

Expert Panel Comments
Organizations: Arts Projects Grant Stream
June 1, 2017 Intake

The expert panel felt that the quality of the applications was high. Priority was given to proposals that demonstrated the following:

- Activities that had well-defined outcomes and a broad and long-lasting impact;
- Researched budgets that provided ample evidence the project was achievable;
- Artists fees paid at accepted industry standard rates such as Canadian Actors' Equity, SOCAN and CARFAC; in circumstances where industry rates were not offered, Expert Panel members appreciated when applicants (i.e. non-union) addressed why so in the project description;
- Were at a greater stage of readiness, for example, those with artists selected or an identified process for selecting artists.

- Reasonable financial and/or internal resources being allocated to their proposed activities demonstrating the organization's commitment to the project;
- Projects that indicated revenue diversity and where AFA's contribution was meaningful.

The expert panel also advised that future applications should consider:

- Beginning your project description with a short introduction on your proposed activities so there is an immediate understanding of your activities from the outset;
- Providing context on your organization, as it should not be assumed the Expert Panel members are already familiar with who you are and what you do;
- Developing budgets that are specific and detailed -- with items that relate directly to your proposed activities;
- Providing a rationale for work with contracted services and demonstrating the linkage between why and how that contractor will bring innovation to the organization going forward; it is especially important to address why these activities cannot be done with internal resources;

- Providing a context for the number people the project will benefit -- whether it be a handful from a select population or hundreds of volunteers: and
- Providing a description of community impact and outcomes along with how they are to be measured. What are the audience numbers? What is the take away? At minimum each project description should address community impact and outcomes.

Other Considerations

- “Culture” covers both heritage and art activities. The AFA funding is there to support arts activities. These should be clearly outlined.
- The Expert Panel recommends that organizations or groups avail themselves of Arts Branch staff for both consulting services and advice on how to properly prepare an application prior to submission.
- Post secondary institutions should keep in mind that projects should be outreached focussed and not primarily for the benefit of their students.
- Applicants should not assume familiarity with their organization’s programs.
- If projects are national in scope, the Alberta portion (the artists, the benefit) should be clearly identified and highlighted.
- Artistic excellence is one of the ranking factors. Since this program is multidisciplinary it should not be assumed that all panel members will have in depth knowledge of the artists being brought in. Support material including images, writing samples etc. of the artists’ work would go a long way in assisting the panel members in assessing artistic excellence.

Support material

The expert panel favoured applications that provided:

- support materials that demonstrated capacity to successfully execute these projects;
- support material of good quality that is clearly visible and/or audible.