

Music Individual Project Grants

September 1, 2020

General Expert Panel Comments

Comments made by the Expert Panel during its assessment of applications submitted to the September 1, 2020 deadline are outlined below.

Please note these comments provide an overview of the common issues noted by the Expert Panel and do not necessarily relate to every application submitted to this deadline.

The Expert Panel does not provide individual comments for each application.

General Comments

- The Expert Panel recommended applications they felt were new, unique and exciting. They showed enthusiasm for diverse and progressive work from artists.
- **Marketing:** The Expert Panel felt the scope of the marketing plan should communicate the overall tone of the project and your personal connection to the work.
 - Supporting documentation should be clearly labelled with the applicant name and support the marketing plan with clearly outlined goals, target markets and explanation on how you will reach those goals.
 - The Expert Panel would like to see marketing proposals that are aligned with the current stage of the project timeline.
 - The Expert Panel recommends that the budget proposal and marketing plan should work together to support the full project scope. Explain your projected budget in detail.
 - A diverse variety of advertising and outreach was favoured by the Expert Panel over a singular marketing approach.
- **Training:** The Expert Panel expressed preference for artists seeking higher level education that would result in artists working in and representing the Alberta music industry.
 - The Panel expressed the need to have an overall vision and expected outcome for the future post education.
 - A clearly defined commitment to music as a career in Alberta was preferable.
 - Supporting documentation and videos of the applicant were valuable to the application.
 - COVID-19 response plan for each education program and project viability was a concern due to travel and training restrictions. It was helpful to have a clear plan

on how the program would adapt to the current health crisis and how this would affect applicant training.

- **Art Production:** The Expert Panel valued applications that had a community or regional benefit. Panelists were supportive of unique projects that were diverse and relevant to the current provincial music market.
 - The Expert Panel expressed the desire to see evidence of community engagement and a presence within the projects target market. Explain your process and expected outcomes.
 - Sample material and supporting media tracks should be labeled with the applicant name. Tracks should reflect your best quality work and showcase the applicant’s musicality.
 - The Expert Panel encourages keeping the tone of the application and supporting documents in line with the project goals. Keep the information relevant and music-related.
- Proposals should clearly illustrate how the success of a project will enhance their musical career and/or contribute to the provincial music community. Illustrate the relevance of the project within your career trajectory and clearly identify the principal artist(s) role within a project.
- Use the ‘Artist Resume’ section to introduce yourself to the panelists and start with your most recent accomplishments and accolades. Please limit the information to relevant, music-related experiences.
- The Expert Panel appreciates applications that are concisely written, using sub-headings and bullet points. However, the Panel found it difficult to assess the merit and feasibility of projects for which sparse detail was provided in the ‘Detailed Project Description’ section.
- Clearly label documents, project descriptions, and attachments with applicant’s name.

Budgets

- Applicants requesting funding for subsistence should provide clear details on monthly expenses (accommodations or rent, daily food allowance, local transportation and childcare, when applicable). For emerging artists, connect with experienced artists when creating the budget to ensure realistic numbers. Be careful not to undervalue your project, and consider including a fee for mentorship.
- For Commissioning contracts, be clear if you are being compensated outside of AFA funding.

- Applicants must provide a clear, detailed and balanced budget as described in the Music Project Grant guidelines. The inclusion of ineligible expenses should be clearly offset in the 'Non-AFA Revenue' section or as a supplementary budget in the 'Attachments' section. Provide quotes when possible (e.g. from a company to do a music video, flight, PR, etc.). The Expert Panel recommends contacting program staff for clarity on ineligible expenses.