

## Guidelines and Eligibility Criteria

Arts and culture provides a unique avenue to create understanding between nations and regions. Exposure to arts and culture increases the global understanding and appreciation of British Columbia's arts, culture, creativity and innovation which can lead to further trade, tourism and business over time. These grants are to showcase B.C. artists and organizations in global markets that are important to B.C.'s international trade and tourism: China, Japan, Southeast Asia, South Korea, United States, India, Australia, Mexico and Europe.

In order to successfully work internationally, artists and arts organizations must build meaningful relationships across borders. Therefore, the objectives of these grants are to support expansion into new markets, to increase the capacity of the sector and to create opportunities for new and promising relationships between B.C.'s arts and culture sector and international counterparts.

Projects must be industry-led and of significant scale and impact. Priority will be given to projects that create links with the above noted international markets and that are orchestrated by three or more partners (note: this figure can include international partners.) The project grant categories are:

1. International Arts Promotion, Representation and Exposure:
  - Outbound activity.
  - Projects that expose the participants to new markets or to new relationship building opportunities.
  - Projects that improve the promotional capacity of the participants.
2. Incoming Presenters and Curators:
  - Inbound activity.
  - Projects that bring international presenters and curators to the province to increase their exposure to B.C. artists.
3. Artistic and Cultural Exchange:
  - Projects that are based in reciprocal, long-term relationships and result in cultural and artistic exchange, or unique collaborative or strategic opportunities.

More than one category can be addressed in the project proposal. Projects must complete by June 30, 2019.

### Eligibility

In order to be eligible for a grant the applicant must be one of the following:

1. B.C.-based not-for profit organization(s) with an arts mandate
  - Must be incorporated for at least one year.
2. Representatives of not-for-profit arts organizations or professional artists
  - Must have a contract in place with the B.C.-based organization(s) or artist(s) being represented.

### 3. Professional artist(s)

- Be a Canadian citizen or permanent resident and have lived in British Columbia for at least twelve months immediately prior to application.
- In order to demonstrate professional status, applicants should meet the following criteria:
  - Be recognized by other practitioners working in similar disciplines;
  - Have a practice in their discipline of two or more years subsequent to basic training;
  - Be committed to working full time at their practice when financially possible; and
  - Meet the following requirements:
    - For Performing Artists: Have a demonstrated body of previous professional work;
    - For Visual Artists: Have had at least two professionally-curated shows or exhibitions where artists fees have been received;
    - For Media Artists: Have directed/created or hold creative control on at least one project subsequent to basic training; this may include 'student works' which have been professionally exhibited or screened;
    - For Writers: Have had at least one book (or equivalent – 40 pages of poetry or 120 pages of prose) professionally published previously.

#### **How to Apply**

Submit the application package to [artsandculture@gov.bc.ca](mailto:artsandculture@gov.bc.ca) by **12:00 pm on Monday March 5, 2018**.

#### **Application Package**

The application package must be complete and in the template provided to be considered for a grant.

The application package includes a(n):

1. Application form
2. Project proposal
3. Project timeline
4. Project budget (The total grant request must range between 25K and 100K. Eligible amounts for the grant are up to 75% of the total project budget. Eligible and ineligible expenses are outlined in the budget template.)
5. Letters of support from partner organizations or artists **(no template provided)**.

Optional attachments are outlined in the Application Package template.

#### **Assessment Process**

Ministry staff will assess applications and supporting materials. The completed application package provides the adjudication panel with the information to evaluate the merits of all proposals. Ministry staff may reach out to applicants to request further information or a more detailed project plan before awarding grants. Ministry staff may also request adjustments to projects in order to better meet provincial objectives for the funding.

## Assessment Criteria

Projects are assessed for: applicant and partner capacity, project feasibility and impact. Please note that project impacts are measured depending on the project grant category. The following table outlines the assessment criteria.

<b>Section 1: Applicant and Partner Capacity (25%)</b>			
Strategic alignment (5 points)	<ul style="list-style-type: none"> <li>Project description and its alignment with the overall strategic aims and objectives of the applicant and any partners.</li> </ul>		
Strength and number of partnerships (5 points)	<ul style="list-style-type: none"> <li>The strength and number of partnerships in the undertaking of the project.</li> <li>Evidenced by letters of support from partner organizations / artists.</li> </ul>		
Project management and oversight (5 points)	<ul style="list-style-type: none"> <li>The applicant's project management capacity.</li> <li>The strength of oversight of the project.</li> </ul>		
International Experience (10 points)	<ul style="list-style-type: none"> <li>The strength of the applicants' international experience and international networks.</li> </ul>		
<b>Section 2: Project Feasibility (30%)</b>			
Clarity of the plan and achievability of the project (15 points)	<ul style="list-style-type: none"> <li>Feasibility of the project.</li> <li>Ability of the project to commence and be completed within the planned timeframe.</li> <li>Degree to which the project is well-formed (versus conceptual).</li> </ul>		
Financial feasibility (15 points)	<ul style="list-style-type: none"> <li>Diversity and appropriateness of the project's proposed budget and confirmed revenue sources (cash and in-kind).</li> <li>Presentation of realistic budget assumptions and projections.</li> </ul>		
<b>Section 3: Impact (45%)</b>			
<u>Assessment Criteria for International Arts Promotion, Representation and Exposure and Incoming Presenters and Curators</u>		<u>Assessment Criteria for Cultural Exchanges</u>	
Economic (10 points)	<ul style="list-style-type: none"> <li>The potential for the project to translate into further economic activity for the sector.</li> <li>Degree of real or potential contribution to the creative economy, trade or tourism.</li> <li>Anticipated impact on wider community and audiences.</li> </ul>	Quality of the Cultural Exchange (15 points)	<ul style="list-style-type: none"> <li>Degree to which the project has the potential for meaningful exchange</li> <li>Degree to which the exchange will promote cultural understanding amongst participating regions.</li> <li>Degree of reciprocity and depth of partnership amongst participating organizations or artists.</li> </ul>

Relationship building and market access (10 points)	<ul style="list-style-type: none"> <li>• The potential of the project to broker new relationships and increase access to international networks and markets.</li> <li>• Degree of market exposure.</li> <li>• If applicable, appropriate cultural protocols are incorporated into the project.</li> </ul>	Relationship building and market access (10 points)	<ul style="list-style-type: none"> <li>• The potential of the project to broker new relationships and increase access to international networks and markets.</li> <li>• Degree of market exposure.</li> <li>• If applicable, appropriate cultural protocols are incorporated into the project.</li> </ul>
Increased capacity (10 points)	<ul style="list-style-type: none"> <li>• Degree to which the project has a capacity building element for the organization(s) or artist(s) involved such as skill building, professional development or market knowledge development.</li> </ul>	Increased capacity (10 points)	<ul style="list-style-type: none"> <li>• Degree to which the project has a capacity building element for the organization(s) or artist(s) involved such as skill building, professional development or market knowledge development.</li> </ul>
Number of key international markets engaged and the quality of the engagement (10 points)	<ul style="list-style-type: none"> <li>• Number of key markets engaged (China, Japan, Southeast Asia, South Korea, United States, India, Australia, Mexico and Europe).</li> <li>• Quality of the engagement.</li> </ul>	Cultural exchange with a key market(s) (5 points)	<ul style="list-style-type: none"> <li>• Exchange with a key market(s) (China, Japan, Southeast Asia, South Korea, United States, India, Australia, Mexico and Europe).</li> </ul>
Number of B.C. artists and arts organizations impacted or represented (5 points)	<ul style="list-style-type: none"> <li>• Number of B.C. artists or organizations (counted as 1) impacted by the project.</li> </ul>	Public Engagement (5 points)	<ul style="list-style-type: none"> <li>• Degree of meaningful public engagement applied in all regions of the exchange.</li> </ul>

**Note:**

The BC Arts Council reserves the right to recommend applications from Category A of the Touring Initiatives Program for consideration by the assessment panel. The Province reserves the right to assess strategic opportunities that arise outside of the grant intake period according to these guidelines.

**Acknowledgements**

The Government of B.C. should be acknowledged in all project communications and promotional materials, both hard copy and online. Detailed information on the use of the provincial logo will be provided to successful applicants.

**Reporting Requirements**

Funding recipients are required to submit a final report within 30 days of the completion date outlining the project’s performance and outcomes. A template will be provided.

**Freedom of Information**

Applications submitted are subject to the *Freedom of Information and Protection of Privacy Act*. Personal information is collected in accordance with Section 26(c) of the Freedom of Information and Protection of Privacy Act and will be used for the following purposes: program adjudication, processing results and payment, program evaluation, outreach and development.

The names and locations of successful award recipients may be published along with the amount of the award in various communications materials utilized by the Government of B.C.

**Additional Questions**

Applicants with questions can email [artsandculture@gov.bc.ca](mailto:artsandculture@gov.bc.ca). Applicants must submit questions prior to end of workday March 1<sup>st</sup>, 2018 (5:00 p.m.). (Two business days prior to the deadline.) Questions submitted after this time will not be answered.