

# Theatre Audience Development

**APPLICATION DEADLINE: on or before April 2, 2013**

Applicants will be notified of the results by **May 1, 2013**.

**Your application to this project will not be accepted if you have any overdue OAC reports.**

## TABLE OF CONTENTS

What is the Theatre Audience Development project? .....	1
Who can apply? .....	1
What kinds of activity does this project fund? .....	2
What kinds of activity will the project not fund? .....	4
What financial support is available in this project? .....	4
How often can I apply? .....	4
Who makes the decisions about the grants? .....	4
What are the decisions based on? .....	6
When do I find out whether I will receive a grant? .....	6
What do I have to do if I receive a grant? .....	7
Whom do I contact if I have questions? .....	8
Appendix A: Definitions of Commonly Used Terms .....	9
Frequently Asked Questions (FAQs) .....	11

## **What is the *Theatre Audience Development* project?**

---

The *Theatre Audience Development* project is a two year initiative that seeks to have more theatre performances in Ontario communities and more people engaged, interested and invested in theatre at a local level. The project aims to increase the range and diversity of theatre available to communities in Ontario outside of the city of Toronto.

The project offers the public the opportunity to participate in theatre at all levels—from theatre classes and workshops to theatre artists in residence to the presentation of theatre by Ontario-based professional theatre artists.

The project is a two year commitment and is centred on:

- ❑ Audience development: providing opportunities for more people to take part in theatre, as both audiences and participants, through performances and arts education or learning programs
- ❑ Curatorial development: enabling arts presenters to take part in professional development programs and networking opportunities that expand their knowledge of theatre in Ontario
- ❑ Presentation of Ontario theatre artists and companies: supporting arts presenters to undertake artistic risks that engage their audiences in new experiences in theatre from Ontario's theatre artists and companies.

The project funds activities that contribute to arts education, public participation and community involvement in the arts in Ontario.

The *Theatre Audience Development* project is administered by CCI - The Ontario Presenting Network on behalf of the OAC.

The vision statements that guide the OAC's directions provide a framework for our funding priorities in the Theatre Audience Development project are:

- ❑ The lives, careers and work of individual artists flourish
- ❑ People of all ages and in all regions actively engage and participate in the arts
- ❑ Aboriginal, francophone, culturally diverse, new generation (ages 18 to 30) and regional artists and arts organizations are recognized for the value they provide to all Ontario's people, cultures and creative sectors
- ❑ The creativity, innovation and excellence of Ontario's artists and arts organizations in all their diversity are seen and acclaimed locally, nationally and internationally.

## **Who can apply?**

---

The project supports arts presenters only. To be eligible, arts presenters must:

- ❑ be not-for-profit organizations, municipalities or colleges/universities outside of the city Toronto that present performing arts series annually
- ❑ have a history of producing performing arts series

- ❑ be directed by an individual(s) responsible for the selection of artists for the organization's performing arts series

If your organization receives OAC operating funding, please check your operating guidelines to see if you qualify for project funding.

#### INELIGIBLE ARTS PRESENTERS

- ❑ Not-for-profit organizations, or municipalities or colleges/universities that present performing arts series in Toronto
- ❑ Not-for-profit theatre companies, including specialized theatre presenters/festivals
- ❑ Individuals, groups or collectives

#### ADDITIONAL ELIGIBILITY REQUIREMENTS

You are not eligible to apply to any OAC program if you have an overdue final report or have submitted an incomplete final report on a previous grant from any OAC program.

#### DEFINITION – ARTS PRESENTER

Arts presenters are organizations that select artistic programming for public presentation in their community, based on an artistic vision; hire professional performing artists and companies; and pay a guaranteed fee for each presentation. They operate or rent a hall or other venue in order to present shows.

The arts presenter covers the costs of presenting the show for a set number of performances. The arts presenter is responsible for audience ticketing and seating, security, promotion and technical matters. The arts presenter also oversees the hiring of additional onsite staff required for the shows, such as stagehands, ushers, ticket takers, janitors, food and beverage sales people, etc., whether directly or through those provided by the venue.

## **What kinds of activity does this project fund?**

---

Each arts presenter accepted into the Theatre Audience Development project agrees to carry out annually the following activities for two years:

- ❑ Present, in collaboration with the three other participating presenters, two Ontario-based theatre artists/companies in the organization's annual performing arts series. Each engagement must include arts education and arts learning programs that include an artist-in-residence program
- ❑ Work in collaboration with the Project Coordinator, Audience Development Animator, and other participating presenters to facilitate outreach and artist-in-residence programs, which may include artist talks, master classes, workshops for recreational and local professional participants, etc.
- ❑ Attend performances of Ontario theatre companies, professional development workshops and networking sessions administered by the Program Manager

## DEFINITION – THEATRE ARTIST

For the purpose of this project, a theatre artist is defined as an individual, collective or organization. The following eligibility criterion applies to any theatre artist engaged by the arts presenters supported in the Theatre Audience Development project.

An **individual theatre artist** must:

- ❑ be a resident of Ontario
- ❑ be a Canadian citizen or a Permanent Resident of Canada, or have an application pending for Permanent Resident status and, if requested, be able to provide documentation to verify this
- ❑ have been a resident in Ontario for at least one year before making this grant application
- ❑ continue to live in Ontario for at least eight months a year, with the following exceptions:
  - Artists who live in Ontario may leave the province for up to one year and continue to be eligible for OAC support if the absences are temporary (e.g. for an educational or artistic opportunity) and they do not also apply for support from the jurisdiction of their temporary residence
  - Artists living permanently in Quebec municipalities in the National Capital region who:
    - are applying to the OAC in English or French
    - have been recognized as Ontario artists
    - contribute actively to the artistic life of Ontario
    - have not sought assistance from the Quebec government for the same project
- ❑ be a professional artist. The OAC defines a professional artist as someone who has developed skills through training or practice, is recognized by artists working in the same artistic tradition, has a history of public presentation or publication, seeks payment for her or his work, and actively practices his or her art. Short breaks in artistic work history are allowed.

A **theatre collective or organization** must be:

- ❑ Incorporated not-for-profit organizations, and must be located in Ontario
- ❑ Ad hoc groups, collectives or unincorporated organizations must operate on a not-for-profit basis. Most of the group members must be professional artists or arts professionals, with at least 50% of the members located in Ontario

All **individual theatre artists, collectives and organizations** must:

- ❑ have annual performance activities and a finished full-evening theatre program
- ❑ be led by professional personnel who will support the theatre artist's touring engagements in collaboration with the project coordinator

## **What kinds of activity will the project not fund?**

---

The following are *not* eligible for project funding:

- ❑ Events or activities that are not in collaboration with other participating presenters
- ❑ Events or activities that take place before the application deadline
- ❑ Events or activities that have received separate OAC grant support
- ❑ Events or activities that take place outside of Ontario
- ❑ Presentation of non–Ontario based theatre artists
- ❑ Fundraising activities
- ❑ Capital expenses

## **What financial support is available in this project?**

---

Ontario Theatres provides financial support that includes:

- ❑ 50% subsidy or \$5,000 (whichever is less) per year for the fees associated with presenting two different artists/companies each year
- ❑ \$5,000 per year for the audience development activity to support the arts presenters' outreach activities/programs in collaboration with the project Audience Development Animator
- ❑ Travel assistance for the arts presenter to attend performances of Ontario professional theatre artists and professional development and networking sessions coordinated by the Project Manager

Grant payments are released on verification of contracts with the theatre artists, confirmation of the arts presenter's Audience Development activity plan, and confirmation of attendance at the program's professional development workshops.

The program will not fund programming retroactively.

A touring grant is awarded to each of the two theatre artists/companies engaged by the arts presenters in this program per year.

## **How often can I apply?**

---

You may not apply to more than one OAC program for the same activity unless you have received notification that your first application has not been successful.

## **Who makes the decisions about the grants?**

---

Applications in this program are assessed by an advisory panel made up of 3 theatre professionals. These advisors make funding recommendations to the program officer.

OAC granting officers choose advisors and jurors who:

- have broad knowledge and experience of the relevant art form, arts organizations and related issues;
- have knowledge of the cultural needs of a particular region or community;
- will provide fair and objective opinions and
- are able to articulate their opinions and to work in a group decision-making environment.

The composition of an advisory panel or jury should represent the range of applications in the competition and include arts professionals representing regional, culturally diverse, Aboriginal and Francophone artistic practices and communities in Ontario.

## CONFIDENTIALITY

Advisors and jurors are required to keep the contents of all applications and discussions during the assessment meeting confidential.

Advisors and jurors must not disclose that they have been selected as assessors. Names of advisors and jurors are released with grant results following each program competition.

## CONFLICT OF INTEREST

The OAC is particularly concerned with potential conflicts of interest. There are two dimensions of conflict of interest – **direct** and **indirect**. There are also two kinds of direct conflict of interest – **financial** and **private**.

- An advisor or juror is in a **direct** conflict of interest with a particular application if he or she, or a member of the advisor/juror's immediate family (spouse or equivalent, son or daughter, parent, sibling or member of the immediate household) has a **financial** interest in the success or failure of the application. If the applicant is an organization, staff or board members of the organization, or members of their immediate families, would be in direct conflict. If the applicant is an individual, immediate family members would be in direct conflict.
- An advisor or juror is in a **direct** conflict of interest with a particular application if he or she has a **private** interest in the success or failure of the application. If the applicant is an organization, staff or board members of the organization or members of their immediate families (spouse or equivalent, son or daughter, parent, sibling or member of the immediate household) would be in direct conflict. If the applicant is an individual, members of his/her immediate family, as described above, would be in direct conflict. For applications from individuals and organizations, a private interest also includes affiliations or activities that compromise or unduly influence decision-making.

Any reason that makes it difficult for an advisor or juror to evaluate an application objectively may create an **indirect** conflict of interest.

Officers do not choose advisors or jurors who are in **direct** conflict of interest with any of the applications being assessed. If a direct conflict of interest becomes apparent, the officer will ask the assessor to stand down from the panel.

All advisors and jurors are asked to sign forms to identify **indirect** conflicts of interest as a further means of documenting the integrity of the process. At the advisory panel or jury meeting, the officer answers any questions and facilitates a discussion on the assessor's impartiality and decides how the situation will be managed.

## OTHER ELEMENTS IN THE ASSESSMENT PROCESS

Written assessments may be used by the officer to provide specialized analysis of an application when necessary. The officer shares knowledge gained from these reports with the members of the advisory panel or jury to help them make decisions about the application.

## RESPONSIBILITIES OF THE ADVISOR OR JUROR

Before they meet to discuss the applications, the advisors/jurors become familiar with the program, its assessment criteria (below) and the OAC's strategic priorities. They read all of the applications and the written support material. At the meeting, the advisors/jurors review any audio-visual support material, discuss the applications and rank them, using their knowledge and expertise in a group decision-making environment. The final decisions depend on the OAC's strategic priorities, the range and number of applications in the program and the program budget.

## What are the decisions based on?

---

### **Artistic Merit** based on

- ❑ Organizational Profile: to evaluate the organization's performing arts programming
- ❑ Proposal and Programming: to evaluate the current and projected performing arts programs, including the presentation of the theatre

### **Impact** based on

- ❑ Organizational Profile: to evaluate the performing arts program's contribution to the arts in their community and in Ontario
- ❑ Proposal and Programming: to evaluate the arts presenter's contribution to theatre in Ontario, artists programmed in the performing arts series, arts learning programs and audience development plans

### **Viability** based on

- ❑ Organizational Profile and Proposal: to evaluate the arts presenter's professional standards as demonstrated by their performing arts programming, resources and expertise

## When do I find out whether I will receive a grant?

---

You will be notified in writing approximately 4 weeks after the application deadline of whether you receive a grant or not. We do not give grant results by telephone or email, so please do not call us or email us for this information. The program officer can provide limited feedback.

## What do I have to do if I receive a grant?

---

If you are selected as one of the 4 presenters in this two-year project you must acknowledge OAC's support by placing the OAC logo on all printed promotional material and house programs associated with the project activity, and the following phrase must appear in house programs or audience development/outreach materials:

*This performance/activity was made possible with grant support from the Ontario Arts Council's Theatre Audience Development project.*

The OAC logo and above text must appear separate from, and in addition to, any other OAC recognition required for other unrelated OAC grants your organization may receive.

At the completion of your project, you must submit a Final Report summarizing the activities for your project and any changes that took place.

If you do not submit a final report, the OAC may require you to repay the grant. Your organization will be ineligible to submit future applications to any OAC program or receive further grant payments from the OAC until the grant is repaid or an acceptable report is submitted.

### SAFE PROGRAMMING REQUIREMENTS

If you, your collective or your organization is engaged in direct delivery of programming to vulnerable members of society, you must obtain a vulnerable sector screening for each person involved in this programming before beginning your activity. Vulnerable members of society are defined in the Criminal Records Act as persons who, because of age, disability, or other circumstances, whether temporary or permanent are:

- In a position of dependence on others, or
- Are otherwise at a greater risk than the general population of being harmed by a person in a position of authority or trust relative to them.

You may be asked to produce a certified criminal record check or vulnerable sector check by schools, community organizations and the Ontario Arts Council. You should have this document in your possession at all times when working in schools and in communities. Depending on where you live, a certified criminal record check or vulnerable sector check may take several weeks to process. Contact your local police department or the Royal Canadian Mounted Police to start this process.

For more information about Protecting Vulnerable People, please view information at the following link: [www.arts.on.ca/Page4053.aspx](http://www.arts.on.ca/Page4053.aspx)



## Whom do I contact if I have questions?

---

The OAC is committed to helping applicants present themselves as favourably as possible to the advisory panel.

If this is your first grant application to OAC, or you want to check your eligibility, or you want to review the application process, please contact the OAC. Because we receive so many telephone calls in the weeks before the deadline, please call with your queries as far in advance as possible.

These guidelines contain definitions of commonly used terms, frequently asked questions and answers, and other general information.

A current application form is available on request from the OAC Audience Development Office or may be downloaded from the CCI website at [www.ccio.on.ca](http://www.ccio.on.ca)

An electronic version or hard copy of the application form is available upon request from the OAC Touring and Audience Development Officer (Aengus Finnan) or the Theatre Audience Development Project Manager (Judy Harquail).

The application form is not available by fax.

For questions about the Theatre Audience Development project, contact:

**Aengus Finnan, OAC, Touring and Audience Development Officer:**

416-646-7466 / 1-800-387-0058, ext. 7466 / email [afinnan@arts.on.ca](mailto:afinnan@arts.on.ca)

or

**Judy Harquail, CCI, Theatre Audience Development Project Manager:**

416-949-7312 / email [jharquail@gmail.com](mailto:jharquail@gmail.com)

Secondary CCI contact: Kaitlin Cockburn, 416-703-6709, ext. 4 / [kaitlin@ccio.on.ca](mailto:kaitlin@ccio.on.ca)

If you are a person with a disability and require accommodation in any stage of the grant process, please contact the OAC Officer as soon as possible to discuss options.

For more information about OAC's Accessibility Standards for Service to the Public Policy, please refer to the OAC website at: [www.arts.on.ca/Page3616.aspx](http://www.arts.on.ca/Page3616.aspx)

## Appendix A

### Definitions of Commonly Used Terms

---

The following terms are used in various OAC documents, including those found in the application packages for project grants. Please refer to these definitions to help you fill out the forms as required.

APPLICANT	An artist or organization applying to the OAC for a grant to help undertake or complete a specific project.
APPLICATION	A request for a sum of money to help undertake or complete a specific project. The request is made by submitting an application package to the OAC. Applications are made to programs and must be sent to the OAC by the program deadline.  APPLICATION PACKAGE - An application package has several parts – an application form, an application summary, a project description, etc. Each application form for a project program has a checklist of the items you must send to the OAC; the required items vary from program to program.
ASSESSMENT	The process of judging an application.  ASSESSOR - A person from the artistic community selected by the OAC to read applications and to give advice or to make decisions about who should receive funding. There are three kinds of assessors – advisors, jurors and third-party recommenders. See <i>“Who makes the decisions about the grants?”</i> for more information about assessors.  ASSESSMENT CRITERIA - Common standards by which all applications to a particular program are judged.  ASSESSMENT METHOD - The type of assessment used to judge applications – advised, juried or third-party recommender
DEADLINE	The final date that you can send your application to the OAC. All applications to a particular deadline in a program are assessed together.
ELIGIBLE, ELIGIBILITY	The qualifications needed to be able to apply for OAC funding.
GRANT	An amount of money given to an artist or organization who is successful in the assessment process.  OUTRIGHT GRANT - Most project grants are outright; that is, cheques are included with the letters notifying applicants they will receive grants.  CONDITIONAL GRANT - If a grant is conditional, a cheque will not be sent until specific requirements described in the notification letter have been met by the applicant.
OFFICE	Every artist or organization applying for a grant does so through one of the OAC’s granting offices. Some offices support a specific artistic form – theatre, literature, media arts, music, theatre, visual arts; each artistic form is called a discipline. The OAC also has offices that offer grants for specialized activity in more than one discipline – arts education, Aboriginal arts, Chalmers, community/multidisciplinary arts, Compass, Touring and Franco-Ontarian arts.
ORGANIZATIONS	Incorporated not-for-profit companies as well as ad hoc groups, collectives and other unincorporated organizations that are mainly composed of professional artists and arts professionals and operate on a not-for-profit basis. For-profit book and magazine publishers may apply to Compass and Touring.
PROJECT	An activity or event that is undertaken by, or includes, professional artists and/or arts organizations.
PROGRAM	Each OAC office has a number of programs to which artists and organizations can apply for grants. Programs have deadlines for applications and fixed budgets. All applications to a

particular deadline are assessed together.

PROGRAM GUIDELINES - Detailed explanations of how a program works, including the program description, priorities, specific applicant eligibility, grant levels, assessment method, assessment criteria and application procedures.

PROFESSIONAL  
ARTIST

Someone who has developed skills through training and/or practice, *and* is recognized as such by artists working in the same artistic tradition, *and* has a history of public presentation or publication, *and* seeks payment for her or his work *and* actively practises his or her art. Short breaks in artistic work history are allowed.

SUPPORT  
MATERIAL

Samples of artistic work that you have completed or are working on, such as manuscript pages, documentation of visual art and CDs of performances or samples of brochures, posters, etc. that illustrate previous or current projects. Each program at the OAC has different requirements for support material; you can find them in the guidelines for each program.

# Frequently Asked Questions (FAQs)

## Questions and answers to help you apply for an OAC project grant

---

How do I find out if I'm eligible for a grant?

Individual program guidelines contain eligibility requirements. To find out what programs are available, you can go to our website: [www.arts.on.ca](http://www.arts.on.ca) or call or email one of the contacts above.

Where can I get an application? Can I get one online?

Applications and program guidelines for most project programs are available for downloading on our website: [www.arts.on.ca](http://www.arts.on.ca). Or you may call or email to have the material mailed to you.

How much money can I apply for? Will I receive what I ask for?

OAC project programs have varying levels of grants. See the individual program guidelines for details about grant levels. Because of the number of applications we receive and the limited funds that are available, grants awarded may be smaller than the amount requested.

Can I fill out my application in French?

Oui. See *"Instructions for Applying to OAC"* in the application form.

Can I talk to someone before I fill out my application?

Yes. If you need to speak to someone, see the *"Whom do I contact if I have questions?"* section.

Can I apply for a grant at any time?

No. There are specific deadlines for applications for each project program. Late applications will not be accepted. You will find deadlines listed in the individual program guidelines, in the OAC's deadlines calendar and on the OAC's website: [www.arts.on.ca](http://www.arts.on.ca). You may call or email to have a list of deadlines mailed to you.

Can I email or fax my application to you?

Applications must be mailed, couriered or delivered in person. See individual program applications for application procedures.

Do I really need to send in support material?

Most programs require support material as part of a complete application; others recommend you send in appropriate images, audio-visuals, brochures or posters to help you support or explain your application. But please, do not send in original works of art. See *"Completing and Putting Together Your Application Package"* in the application form.

What if my application is missing something?

Incomplete applications will go forward to the advisory panel/jury as is. We only follow up on missing elements of the application with first time applicants to the OAC. We do not accept any additional materials after the deadline.

What if I miss the application deadline date?

Your application will be returned.

Will you let me know when you receive my application?

No. If you want to hear back from us when we receive your application, send a self-addressed, stamped postcard with your application. We will then send it back to you after the deadline date; we do not open applications until after the deadline.

How long do I have to wait for a decision on my application? Do I hear from you if I don't receive a grant?

We will send you a notification letter approximately 4 months after the deadline whether you receive a grant or not. Decisions will not be given by telephone.

Who decides whether I get a grant?

The OAC uses a process of *peer assessment* to make decisions, and operates at "arm's length" from the government to make sure grants are based on artistic criteria. *Juries* are composed of artists and other professionals in the field who decide who gets grants in some programs. *Advisory panels*, also composed of artists and other professionals in the field, provide advice and help set priorities in other programs, but they do not make final grant decisions. *Third-party recommenders* – organizations chosen from the artistic community – make recommendations for funding on the OAC's behalf in some of the programs for individual artists. See "*Who makes the decisions about the grants?*"

If I get turned down, can I appeal?

No. Decisions are final and cannot be appealed. However, if there is evidence that due process was not followed in the decision-making procedures, the OAC will investigate.

If I get turned down, when can I apply again?

Often, you can apply to the next deadline. But programs have differing rules about reapplication. Refer to the individual program guidelines for specific rules.

Can I find out why I was turned down?

Limited comments on your application can be provided in some programs. You can find out from the individual program guidelines whether this applies.

Can I apply for more than one grant at a time?

You may not apply to more than one OAC program for the same activity unless you have received notification that your first application has not been successful. However, you may apply to different programs for different activities at the same time.

If I get a grant one year, can I apply again another time?

Generally, you cannot receive funding for the same project more than once. As well, some programs have limitations on the number of times you may apply for a different project. You can find out what these limitations are from the individual program guidelines.

If I get a grant, do I have any responsibilities to you in return?

Yes, you are required to do several things. 1) You must turn in a report to us by the date written in your grant notification letter. If you do not send in a satisfactory report by this date, the OAC will not accept or process any other grant application in your name, and may require you to repay your grant. 2) Grants must be used for the purposes for which they were given within two years. 3) You must acknowledge the support of the OAC. See *“What do I have to do if I receive a grant?”*