Expert Panel Comments
Organizations: Arts Projects Grant Stream
December 1, 2016 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;
- Activities that strongly promoted the growth and development of Alberta artists as part of the proposed projects; and
- Reasonable financial and/or internal resources being allocated to their proposed activities.

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 only contain items that relate directly to your proposed activities;
- When asking for support for projects that intersect with marginalized peoples and themes, they demonstrate transparency and an internal commitment to paying artists and interns that self-identify with the targeted programming;
- Detailing rates for artists and professional fees and the standards they were set at, especially important for non-profit and community organizations that fall outside of dedicated arts presenting groups;
- 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; and
- When applying for interns, clearly outlining learning opportunities and the internship and mentorship activities; interns should not be used as opportunities to provide staffing for existing operations.

Support material

The expert panel favoured applications that provided:

- support materials that demonstrated capacity to successfully execute these projects;
- demonstrated due diligence by submitting copies of quotes for services from outside contractors and other relevant service providers;
- letters of support from partnering organizations outlining commitment and contributions;
- media, including visual images, music demos, etc. that showcased the activities of the organization, especially as it demonstrates the proposed activities; and
- support material of good quality that is clearly visible and/or audible.

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.