



## 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.

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## PROFESSIONAL PROJECT ASSISTANCE – ARTS FESTIVALS

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**Awards are available only once each fiscal year on a project basis to assist with the activities of professional arts festivals in British Columbia. Awards under this program are intended to encourage specific art forms, build the organizational infrastructure of festivals, and increase the availability of professional arts to the community. The program is not available to recipients of operating support from the BC Arts Council.**

## 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**

Professional Arts Festivals Project assistance is intended to assist professional arts festivals not currently receiving Operating Assistance from the BC Arts Council. Awards can be made to assist the public programming activities of the organization.

### **Eligibility Criteria**

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

- Have been operating as a registered not-for-profit society in good standing in the Province of British Columbia for a minimum of one year.
- Compensate artists and practitioners by paying professional fees at industry standard, and adhere to the *Copyright Act*.
- Employ competent artistic and management leadership, as demonstrated in previous achievements, collaborations, partnerships, relationships, etc.
- Provide a project budget that demonstrates a diversified revenue base, with significant funding from sources other than the BC Arts Council, including earned revenues, federal and local government support, and private funding.
- Demonstrate a record of realizing comparable events at a professional level.
- Demonstrate that the festival will provide unique opportunities and services to artists and audiences.
- Have completed and submitted final reports for any outstanding project assistance provided through the BC Arts Council.
- Demonstrate the need for financial assistance, as defined by BC Arts Council policy.

### **Exclusions**

Awards are not available for festivals or projects that have been completed prior to application or for project deficits. Applicants cannot receive funding for the same project from another program of the BC Arts Council.

Awards are also not available for: capital development projects; capital renovation costs; equipment purchase; fundraising; or international travel costs of foreign artists visiting British Columbia.

### **Application Requirements**

Applicants are encouraged to submit realistic requests based on realistic goals. All applicants are strongly encouraged to discuss their project proposal with a program officer prior to submitting an application.

Applications require detailed submissions, and must include:

- A signed, completed Professional Arts Festival Project Assistance application form that addresses all application questions and includes details of the proposed project, including the budget, and all other requested information.
- A rationale for the programming choices and their connection to the festival's artistic vision.

- Seven copies of the program from the applicant's most recent festival.
- 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.
- A history of the applicant's previous contributions to the development of the professional arts, including selected press or critical documentation.
- Two copies of the most recent audit or independently prepared financial statements (Unaudited/Notice to Reader or Review Engagement) for the organization, as well as the organization's budget for the current and upcoming year.

### **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 Professional Arts Festivals Jury then evaluates the applications on the basis of the assessment criteria, and determines the level of funding and any conditions on the payment of awards.
- The Council informs each applicant of the decision.

Applicants are encouraged to seek feedback on applications.

## **ASSESSMENT CRITERIA**

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

### **Artistic Achievement (50%)**

Applicants are encouraged to define and demonstrate excellence in their artistic activity, showing how the proposed festival will advance the art form(s) or practice(s) central to the programming of the festival. Jurors will consider the following points:

- Critical self-reflection.
- Clarity, focus and vitality of the proposed project.
- Artistic risk or challenges inherent in, or tackled by, the proposed festival.
- Ability to realize the festival artistically, based on previous achievements/successes and support material.
- Potential benefit to the professional arts community and the opportunities provided for professional BC artists, including Aboriginal and culturally diverse artists.
- The festival's artistic practice in the context of BC's geographic, Aboriginal and cultural diversity.
- Clear statements about compensation to professional artists participating in the festival.

### **Community Engagement and Service to Artists (25%)**

All festivals are devised to engage particular artists, audiences and/or communities. This criterion encourages the applicant first to identify these different communities. Then applicants should show how the festival offers stimulating and varied forms of engagement and provides opportunities for artists to gather, collaborate, and stimulate each other. Engagement may include presentation, artistic development, discourse, audience development/participation, education or other opportunities. Jurors will consider the following points:

- Knowledge of the festival's audience plus insight and strategies that will lead to further audience development.
- Commitment to work created by BC and Canadian artists including emerging or under-recognized artists, artistic practices, and forms.
- The facilitation of new collaborations between artists.
- Level of engagement of the festival with artists and audiences, including artists and audiences of Aboriginal, culturally diverse and/or regional communities.
- Risk taking with regard to public engagement.

### **Feasibility (25%)**

This criterion considers the achievability of the festival. Jurors will consider the following points:

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

## **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](http://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.

### **Maximum Assistance Levels for the Project Assistance Program**

Project awards will not exceed 50% of project costs.

### **Application Deadline**

The deadline for Professional Arts Festival Projects is:

- October 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](mailto:bcartscouncil@gov.bc.ca).