



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.

SPECIAL PROJECT ASSISTANCE – TOURING INITIATIVES

Touring Initiatives supports professional artists and arts and cultural organizations in British Columbia to develop markets outside the province or to represent British Columbia at significant national or international exhibitions or events.

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

Awards are available for artists' fees and administrative salaries associated with the tour, travel and transportation of personnel and material, touring technical and production costs, installation costs for exhibitions, tour management fees, tour promotional materials, telecommunications, and tour booking fees. Applicants who have recently received assistance through the BC Arts Council may receive priority.

Eligibility Criteria

There are two categories of touring initiatives:

1. Market Development outside of British Columbia
2. Representation at prestigious national or international arts and cultural events

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

- either have been operating as a non-profit society in good standing in the Province of British Columbia for a minimum of one year; or
- be a professional music ensemble in BC, or
- be a professional BC artist who has completed all basic training, produced a significant body of work, has the recognition of his or her peers, and who would be a full-time artist if it were financially feasible;
- compensate artists by paying fees to professional artists at industry standard, and adhere to BC Arts Council policy;
- employ competent artistic and administrative leadership for the duration of the tour;
- 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;
- if the applicant is a non-profit society, provide audited or independently-prepared financial statements ("review engagement") for the most recently completed fiscal year;
- have completed and submitted final reports for any completed projects assisted by the BC Arts Council;
- demonstrate efforts to gain the financial support of the Government of Canada for international tours; and
- demonstrate the need for financial assistance, as defined by BC Arts Council policy (see pg. 5).

Specific Eligibility Criteria

In addition to the general criteria above, an applicant to the Touring Initiatives program must fulfill the following, depending on the nature of the project:

A. If the purpose of the touring initiative is *Market Development*:

- the tour's primary objective is the development of a proven or potential national or international market for the work of the organization or artist(s);

- the potential of the market, actual or developing, national and/or international;
- a tour will have a minimum of three distinct venues in different population centres (tours with fewer than three engagements will be considered a lower priority in the determination of awards, as will tours with self-presented dates); and
- a written plan that articulates how the market will be developed.

NOTE: Priority will be given to applicants who demonstrated strategic market development.

OR

B. If the purpose of the touring initiative is *Representation at a National or International Exhibition or Event*:

- the exhibition or event is a significant opportunity that will provide long-term benefits for the artist or organization and the development of arts and culture in British Columbia;
- the exhibition or event is professionally curated or programmed, with a clearly articulated process or rationale for the selection of work;
- confirmation of the invitation to participate, including a written offer of exhibition or performance fee; and
- a strategy to maximize the potential benefits of the opportunity.

Exclusions

1. Dates: awards are not available for tour projects that have begun prior to application or for project deficits.
2. Costs: project documentation expenses, equipment purchase; fund-raising; travel to international symposia, conferences or competitions; expenses not directly associated with touring; ongoing operational costs of the applicant; administrative overhead; contingency fees, facility costs; hospitality.
3. Project Assistance awards are also not available for international travel costs of foreign artists touring in British Columbia.

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, and they are adjudicated periodically throughout the 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 the tour's feasibility;
- the jury then evaluates the applications on the basis of the assessment criteria 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 applications.

ASSESSMENT CRITERIA

The completeness of the proposal, including all required support material is considered. The Jury will then consider each application in the context of the applicant's mandate and history as well as the following criteria: the opportunity, artistic achievement, community engagement, and feasibility.

The Opportunity

This criterion considers the significance of the national or international event/ tour and the importance of the opportunities presented to the applicant. The Jury will consider the following points:

- The prestigious and/or unique nature of the event/tour, and
- The potential benefits to the development of the applicant and its artists provided by participating in the event/tour.

Artistic Achievement

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

- Clarity and focus;
- Originality and vitality;
- Artistic 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 achievements of the creative team;
- Potential benefit to the professional arts community and the opportunities provided for professional BC artists, including aboriginal and culturally diverse artists; and
- Clear statements about compensation to every professional artist participating in the project.

Community Engagement and the Development of Artists

This criterion encourages the applicant to show how the touring initiative will offer stimulating and varied forms of public engagement, primarily through performance or exhibition but also through audience and artistic development, participation, discourse and education, or other opportunities offered. The Jury will consider the following points:

- Knowledge of the project's target audience plus insight and strategies that will lead to further audience Development;
- Commitment to work created by BC and Canadian artists, new collaborations, including emerging or under-recognized artists, 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
- Capacity of the project to maximize the exposure provided by the touring initiative.

Feasibility

This criterion considers the achievability of the touring initiative. The Jury will consider the following points:

- Abilities in project management, including planning, tour development, marketing, communications and financial management;
- Demonstrated capacity to promote this project; and
- Skills available to take advantage of the possibilities offered by the touring initiative.

Application Requirements

Applicants are encouraged to submit realistic requests based on realistic goals. **All applicants must discuss their project proposal with a program co-ordinator prior to submitting an application.**

Applications require detailed submissions, including completed forms, statements and attached materials (see checklist, pg 7):

For all applicants:

- a signed, completed generic **Project Assistance** application form that addresses all application questions and includes details of the proposed tour, including the budget and names and résumés of contributing artists;
- an outline of the tour's marketing plan, if applicable, including a resume of the artist/organization's representative and a confirmed list of contacts or presenters attending the performances or exhibitions;
- a description of the program or exhibition to be toured;
- a tour itinerary and itemized, working tour budget OR detailed notes to the application's budget form;
- written confirmations of engagement and other information on venues;
- details of the touring market, including evidence of other successful tours and projections of potential future earnings; and

For 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 the most recent audit or independently prepared financial statements ("review engagement") for the organization, as well as the organization's budget for the current and upcoming year.

Demonstrated Need for Public Subsidy

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

For Applicants in the Touring Initiatives 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.

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 logos should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded project.

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.

Maximum Assistance Levels for the Project Assistance Program

Project awards will not exceed 50% of project costs.

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

- 6 to 12 months before the start of the tour

Applications will not be accepted after 12 weeks prior to the start of the tour.



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.

APPLICATION CHECKLIST

Before you submit your application, ensure that you have included the following.

- A signed, completed Project Assistance application form, including detailed project budget.
- Maximum 250-word bio for each member of the project's creative team.
- Material supporting the history of the applicant's creation, development, production, or dissemination of their discipline in British Columbia, including any appropriate press or critical documentation (No more than two contrasting video/ audio recordings are required for all performing arts applicants. Recordings should be less than 3 minutes each and on CD/VHS/DVD format).

For first-time applicants:

- Two letters of reference from industry professionals familiar with the artist's or company'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 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.

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