

Theatre 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 panel gave priority to applications that articulated a unique artistic vision that clearly stood out. It was beneficial when the individuals would present their own personal artistic voice.
- 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.
- The expert panel was particularly supportive of projects where applicants demonstrated a real passion for their proposal along with realistic timelines, accurate detailed budgets, specific venues and indications of community support.
- Panel members found it helpful when applicants supplied support material that helped illustrate their process and artistic vision. Concise video, photos and script samples were impactful.
- There were many exciting ideas that the panel were unable to support as key details were missing. There needs to be a clear concise project description. Projects pertaining to research would benefit from indicating intended outcomes.
- The panel recommends that applicants clearly indicate the relationship with the producing and/or presenting organizations.
- The expert panel recommend that applicants (particularly emerging artists) avail themselves of the grant writing resources available on the AFA website and through the consultants in advance of the deadline. Preparation is encouraged.

Professional Development

- Expert panel supported applicants that were able to demonstrate clearly how the proposed training fit within their artistic practice, and how and why this specific training would further their artistic practice. The panel members appreciated those who had thoroughly researched programs that were a "good fit" for their talents and articulated long-term goals.

- Expert panel gave priority to professional development applicants where there was a clear indication of ties to Alberta and that the knowledge would be brought back to be shared.

Budgets

- Compensation rates for artists need to be reasonable to the scope of the project.
- Budgets should be reflective of the project descriptions.
- Expert panel appreciated when applicants demonstrated confirmed additional revenue sources when applicable.
- Panel members appreciate when budget “units” are explained eg: people, hours, weeks.
- Panel members appreciated when artists supplied background/reasoning behind projected box office receipts. Box office revenue should be realistic in application.