

## Specific Eligibility Criteria

**Maximum Award**  
**\$7,000\***

\*For Key Presenters applying to both Key and Diverse Collaborations Presenter, maximum eligibility will be \$10,000.

NB: Applicants to Key Presenter may be denied funding in those instances where the applicant does not meet eligibility requirements, or where the proposed activities fail to meet BC Arts Council program objectives.

## Assistance for **Key Presenters**

### **Deadline: June 30, 2009**

Awards of up to \$7,000 annually are available to community-based performing arts presenters outside of the Metro Vancouver and CRD to enhance programming activity.

Assistance under this component is not formula based. Awards are based upon the subjective evaluation of an Adjudication Committee and may not be at the maximum level.

### **A key presenter is defined by the following criteria:**

- manages a performing arts facility with a minimum of approximately three hundred or more seats;
- engages full-time, professional management;
- presents an artistically diverse program of not less than ten events on an annual basis;
- has demonstrated, through previous activity, an ability to realize a program of comparable scale and complexity;
- adheres to the principle that artists must be paid for their work at recognized professional rates.

### **Eligible expenses may include:**

- artists' fees and travel costs
- marketing or subscription campaign expenses
- other specific costs incurred in the presentation of professional arts events

### **Ineligible expenses include:**

- facility and staff costs
- front of house or concession expenses
- fees or expenses for non-professional artists
- commercial or general entertainment attractions

### **MAXIMUM ASSISTANCE**

**Awards of up to \$7,000 are available annually.** Awards will not exceed 50% of the eligible costs associated with the proposed program. The level of awards will be determined by evaluation of an Adjudication Committee.

### **EVALUATION CRITERIA**

**In conducting its assessment, the Adjudication Committee considers the following evaluative criteria:**

- Artistic merit and balance of the proposed program (it is expected that Key Presenters will enable access to a full spectrum of performing arts activities);
- Previously demonstrated success in the presentation of events and development of audiences;
- The extent of other performing arts activity available in the geographic community;
- Financial feasibility of the proposed program;
- Previously demonstrated accountability and administrative capacity;
- A diverse source of revenue including significant earned revenues and the extent of local support;
- Geographic proximity to major urban centers.

**Deadline: June 30, 2009**