and disclosure of personal information are subject to the privacy provisions of the *Freedom of Information and Protection of Privacy Act*. Your personal information will be shared in confidence with members of the adjudication jury. The names and locations of successful award recipients will be published along with the amount of the award in the Annual Report of the BC Arts Council. Social Insurance Numbers are provided to Canada Customs and Revenue Agency through the issuance of T4As.

Application Deadline

The deadline for professional project assistance applications is:

- April 15, 2009 (post marked)



For an electronic application form or to download a printable version of the 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.