Expert Panel Comments
Organizations: Arts Projects Grant Stream
December 3, 2018 Intake

The expert panel felt that there was a diverse range of applications. Priority was given to proposals that demonstrated the following:

- The Expert Panel strongly 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.

In general, applications demonstrating the following were most successful:

- Capacity building projects: Being specific about the timeliness of the project relative to the organization's needs, as well as clearly defining what the project activities are.
- Activities that had well-defined outcomes.
- That had properly researched budget costs, and showed an appropriate breakdown of expenses.
- Reasonable financial and/or internal resources being allocated to their proposed activities.
- Were able to define what "success" looked like and how it would be achieved and measured.
- Provided clearly articulated concepts of creative projects.

The expert panel also advised that future applications should consider:

- Clearly articulate what the project is. An outline of the impact and benefits on the organization should be presented.
- Specificity is important when itemizing and breaking out your project expenses, as is budget line items should be reflected in your project description.
- Provide 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.
- 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.
- In the case of one-time events clearly state what outcomes will be achieved.
- Provide an outline of intent for the production/work as well as its plan for distribution or display once it has been created.
- Encourage new applicants to contact AFA to get support with their applications; with help.

Organizations requesting website updates should:

- Differentiate web items that are necessary vs nice to have.
- Provide enough detail for the expert panel to understand the impact that is intended for the project to have on the organization, or the goals.
- Demonstrate how the website fits into the organization's overall communications plan.