



**Canada Council  
for the Arts**

**Conseil des Arts  
du Canada**

## VISUAL ARTS SECTION

### Assistance to Professional Canadian Contemporary Art Dealers (Pilot Program)

Follow these <b>three steps</b> to apply for a Canada Council for the Arts grant:	
<b>Step 1</b>	Read the <b>Program Guidelines</b> section for information about the purpose of the program, who and what activities are eligible for support, grant amount available and expenses covered, how applications are assessed, etc.
<b>Step 2</b>	Read the <b>Important Information for Applicants</b> section. If you still have questions about the program or the application process, contact the program officer indicated below.
<b>Step 3</b>	Complete all sections of the attached <b>application form</b> . Be sure to use the <b>checklists</b> (in Parts D1 and E) to confirm that you have completed the form and have included all required support material.

### Deadline

**15 January**

If this date falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application and all required support material must be postmarked on or before the deadline date.

The Canada Council will not accept applications postmarked after the deadline date, or those submitted by fax or email. Incomplete applications will not be accepted.

### Further Information

**Melinda Mollineaux**

Program Officer

Visual Arts Section

Canada Council for the Arts

350 Albert Street, P.O. Box 1047

Ottawa ON K1P 5V8

[melinda.mollineaux@canadacouncil.ca](mailto:melinda.mollineaux@canadacouncil.ca)

Telephone: 1-800-263-5588 (toll-free) or 613-566-4414, ext. 4122

TTY: 1-866-585-5559

Fax: 613-566-4332

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## PROGRAM GUIDELINES

<p><b>Program Objective</b></p>	<p>The objective of the Assistance to Professional Canadian Contemporary Art Dealers program is to encourage the collecting of works created by Canadian visual artists, nationally and abroad. To this end, this program recognizes and promotes the dealer’s role as mediator between artists and those interested in acquiring Canadian contemporary visual art.</p>
<p><b>Program Description</b></p>	<p>This Canada Council program provides financial support to professional Canadian contemporary art dealers to offset costs for the national and international promotion of professional Canadian contemporary visual artists, which includes photographers and fine craft artists.</p> <p>This pilot program assists eligible art dealers to undertake one or several initiatives, over the course of one year, that will:</p> <ul style="list-style-type: none"> <li>• increase awareness of Canadian contemporary visual art nationally and internationally</li> <li>• encourage the general public, private corporations and public institutions to purchase works by living Canadian visual artists.</li> </ul>
<p><b>Eligibility</b></p>	<p>To be eligible, your organization <b>must meet all</b> of the following criteria. It must:</p> <ul style="list-style-type: none"> <li>• be registered as a business in Canada</li> <li>• be majority-owned and operated by Canadian citizens or permanent residents of Canada</li> <li>• have been in operation for at least three years and have established a national and (or) international reputation</li> <li>• maintain a permanent exhibition venue that is open to the general public on a regular and ongoing basis.</li> </ul> <p>In addition, 75 percent of the artists that your organization represents must be professional Canadian contemporary visual artists.</p> <p>This Canada Council for the Arts program is accessible to Aboriginal arts organizations and arts organizations of diverse cultural and regional communities of Canada.</p>

<p><b>Grant Amount</b></p>	<p><b>Amount Available</b></p> <p>You may apply for a grant to a maximum amount of \$20,000. You must round your budget request to the nearest hundred.</p> <p>However, considering the budget available for this program, only successful applicants with an exceptional artistic and administrative track record are likely to be awarded the maximum available amount.</p> <p><b>Eligible and Ineligible Expenses</b></p> <p><b>Eligible costs</b> include:</p> <ul style="list-style-type: none"> <li>• production costs for catalogues, promotional kits and other printed material for distribution to the national and international art market</li> <li>• costs incurred in mounting a national or international advertising strategy</li> <li>• costs related to your organization’s attendance at art fairs that are international in scope and costs to promote, at the event, visual artists represented by your organization</li> <li>• website development costs,</li> <li>• costs incurred for special initiatives aimed at the general public, private corporations and public institutions, if the initiatives are intended to increase their awareness and knowledge of Canadian contemporary art and to encourage the purchase of works created by professional Canadian contemporary visual artists.</li> </ul> <p>Expenses that occur before this program’s deadline are not eligible.</p> <p>Ongoing operating and administrative costs <b>are not eligible</b>. These include capital costs, salaries for permanent staff, maintenance costs of a permanent website, and costs for printing and mailing invitations.</p>
<p><b>Assessment of Applications</b></p>	<p><b>Assessment Process</b></p> <p>Applications to this program are assessed once a year by a peer assessment committee. A new committee is set up for each competition.</p> <p>Committees are composed of professional art dealers, visual artists, collectors of contemporary art and other professionals from the field. Committee members will also be selected with consideration to fair representation of artistic specializations, gender, Canada’s two official languages, Aboriginal peoples, and the regional and cultural diversity of Canada. New committees will be formed for each competition.</p> <p>The decisions of the peer assessment committee are final.</p>

<p><b>Assessment of Applications (continued)</b></p>	<p><b>Assessment Criteria</b></p> <p>The committee’s decisions are based on the availability of funds and the general merit of the proposed project in comparison with those of all other eligible applications.</p> <p>The peer assessment committee evaluates all applications to this program against the following assessment criteria. The relative weight given to each of these criteria is indicated in brackets.</p> <ul style="list-style-type: none"> <li>• The artistic quality of the work of the artists represented by your organization (40 percent).</li> <li>• The strength of the described promotional strategy to encourage the purchase of Canadian contemporary visual art (30 percent).</li> <li>• Your organization’s record in the market development and promotion of Canadian artists, nationally and internationally (15 percent).</li> <li>• Your organization’s capacity to develop, maintain and advance the careers of professional Canadian contemporary visual artists, including Aboriginal artists and artists from diverse cultural and regional communities (15 percent).</li> </ul> <p>The committee will give priority to innovative projects that are not part of your organization’s current, ongoing activities.</p>
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## IMPORTANT INFORMATION FOR APPLICANTS

### May I submit extra support material?

No. Submit only the material requested, and carefully choose the material you include. Extra material will not be shown to peer assessment committees. Also, committee members have a limited time in which to study each grant application. This ensures that all applicants are assessed on the same basis.

### How will I be informed that my application has been received at the Canada Council?

The Canada Council will send you, by mail, a notice acknowledging that your application has been received. This notice will be sent out shortly after your application has been received.

### Is my information protected?

The Privacy Act gives individuals the right to access and request correction of personal information about themselves. The Canada Council will protect personal information as required by the Privacy Act. The information will be stored in a series of Canada Council data banks described in *Info Source*, a government publication that is available on the Internet. All other information may be accessible to others under the Access to Information Act.

The Canada Council for the Arts may share information related to applications and awards with officials in other arts and cultural industry funding agencies, on a confidential basis, to assist with program planning and evaluation.

### When and how will I find out the results of my application?

You will receive the results, by letter, approximately **three months** after the application deadline. Note that, for privacy reasons, the Canada Council does not release results by telephone or email.

### Can I find out who got a grant and who was on the peer assessment committee?

Yes. You can access the Searchable Grants Listing, a database of successful grant applicants, at [www.canadacouncil.ca/grants/recipients](http://www.canadacouncil.ca/grants/recipients). You can also contact the Canada Council in writing to request the list of peer assessors.

### What are the terms and conditions of receiving a grant from this program?

The terms and conditions will be outlined in the grant notification letter that you will receive if your application is successful. These are two of the conditions:

#### Final Report

You will be required to submit a final report on how you used the grant. This report must be submitted by the date identified in your grant notification letter. If you do not submit a final report, you will be ineligible to apply for any future Canada Council grant.

#### Acknowledgement of Canada Council for the Arts Support

You must acknowledge the support of the Canada Council for the Arts in all promotional material associated with the grant. Details about the acknowledgement policy will be included with the grant notification.



**Assistance to Professional Canadian Contemporary Art Dealers (Pilot Program)**

- The Canada Council for the Arts requires only one copy of the application form. Type or print in black ink to make your submission easier to photocopy.
- Do not bind your completed application form (in other words, do not use spiral binding, mount it in plastic, staple it, and so on).
- If you are completing the form on a computer, use the following format.

**PART A1 – IDENTIFICATION AND INFORMATION ON THE GRANT REQUESTED**

Name of applicant organization (registered name if incorporated): \_\_\_\_\_

**Mailing address:** \_\_\_\_\_

Street address and apartment or suite number \_\_\_\_\_

City \_\_\_\_\_ Province or territory \_\_\_\_\_ Postal code \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**Title of project:** \_\_\_\_\_

**Brief description of proposed project** (maximum of 30 words): \_\_\_\_\_

**Project's start date** \_\_\_\_\_ **and end date** \_\_\_\_\_  
(day/month/year) (day/month/year)

**Amount requested in this application:**      \$ \_\_\_\_\_ (rounded to the nearest hundred dollars)

**PART A2 – DECLARATION**

**Please sign below to confirm your agreement with the following statements.**

**As a professional dealer in contemporary visual art:**

- I have read carefully the eligibility criteria for this program, which are described in the application guidelines, and confirm that the organization I represent meets the eligibility criteria.
- I understand that the organization that I represent is not eligible to apply to this program until all of its overdue final reports for Canada Council grants have been submitted and approved.
- I accept the conditions of the program and agree to accept the Canada Council's decision.
- I will act as only representative of the organization, and I will keep the other participants informed of the contents and outcome of this grant application.
- I am aware that the Canada Council is subject to the Access to Information Act and Privacy Act, as described in the application guidelines.

**I confirm that the statements in this application are complete and accurate, to the best of my knowledge.**

Name of person responsible for the application: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**AN ORIGINAL SIGNATURE IS REQUIRED**

**PART A3 – PROFILE OF ORGANIZATION**

Please describe your art dealership in point form (maximum of **750 words**). Address each of the points below. This information will be kept in the Canada Council for the Arts' database.

If you need more space, please continue on 8½ x 11 inch, white paper. Use one side only and double space your text.

- Brief history (include date established, artists represented and main accomplishments).
- Structure (give type of business registration, names and titles of key personnel, number of employees, and the relationship of your organization to any other organizations that it is affiliated with).
- Geographic location and communities engaged.
- Role within the visual arts community.

**PART B1 – PROJECT DESCRIPTION: GENERAL**

The description of the proposed project should be directly related to the assessment criteria for this program, which are set out in bold below. (Note that your project may include more than one initiative.) The decision to award a grant will be based on the relative merit of your proposal compared with all others received in this national competition, and on the funds available.

The information requested in this section and in Part C is intended to give the peer assessment committee details on the specific areas of activity that your organization intends to carry out if it receives a grant. While your project description must be detailed enough to provide the members of the committee with the information they need to make informed recommendations, please be as brief, clear and focused as possible.

Limit your responses to a maximum of **750 words in total**, for this section. Please use the space provided and, if necessary, continue on 8½ x 11 inch, white paper. Use one side only and double space your text.

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**PART B2 – PROJECT DESCRIPTION: CONTRIBUTORS**

List the artists and other principal professionals who will contribute to the proposed project. Provide a brief description of their previous work and of their role in the proposed project.

Attach resumés for contributors (a maximum of **three pages** for each resumé).

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**PART B3 – PROJECT DESCRIPTION: ADDITIONAL INFORMATION**

Please fill in the section or sections that relate to the type of assistance you are requesting.

**Information on Publications**

Number to be printed	_____	Dimensions	_____
Number to be distributed free	_____	Number of pages	_____
Number to be sold	_____	Number of text pages	_____
		Number of black and white photos	_____
		Number of colour photos	_____

Distribution (please describe the distribution plan for the publication):

**Advertising Information**

Name and Location of Publication	Date or Dates	Format
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Information on Art Fairs**

Location or Locations	Date or Dates	Names of Featured Artists
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Website Development Description**



<b>PART C – FINANCIAL INFORMATION (continued)</b>		
<b>EXPENSES*</b>		
	<b>Total Project Expenses</b>	<b>Request to Canada Council</b>
Pre-printing costs for publications, including photography, design, layout and translation costs (attach quotes)	\$	\$
Printing costs for publications, including composition, printing and binding costs (attach quotes)	\$	\$
Copyright fees and royalties	\$	\$
Advertising costs (attach quotes)	\$	\$
Travel costs (attach quotes)	\$	\$
Accommodation and per diem costs	\$	\$
Shipping costs (art fairs)	\$	\$
Rental of space (art fairs)	\$	\$
Equipment rental (art fairs)	\$	\$
Contract staff costs (art fairs)	\$	\$
Website production costs (attach quotes)	\$	\$
Documentation costs	\$	\$
Marketing, publicity and promotional costs	\$	\$
Other (provide details)		
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
<b>Total expenses</b>	\$	\$

**You must round your total budget request to the nearest hundred.**

**\*Notes on eligible expenses:**

- Do not include federal and (or) provincial taxes in your budget if your organization is registered for reimbursement of these taxes.
- The following expenses are not eligible: capital expenses, permanent staff salaries, general administration and maintenance costs, and the maintenance costs of a permanent website.
- You must pay copyright fees and royalties to all living Canadian artists, where this applies. Amounts must be agreed upon between the artists and your organization (fees should never be less than the current national standard).
- For books and catalogues published in collaboration with established publishers, only the pre-printing costs are eligible.

**PART D1 – SUPPORT MATERIAL**

Please check the appropriate boxes below to indicate the support material you are submitting. Provide **one copy only** of any item of support material.

It is important for you to identify your support material clearly so the peer assessment committee will understand how it relates to your request. Include the name of your organization and title of the project on all support material.

**Print Material**

	<b>Number Being Submitted</b> (where this applies)
<input type="checkbox"/> List of all artists represented by your organization	
<input type="checkbox"/> Resumés of artists and other principal professionals contributing to the project (maximum of <b>three pages</b> for each resum�)	
<input type="checkbox"/> Catalogues or other publications published by your organization (maximum of <b>two</b> ).	
<input type="checkbox"/> Quotes for the following project expenses: publication (including photography, translation, design, layout and printing), travel, shipping, advertising or website production costs	
<input type="checkbox"/> Your organization’s current exhibition program	
<input type="checkbox"/> Letters confirming your organization’s participation in art fairs (if this applies and the letters are available when you apply)	
<input type="checkbox"/> Other	

**Digital Images**

- 30 digital images** of works by visual artists represented by your organization (please complete Part D2 to identify your digital images)

Please note that catalogues and other publications will be returned to you. Digital images in CD or DVD format will be retained by the Canada Council.

**PART D2 – DETAILED DESCRIPTION OF DIGITAL IMAGES**

You must include **30 digital images** of works by visual artists that your organization represents. Digital images must be formatted according to the Guidelines for Submitting Digital Images and Videos section (Part D3). Do not send original images, and do not submit more than 30.

Label each file (image) with the number below, your initials, and the year and title of the work.

No.	Artist's Name	Title	Medium	Dimensions of Artwork	Date
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					
11					
12					
13					
14					
15					
16					
17					
18					

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<b>PART D2 – DETAILED DESCRIPTION OF DIGITAL IMAGES (continued)</b>					
<b>No.</b>	<b>Artist's Name</b>	<b>Title</b>	<b>Medium</b>	<b>Dimensions of Artwork</b>	<b>Date</b>
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

**PART D3 – GUIDELINES FOR SUBMITTING DIGITAL IMAGES AND VIDEOS**

**Digital images** must be submitted on a CD or DVD, without folders. Image files must be:

- PC-compatible
- in jpg file format
- a maximum of 1 MB file size
- a maximum resolution of 1024 x 768 pixels, and
- RGB or greyscale colour mode only (no CMYK).

File names must be in the following format:

**01initialsyeartitle.jpg** (image number, applicant's initials, year of the work, title of the work). Do not put any special characters, symbols, periods, quotation marks (such as # / - " &) or spaces in any file name.

The image numbers must correspond to the ones in the Description of Digital Images and Video, which is Part F3 of this form.

**Videos** may be submitted either on a DVD or as video files on a CD or DVD. Video files must be:

- PC-compatible
- viewable with QuickTime, RealPlayer or Windows Media Player
- a maximum of 1 GB file size, and
- a maximum resolution of 1024 x 768 pixels.

**IMPORTANT NOTICE:** If the digital support material submitted with your application does not follow the guidelines below, your application may be considered incomplete and may be withdrawn from the competition.

**PART E – CHECKLIST**

Use this checklist to confirm that you have completed all relevant sections of the form and have included all required support material. Be sure to put your name and the title of the proposed program of work on all items.

**You must include the following items in the order shown below.**

- Part A1 – Identification and Information on the Grant Requested
- Part A2 – Declaration (an original signature is required)
- Part A3 – Profile of Organization (maximum of **750 words**)
- Part B1 – Project Description: General (maximum of **750 words**)
- Part B2 – Project Description: Contributors
- Part B3 – Project Description: Additional Information
- Part C – Financial Information (details of revenues and expenses; total revenues must equal total expenses)
- Part D1 – Support Material (check boxes to indicate the support material being submitted)
- Part D2 – Detailed Description of Digital Images (**30 images** are required)

**Submit your application to:**

Visual Arts Section  
Canada Council for the Arts  
350 Albert Street, P.O. Box 1047  
Ottawa ON K1P 5V8

Do not send originals. The Canada Council is not responsible for the loss or damage, whatever the cause, of support material. It is your responsibility to insure all support material, which will be returned to you a few weeks after the peer assessment committee has met.

Be sure to keep a copy of your completed form and to postmark your application on or before the deadline date. The Canada Council will not accept applications submitted by fax or email.

Keep Appendix A (the Final Report and Financial Accounting page). You will need it to submit your final report if your organization is successful in getting a grant from this program.

**APPENDIX A – FINAL REPORT AND FINANCIAL ACCOUNTING**

All successful applicants must submit a final report within **three months** of the completion of the grant-supported project. Your organization will not be eligible to apply for other grants from the Canada Council for the Arts if any of its final reports are overdue.

**Keep this page and use it to prepare your final report.**

Name of applicant:

Date of report:

Name and position of person reporting:

Title of project:

Canada Council file number:

Grant amount:

Provide a brief assessment of the project, including an analysis of the short- and long-term impact of the project on markets and sales for visual artists represented by your organization, nationally and internationally.

Submit two copies of catalogues, books or other printed material related to the project.

Provide a summary of revenues and expenses associated with the project, including the amounts paid to the artists and other professionals contributing to the project.

Signature of person reporting: \_\_\_\_\_