

## Music Individual Project Grants March 1, 2021 General Expert Panel Comments

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Comments made by the Expert Panel during its assessment of applications submitted to the March 1, 2021 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 individual application submitted to this deadline. The Expert Panel does not provide individual comments.

### Project Description:

- The Expert Panel showed support for well written applications with strong artistic vision and merit. Applications showing personal connections, genuine and relatable content, musicianship, reasonable budgeting and high production quality were favoured.
- Proposals should clearly illustrate how the success of a project will enhance an applicant's musical career and/or contribute to the provincial music community. Illustrate the relevance of the project within your career trajectory.
- Applicants requesting funding for subsistence should provide clear details on monthly expenses (such as accommodations or rent, daily food allowance, local transportation and childcare, when applicable). Be specific. It is helpful to explain what parts of your plan will require subsistence and how funds will be allocated during this process.
- The panel appreciates applications that are concisely written with accuracy and attention to detail.
- COVID-19 response plans were helpful to assess project viability. It was helpful to have a clear plan on how projects would adapt to the current health crisis and how this would effect travel, touring, marketing and applicant training.
- The expert panel would like to encourage perseverance and project development despite grant outcomes.

### Marketing:

- The Expert Panel showed preference for applications with clearly written plans for outlined goals, ability to execute the project, strong impressions and appropriate realistic budgets based on market needs and content.
  - Supporting documentation should outline the marketing plan with clear goals and details on how you plan to execute your vision in the current market.
  - The panel would like to see applications with strong supporting materials that represent the final project to be put to market. Applications with strong production quality were favoured.
  - The panel showed support for conceptually engaging content that was relatable and unique to the market.
  - The panel would like to see more elaboration on past experiences both in production and performance. Explain how you are working to support your own project and how AFA funding would support this.

- Clear and realistic budget explanations are encouraged. Applications that provided solid budget breakdowns and details on how funds will be spent were favoured.

#### Training:

- The Expert Panel expressed preference for artists seeking education which will support their continued success and growth in a specific area of study.
  - The panel supported applicants who showed a clear vision with realistic goals and expected outcomes for the future post education.
  - A clearly defined commitment to music as a career in Alberta was preferable.
  - The expert panel expressed concerns with self-led coursework and the ability to successfully complete this work. Traditional and instructor-led education was preferred; however, applications with clear plans on execution and expectations were also recommended.

#### Art Production:

- The panel favoured applications with a strong artistic impression, quality supporting material and that clearly outlined the applicant's ability to execute the project. Projects that were diverse and relevant to the current provincial music market and would benefit the trajectory of the artist's career were supported.
  - The panel expressed the desire to see evidence of engagement and a support network within the community. Elaborate on your production team, labels and collaborating artists, as this will help support the viability of your project and gain confidence on your ability to follow through on execution.
  - Sample material and supporting media tracks should reflect your best quality work and showcase the applicant's musicianship, concept and artistic merit.
  - The panel showed support for projects that had personal connection with genuine and relatable content. Applications which featured creative, conceptually unique work with clear personal investment were favoured.
  - Clearly outline how funds will be allocated during the project. Realistic budgets and timelines for the project are encouraged.