



# BRITISH COLUMBIA ARTS COUNCIL

An agency of the Province of British Columbia

## 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. Artistic excellence in all art forms.
2. Vibrant arts and cultural communities central to the creation of a healthy society.
3. Breadth of artistic activity - from emerging to established, from classical to experimental and from traditional to contemporary.
4. Inclusiveness, while respecting B.C.'s Aboriginal arts and culture.
5. Clear goals, developed in consultation with the arts and cultural communities, to guide short and long-term operations.
6. Fair and transparent administrative and adjudicative processes that adhere to the principles of accountability, independence recognition of merit, and equality of opportunity.

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## PROFESSIONAL PROJECT ASSISTANCE – MEDIA ARTS ORGANIZATIONS

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**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. Grants are intended to contribute to the successful realization of a single event or activity.**

## 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.

BC Arts Council programs are accessible to Aboriginal artists or arts organizations and artists or arts organizations from diverse cultural and regional communities of British Columbia.

## **GUIDELINES: READ FIRST**

**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. Eligible projects may include public programming assistance for the distribution or screening of non-theatrical or experimental original work, development of media artists or new audiences, critical documentation, exploration of diverse new media forms, dissemination, or organizational development.**

### **General Eligibility**

An eligible applicant must:

- Be registered as a non-profit society in good standing in the Province of British Columbia as a professional media arts organization; **or**
- Be an independent collective of media arts professionals in BC.
- Be based in British Columbia and offer programming in BC.
- Employ professional artistic/curatorial and management leadership as demonstrated in previous achievements, collaborations, partnerships, relationships, etc.
- Compensate artists and practitioners by paying fees at industry standards and by adhering to international intellectual property rights standards.
- 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.
- Have completed and submitted final reports for any outstanding project assistance provided by the BC Arts Council.
- Demonstrate the need for financial assistance, as defined by the Council's 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 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.

Each member of a collective must have a minimum of two 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.
- Not be currently receiving Operating Assistance from the BC Arts Council.

#### **Exclusions**

The Professional Project Assistance program does not provide assistance for the creation of media art works.

Awards are not available for:

- Projects that have begun prior to the application deadline.
- 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).
- Subsistence to artists or curators.

### **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 British Columbia Arts Council receives applications postmarked by the program deadline date and acknowledges receipt by email within 2 weeks.
- The Council's staff review applications for completeness.
- The discipline-specific Projects Jury evaluates the applications using the assessment criteria below, and determines the level of funding and conditions on the payment of awards.
- The Council informs each applicant of the decision in writing.
- Applicants are urged to contact Council staff for feedback on their application.

### **ASSESSMENT CRITERIA**

**The Jury considers how well the applicant fulfils its mandate, mission and values through the pursuit of excellence in these three areas of assessment:  
artistic achievement, community engagement, and feasibility.**

#### **Artistic/Curatorial Achievement (50%):**

The Jury will assess excellence in the achievement of professional media arts activity, acknowledging the range of different practices in any one discipline and assessing how the proposed project will advance the art form or practice that is central to the work of the organization or collective. The Council's jurors will discuss the following:

- Clarity, focus, originality and vitality of the proposed project.
- 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.
- The applicant's artistic practice in the context of BC's geographic, Aboriginal and cultural diversity.
- Clear statements about compensation to every professional artist, curator, or other media arts professional participating in the project.

**Community Engagement (25%):**

The Jury will assess excellence in engagement with one or more identified artistic/cultural communities, the broader art and cultural communities and the general public. The Council's jurors will discuss the following:

- Knowledge of the project's audience plus insight and strategies that will lead to further audience development.
- Commitment to work created by BC and Canadian media artists/curators.
- The project's level of engagement in the context of B.C.'s geographic, Aboriginal and cultural diversity.
- Risk taking with regard to public engagement.

**Feasibility (25%):**

The Jury will consider the feasibility of the project. The Council's jurors will discuss the following:

- 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 including presentation of realistic budget assumptions and projections.

**Application Requirements**

All applicants, especially new applicants to this program, are urged to discuss their request with Council staff prior to submission.

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

NOTE: For unincorporated collectives, the application is to be signed by a key contact person ("submitting officer"), who will be held responsible for the application and subsequent reporting. If the application is successful, this person will receive payment of the award on behalf of the group.

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

- A signed, completed Project Assistance application form including detailed project budget.
- A written statement of no more than six pages, font size 11 or larger, that addresses all application questions and includes details of the proposed project.
- Maximum 250-word bio for each member of the creative team.
- Material supporting the history of the applicant's creation, development, production, or dissemination of the media arts in British Columbia, including any appropriate press or critical documentation. See application form for details on what may be submitted as support material.
- Two letters of reference from established arts professionals familiar with the collective's or organization's work (optional for previous recipients of awards under this program).

**For professional organizations (in addition to the above):**

- A list of the organization's current board of directors or trustees, including their occupations.
- One copy of the organization's most recent financial statements (see below).
- A list of principal artistic/curatorial and administrative staff or significant contractors, giving name and title or responsibility (indicate if permanent/seasonal and full/part-time).

**For collectives (in addition to the above):**

- A signed, completed copy of Appendix A.

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

**Financial Statements**

Financial Statements must include a Balance Sheet, Income Statement and Notes. The type of Financial Statements required is based on the recipient’s last BCAC award or, in the case of new applicants, internally prepared financial documents are acceptable. Council Staff reserve the right to request audited Financial Statements if deemed appropriate, regardless of the amount of the applicant’s last award.

<b>BC Arts Council Grant for last fiscal year</b>	<b>Minimum Required Documentation</b>
Less than \$10,000	Internally prepared Financial Statements
\$10,001 - \$25,000	Notice to Reader Financial Statements (Externally prepared)
\$25,001 - \$100,000	“Review Engagement” Financial Statements
Greater than \$100,000	Audited Financial Statements

**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.
- Does not meet its obligations as a grant recipient, including regular submission of reports to the Council.

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.

**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 Project 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.

### **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.

As well, if funded organizations or artists have a website, they are encouraged to add a link to the BC Arts Council site.

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

### **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 (by online application system or postmarked)**

The deadline for professional project assistance applications is:

- October 15, 2010



For an electronic application 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 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).

To download a printable version of the application form, [click here](#) and select Download printable form.