



PROFESSIONAL PROJECT ASSISTANCE GUIDELINES Media Arts Organizations **2018/19**

Professional Project Assistance supports initiatives in the development and creation 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.

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 for the distribution or screening of non-theatrical or experimental original work, development of media artists or new audiences, artists’ residencies, critical documentation, exploration of diverse new media forms or dissemination.

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.

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BC Arts Council program guidelines and application forms are revised annually.

About the BC Arts Council: New Foundations

The BC Arts Council is an agency of the provincial government established by the *Arts Council Act*, for the purposes of:

- Providing support for the arts and culture in British Columbia;
- Providing persons and organizations with the opportunity to participate in the arts and culture in British Columbia; and
- Providing an open, accountable and neutrally administered process for managing funds for British Columbia arts and culture.

In July 2018, the BC Arts Council released New Foundations: Strategic Plan for the British Columbia Arts Council 2018-2022, which articulates the following vision:

“Artists and cultural organizations in British Columbia are well-supported, thriving, and able to reach their full potential under principles of equity, diversity, accessibility, and reconciliation. Arts and culture are seen as fundamental to developing vibrant and resilient communities, where the people of British Columbia are highly engaged in the province’s unique arts and culture sector recognized for its innovation and leadership in Canada and abroad.”

Strategic Directions

The new strategic plan lays out four new strategic directions for the BC Arts Council, intended to facilitate more equitable access to arts funding and informed by the current context facing the arts and culture sector in B.C.:

- Sustainability and Creative Development
- Equity, Diversity and Access
- Indigenous Arts and Culture
- Regional Arts and Community Arts

Values

The current year is one of transition, as Council’s funding priorities and programs begin to navigate from the previous strategic plan to the full implementation of its new strategic directions. Throughout this transition, Council is highlighting and strengthening some of its previous commitments, as expressed through values such as access, recognition, engagement and consultation, while signalling the new values that will guide all of Council’s decisions and activities, from program design to the peer review process, into the future:

- Artistic Development and Achievement
- Indigenous Engagement and Cultural Vitality
- Equity, Access and Diversity
- Collaboration and Partnerships
- Engagement and Participation
- Recognition and Promotion
- Fair and Transparent Governance

Throughout all of its work, the BC Arts Council is committed to upholding the principles outlined in the Calls to Action of the Truth and Reconciliation Commission and the United Nations Declaration of the Rights of Indigenous Peoples (the Declaration), as adopted by the Province of British Columbia.

Eligibility for Professional Project Assistance – Media Arts Organizations

General Eligibility Criteria

Assistance through this program is available to readily identified professional B.C. media arts collectives and organizations.

An eligible applicant must:

- Be based in British Columbia and offer programming in B.C.
- Engage competent professional artistic/curatorial and management and/or project leadership, as demonstrated in previous achievements, collaborations, partnerships, relationships, etc.
- Compensate artists, curators and other professional practitioners by paying fees at industry standards and adhere to international intellectual property rights standards.

Specific Eligibility Criteria

Professional Media Arts Organizations

In addition to the General Eligibility Criteria, an organization must:

- Be a professional media arts organization registered and in good standing as a non-profit society in the Province of British Columbia for at least one year.
- Provide financial statements for the most recently completed fiscal year (see Financial Statements section).
- Not currently receive Operating Assistance from the BC Arts Council.
- Have operated and offered public programming for a minimum of one year as a non-profit society.

Professional Independent Collectives

In addition to the General Eligibility Criteria above, under normal circumstances, an eligible collective must be readily identified as a professional independent collective of B.C. media arts professionals.

A professional 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 practice.

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.

A professional independent collective must apply under the name of an individual member of the collective, acting as a key contact person and listed as the submitting officer.

The key contact person will be held responsible for the application and subsequent report. If the application is successful, this person will receive payment of the award on behalf of the collective.

Each member of the professional independent collective must be a Canadian citizen or permanent resident, readily identified as a professional British Columbia artist, and have lived in British Columbia for at least twelve months immediately prior to application.

General Exclusions for Professional Project Assistance

Awards are not available for:

- Operating costs.
- Projects that have begun prior to the application deadline.
- Project/budget deficits.
- Capital expenditures (construction, renovation, or purchase of property or equipment).
- Fundraising.
- 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.
- The creation or preparation of work for competitions.
- Projects that are secondary to other purposes (e.g. fundraising events, conventions, or family, religious or community celebrations or anniversaries).
- Subsistence to artists, curators or other arts professionals.
- Projects or activities that are funded through other programs of the BC Arts Council or its third party delivery partners.

Ineligible applications will not be reviewed by the Jury.

Application Requirements

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

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

The application must be printed on single-sided, standard letter-sized white paper and submitted unbound and without staples.

It is the applicant's responsibility to ensure applications are complete and all application requirements are included. The BC Arts Council will not contact applicants to address errors in applications or missing application requirements, including support material, other than that required to determine eligibility. Eligible applications and any supporting material will be assessed as they have been submitted.

All applications must include:

- A signed, completed *Professional Project Assistance – Media Arts Organizations* application form including a balanced project budget, using the budget form provided. Please provide notes to the budget, either in the form or on a separate page as needed, and indicate whether revenues are confirmed or pending.
- A written statement of no more than four pages, font size 11 or larger, on single-sided white paper with one-inch margins and without staples, that addresses all application questions and includes all the pertinent details of the proposed project. See page 4 of the application form for more information.
- Print 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, to a maximum of 3 pages. Please note that CDs/DVDs, testimonials or letters of support are not accepted.

- Maximum 250-word bio for each member of the creative team. Please do not send CVs.
- *For applicants that have not previously received funding through this program only:* Two letters of reference from established arts professionals familiar with the collective's or organization's work.

Applicants who have previously received funding through the BC Arts Council for an earlier phase of the same project, that is still underway and for which a final report has not yet been submitted, must include a maximum one-page interim report on the status of the previous phase(s). This may be in addition to the 4 pages of the written statement.

For organizations only the following additional information is required:

- A list of the organization's current board of directors trustees, board of management, or equivalent, including their occupations and start dates.
- One copy of the organization's most recent Financial Statements.
- A list of administrative and artistic/curatorial staff or significant contractors, giving name and title or principal responsibility (indicate whether permanent/seasonal and full-time/part-time).
- An operating budget for the fiscal year in which your proposed project takes place.

For collectives only the following additional information is required:

- A signed, completed copy of Appendix A.

For all applicants:

An Application Checklist is included on the application form. Please submit your application package in the order listed on the checklist.

The required support material will be circulated to the jury only at the time of the adjudication meeting. Other material (e.g. promotional/marketing) will not be shown.

Support material will not be returned.

Financial Statements

Financial Statements must include:

- a Balance Sheet, Income Statement and Notes;
- an itemized list of grants identified by funder, either in the income statement or in an attached schedule; and,
- a breakdown of operating net assets, distinguishing between unrestricted net assets and capital assets.

The type of Financial Statements required is based on the recipient's last BC Arts Council award (excluding special projects); in the case of new applicants, internally prepared financial statements are acceptable. Internally prepared financial statements must be signed by two board members of the organization. Council staff reserves the right to request audited Financial Statements if deemed appropriate, regardless of the amount of the applicant's last award.

BC Arts Council Grant for last fiscal year	Minimum Required Documentation
Up to \$10,000	Internally prepared Financial Statements signed by two board members
\$10,001 - \$25,000	Independently prepared “Notice to Reader” Financial Statements
\$25,001 - \$100,000	“Review Engagement” Financial Statements
Greater than \$100,000	Audited Financial Statements

Assessment Criteria

The three areas of assessment are set out below, along with their relative weighting.

Throughout the application and assessment, applicants and the Jury should:

- Consider and discuss how the project addresses the applicant’s mandate, mission and values through each of the three areas of assessment.
- Consider and discuss how the project fulfills the applicant’s artistic objectives through each of the three areas of assessment.
- Respond to the core values and strategic directions of Council in considering and discussing each of the three areas of assessment as they relate to the project.

In evaluating each application, the Jury is asked to consider a number of possible criteria under each area of assessment. It is important to note that not all of the criteria will apply to each application; rather, they are examples of aspects that might be considered and should be addressed in the application if relevant to the applicant, the applicant’s history and/or the proposed project.

Applications are judged against these criteria alongside a number of equally eligible applications.

An essential element of any application is insightful, critical self-reflection. Jury members want to hear the applicant’s own assessment of the challenges faced and the creative solutions under consideration.

In each area, the Jury considers the applicant’s reflection on both past achievement and proposed plans.

Artistic/Curatorial Achievement (50%):

Applicants should define and demonstrate achievement in their artistic and/or curatorial 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 may consider the following:

- Clarity, focus, originality and vitality of the proposed project.
- Artistic/curatorial risk or challenges inherent in, or tackled by, the proposed project.
- The strength of the artistic/curatorial intention in the work, the quality of the practice, and the development of the art form.
- Ability to realize the project artistically, based on previous successes and support material.
- Previous artistic/curatorial achievements of the organization or collective.
- The applicant’s artistic practice in the context of B.C.’s geographic, Indigenous and cultural diversity.
- Clear statements about compensation to every professional artist, curator, professional practitioner or participate in the project, including levels of professional fees.
- The quality of working conditions for artists, curators, other professionals, volunteers and employees of the project, including safety considerations and culturally appropriate support.

Community Engagement (25%):

All projects are devised to involve particular artists, arts professionals, audiences, publics and/or communities. Applicants should identify the particular artists, professional practitioners, audiences, publics and/or communities involved and show how the project will offer stimulating and varied forms of engagement. Engagement may include public presentation, consultation, artistic development, participation, discourse, dissemination, outreach and/or education activities. Jurors may consider the following:

- Knowledge of the project's audience plus insight and strategies that will lead to further audience development.
- Commitment to work created by B.C. artists and curators.
- The project's level of engagement in the context of B.C.'s geographic, Indigenous and cultural diversity.
- The inclusion of and engagement with appropriate protocols and practices, particularly in regard to Indigenous artists and communities.
- Risk taking with regard to public engagement.

Feasibility (25%):

This criterion considers the achievability of the project. Jurors may consider the following:

- Abilities in project management, including planning, audience development, marketing, communications (e.g. with collaborators, funders, media, other practitioners) and financial management.
- Demonstrated capacity to realize this project including presentation of realistic budget assumptions and projections.
- The diversity and appropriateness of the project's proposed budget, with funding from sources other than the BC Arts Council, such as earned revenues, federal and local government support, private funding and/or in-kind support, as applicable.
- The applicant's financial position, including appropriate management of surplus or deficit situations, reserve and/or restricted funds, and working capital ratio.

Considering Cultural Context

All applicants should consider the issues around cultural appropriation if using the cultural forms, aesthetics or iconography of cultural communities removed from their social, political and cultural roots. Cultural appropriation can also occur when there is insufficient credit given to the sources of artistic and cultural work. Cultural appropriation diminishes access and reduces the opportunity for artists from Indigenous and diverse cultural communities to tell their own stories.

If working with Indigenous peoples, communities, culture or intellectual property (including but not limited to stories, songs, dance, designs, art, traditional knowledge or other cultural expressions), applicants should consider the principles outlined in the [United Nations Declaration of the Rights of Indigenous Peoples](#) (the Declaration). The Declaration affirms that Indigenous peoples have the right to self-determination and the right to practice and revive their culture and traditions. As stated in Article 11 of the Declaration,

“This includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.”

Article 31 of the Declaration affirms the rights of Indigenous peoples to maintain, control, protect and develop their cultural heritage, traditional knowledge and cultural expressions and their manifestations and intellectual property. If you are working with traditional knowledge, you will need to explain how you have addressed cultural protocols and/or received permissions where required.

Application Deadline and Submission

The deadline for the Professional Project Assistance – Media Arts Organizations is October 15, 2018.

Applications are accepted by mail and must be postmarked **by Canada Post or a courier company no later than October 15, 2018**. Applications may be hand delivered or delivered by courier to 800 Johnson Street, Victoria, BC, up to 4:00 p.m. on the deadline day.

Applications by email or fax will not be accepted.

Note: if the deadline falls on a weekend or statutory holiday, the deadline becomes the next business day.

Adjudication Process

Merit-based, independent assessment is the primary method of evaluation.

All applications for Professional Project Assistance are assessed by peer review juries. Juries are comprised of individuals with expertise in particular artistic disciplines, genres or practices. When selecting jury and committee members, the Council considers broad professional knowledge, expertise, geographical representation and diverse aesthetic, institutional, and cultural viewpoints, including those from Indigenous perspectives.

The following process is used to evaluate every application:

- The British Columbia Arts Council receives applications and acknowledges receipt by email within 2 weeks of the deadline date.
- Council staff reviews applications for eligibility.
- The jury evaluates the applications using the assessment criteria outlined above and determines the level of funding and conditions on payment of awards.
- Council informs each applicant of its decision in writing.
- Applicants are urged to contact their program officer for feedback on their applications.

Grant Amounts

Project assistance will not exceed 50% of the total project budget. Assistance through this program is possible only once per BC Arts Council fiscal year (April 1- March 31).

Notification of Awards

Decisions will be made within sixteen weeks of the application deadline. All applicants will be notified by letter. Results will not be released by telephone or email.

Payment of Awards

All payments of grant monies to the grant recipient are subject to an authorizing appropriation under the Financial Administration Act.

Organizational grant recipients must promptly inform the BC Arts Council of substantive changes to the organization, including:

- Significant shifts in structure, staffing or activities
- Major changes to proposed activities;

- Changes in legal status, ownership, corporate structure, name, or mandate;
- Danger of insolvency, bankruptcy, or credit protection;
- Legal proceedings that pose a financial or reputational risk.

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

- 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 final reports to the Council;
- Fails to comply with legal obligations
- Fails to respect the commitment to provide a safe and respectful workplace free from harassment, discrimination and sexual misconduct.



Final Reports

All recipients must submit a final report and requested documentation of the completed project to the BC Arts Council within 30 days of its completion date stated in the application for support. Final Report forms are available at: www.bcartscouncil.ca/forms. Future applications to project assistance programs will be ineligible if all reporting requirements are not met. Final reports may be scanned and submitted electronically to BCArtsCouncil@gov.bc.ca or by mail or courier.

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*. Unless otherwise indicated, personal information submitted with this application may be shared in confidence with members of the adjudication jury. The names and locations of successful award recipients may be published along with the amount of the award in the Annual Report of the BC Arts Council as well as in various communications and promotional vehicles of the BC Arts Council and Government of British Columbia. Social Insurance Numbers are provided to Canada Revenue Agency through the issuance of T4As.

Recognition of Awards

In recognition of funding, the support of the BC Arts Council and the Province of British Columbia should be acknowledged in all promotional materials, both hard copy and online. The approved BC Arts Council and provincial logo and graphics standards are available online in a variety of ready-to-use digital formats at www.bcartscouncil.ca/mediaroom/logoanduse. This joint logo should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded organization and its activities.

As well, funded organizations with a website are encouraged to add a link to the BC Arts Council site.

Contact Information

Sheryl Jones – Program Officer, Media Arts Organizations
778 698-3522 | Sheryl.Jones@gov.bc.ca

A full list of program officers is available at <http://www.bcartscouncil.ca/about/coordinators.htm>.

For general information or further assistance, please contact:

Telephone: 250 356-1718
Email: bcartscouncil@gov.bc.ca

Program guidelines are reviewed annually.
Please ensure you are working with the most current
program guidelines for each intake.

