



BRITISH COLUMBIA ARTS COUNCIL

An agency of the Province of British Columbia

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20-018

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 - CAPACITY AND SUSTAINABILITY

The **Special Project Assistance - Capacity and Sustainability Program** is a pilot program in partnership with the Centre for Sustainability. The program is designed to assist arts and cultural organizations affected by changes in the economy that want to undertake specific activities to build capacity leading to future sustainability.

The program is intended to assist organizations that can demonstrate a high degree of critical self-reflection. A competitive submission will include analysis of the organization's stage in its life cycle, details of the specific impacts of the current environment, realism of the stated assumptions and explanation of the anticipated results, including the knowledge gained through the project.

Training, technical assistance and funding are available to support specific initiatives, which include projects that either:

1. Build artistic or administrative depth by augmenting human resources
2. Address cash flow requirements
3. Implement marketing and development initiatives **OR**
4. Purchase capital assets (up to \$20,000).

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.

GUIDELINES

You are encouraged to submit concise, realistic requests, responding fully to the assessment criteria. As noted above, an essential element of any request is insightful, critical self-reflection specifically focused on the organization's stage in its life cycle, specific impacts of the current economic environment, the stated assumptions and the anticipated results, including the knowledge to be gained through the project. The Council believes that you are well placed to assess the quality of the activities and processes your organization undertakes. Members of the jury want to hear your own assessment of the problems faced and the creative solutions under consideration.

ELIGIBILITY CRITERIA

Under normal circumstances, an eligible applicant must:

- Be an organization assisted by the BC Arts Council in recent years (2007 - 2009).
- Demonstrate strong governance, with an active board and strengths in strategic planning as demonstrated in previous Council assessments.
- Provide independently-prepared financial statements for the most recently completed fiscal year.
- Employ competent artistic and management leadership as demonstrated in previous Council assessments, achievements, collaborations, partnerships, relationships, etc.
- Compensate artists by paying fees at industry standards and by adhering to international copyright law.
- Submit a duly completed Letter of Intent (please refer to *Letter of Intent* form).
- Demonstrate the need for financial assistance, as defined by Council policy.

Exclusions

The Special Project Assistance – Capacity and Sustainability program does not assist the creation or preparation of performances for competitions. Additionally, the program will not support projects where the activities are secondary to other purposes (e.g. fundraising events, or for conventions, family, religious or community celebrations).

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 Letter of Intent, in the interests of fairness, the following process is used to evaluate Letters of Intent:

- Council receives Letters of Intent on or before 15 January 2010.
- Council acknowledges receipt of Letters of Intent in writing by email.
- Council's staff, with staff from the Centre for Sustainability, review Letters of Intent and determine whether they meet the program's intention. Applicants may be contacted for more information.
- A multi-disciplinary projects jury then evaluates the complete proposal on the basis of the assessment criteria and determines the level of funding and conditions on the payment of awards.
- Council informs each applicant of the decision. It is anticipated that Council will release results before the end of March 2010.

ASSESSMENT CRITERIA

The Jury will consider each Letter of Intent according to the applicant's mission, the organization's stage in its life cycle, specific impacts of the current environment and anticipated results, including the knowledge to be gained through the project. In addition, the impact of the proposed initiative will be reviewed with reference to three key areas: artistic achievement; community engagement and capacity. The adjudication will evaluate the assumptions stated in the proposal.

Artistic Achievement

This criterion encourages you to define and demonstrate excellence in your organization's artistic program, showing how the proposed project supports clear ideas, high production standards and advancement of the art form or audiences.

Community Engagement and the Development of Artists

This criterion encourages you to show your organization's stimulating and varied forms of public engagement, primarily through performance or exhibition. The assessment will also consider how the project supports the improvement of audience and artistic development, participation, discourse, education, or other opportunities offered.

Capacity

This criterion encourages you to outline your analysis of the organization's stage in its life cycle, the impact of the current environment on its operations and the gaps identified in the organization's knowledge. Other factors include the realism of the stated assumptions and the strength of the analysis. Assessment will also include the clarity of proposals in terms of the plans for the implementation. Jurors will discuss the following:

- Your assessment of the organization's stage in its life cycle.
- Your analysis of the impact of the current environment on your organization's programming, marketing and development plans.
- Your outline of gaps in your organization's knowledge and the training and technical assistance required for staff and members of the board of directors.
- Presentation of realistic budget assumptions and projections.

Letter of Intent Requirements

All applicants MUST contact Program Officer Sherry Ewings, (sherry.ewings@gov.bc.ca) or Acting Associate Director Sarah Durno (sarah.durno@gov.bc.ca) prior to submitting a Letter of Intent.

Applicants must provide a signed, completed Letter of Intent – Capacity and Sustainability form and, subsequently, all other requested information.

The signed Letter of Intent must be submitted by the deadline along with the following:

- An operating budget that demonstrates funding from sources other than the BC Arts Council, such as earned revenue, federal and local government support, and private sector contributions.
- A list of the current Board of Directors **with the start date of members' appointments and their occupations.**
- A list of principal administrative and artistic staff giving name and title or responsibility, and
- A copy of either:
 - the most recent, independently prepared financial statements for organizations that in 2008/09 received an award of \$40,000 or less from the British Columbia Arts Council; or
 - audited financial statements, for organizations that received an award exceeding \$40,000 in 2008/09.

If the Letter of Intent meets the program objectives, applicants may be required to submit more details.

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 submission of any outstanding 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. No email?

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

Maximum Assistance Levels

The Maximum Assistance Levels for Special Project Assistance – Capacity and Sustainability are either \$20,000 or \$30,000, depending on the nature of the project. (See *Letter of Intent* more information.)

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.

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 organization's 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.

Letter of Intent Deadline

The deadline for Special Project – Capacity and Sustainability program Letters of Intent is:

- January 15, 2010 (post marked)



For an electronic Letter of Intent form, go to <http://bcartscouncil.ca/> and select Logon to Apply Online. You will be prompted for a user ID and password. If you do not know your user ID and password, please contact the BC Arts Council at (250) 356-1718 or bcartscouncil@gov.bc.ca.