

Music Project Grant

September 3, 2019

General Expert Panel Comments

Comments made by the Expert Panel during its assessment of applications submitted to the September 3, 2019 deadline are outlined below.

Please note: these comments provide a summary of the Expert Panel's assessment and do not necessarily relate to every application submitted to this deadline.

The Expert Panel does not provide individual comments.

- The expert panel recognized the volume of applications and would encourage unsuccessful applicants to strengthen their proposal and apply again.
- Regarding audio/video support materials, the jury found it helpful to identify performers in a recording sample, if the principal artist and/or principal applicant is not the performer themselves. Providing context and/or background to the recording samples is strongly encouraged.
- The expert panel recommends submitting well-recorded audio samples that directly relate to the project. State which samples are demos or past recordings, and if a demo is submitted, explain your vision for the final recording. If submitting a lengthy track, the expert panel recommends indicating times codes for best sections to hear.
- 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.
- Applicants requesting funding for subsistence should provide clear details on monthly expenses (accommodations/rent, daily food allowance, local transportation and childcare, when applicable).
- For training projects, while not a requirement, the expert panel recommends submitting audio samples, especially for performance-based projects.
- Use the 'Artist Resume' section to introduce yourself to the expert panel and start with your most recent accomplishments and accolades. Please limit the information to relevant music-related experiences.
- For art production grants, the expert panel valued projects that had clear, tangible marketing plans for getting your music out to an audience. In addition, jury notes there are numerous recording processes and it is important for artists to explain clearly their process and why decisions are being made.

- For commissioning contracts, be clear if you are being compensated outside of AFA funding.
- The expert panel appreciates applications that are concisely written, using sub-headings and bullet points. However, the expert panel found it difficult to assess the merit and feasibility of projects for which sparse detail was provided in the ‘Detailed Project Description’.
- 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 (ex. from a company to do a music video, flight, PR etc.). Expert panel recommends contacting program staff for clarity on ineligible expenses.
- Applicants proposing touring projects are encouraged to be clear about the anticipated number of tour dates, which dates are confirmed and pending, who is booking the tour, and the expected impact of the tour on the applicant’s career. Applicants are encouraged to submit show confirmations if possible. Applicants should include as much information on potential touring revenues as possible (ex. merch sales, guarantees etc.).