

Theatre Project Grant February, 2018 General Expert Panel Comments

Comments made by the expert panel during its assessment of applications submitted to the February 2018 deadline are outlined below. Please note that these comments provide a summary of the expert panel's assessment and do not necessarily relate to every unsuccessful application submitted to this deadline. The expert panel does not provide individual comments.

The Expert Panel gave priority to applications that had a unique artistic vision that clearly stood out. The Expert Panel looked for applications that displayed excellence.

Applicants should not assume that panel members know them or their work. A context should be provided that allows the expert panel to see how the proposed works fits into their practice and growth as artists.

A full theatre -related resume should be provided, not just a "biography". However, the resume should be succinct.

The expert panel were particularly supportive of projects where applicants demonstrated a real passion for their proposal along with realistic timelines, accurate detailed budgets, and indications of community support.

Applicants proposing development projects should indicate whether there is any production potential.

Applicants that are proposing production projects should include marketing plans and other indicators of understanding who their audience is and how they will reach them.

When projects proposals have indicated that much of the financial support is pending, a "plan B" in case some of the pending funding is not realized, is helpful in assuring the panel members of the viability of the project.

Expert panel appreciated when applicants demonstrated commitment to their own projects by fundraising, obtaining support in kind or finding other revenue sources rather than asking AFA to foot the entire project cost.

Applicants applying for professional development or formal training should indicate how this will benefit their practice in Alberta or even if they are coming back to Alberta.

Applicants that chose to train within Alberta and Canada were given a higher priority than those who chose to study out of country, especially if the training they sought could be found within Canada.

Expert panel liked to see artists remain committed to Alberta.

Expert panel gave priorities to projects that had a relatively high community impact.

Support Material

The Expert Panel encourages all applicants to supply support material. This helps to clarify what the artist is proposing. It also allows the panel to assess the applicant's artistic ability. Many applicants would have benefitted from the inclusion of audio visual support material and/or letters of reference. Those applicants that did not have samples were given a lower priority.

The panel found letters of support from those in the industry helpful when reviewing emerging artist and artists that were diversifying into art forms that had not previously practiced.

Professional development and training applicants should have letters of support and support materials demonstrating skill level. Transcripts are also appreciated.

Support materials should demonstrate a track record of producing or ability to do this work. Resumes for key team members should be fully fleshed out as well.