TORONTO
ARTS
COUNCIL

2024 MEDIA ARTISTS
PROGRAM GUIDELINES

Application deadline: October 16, 2024

TAC is committed to equity and inclusion. We welcome and encourage applications from all Toronto artists, including but not limited to: Indigenous artists, Black artists, artists of colour, artists who are Deaf, have disabilities or are living with mental illness, artists who self-identify as 2SLGBTQIAP, newcomer and refugee artists, young and emerging artists and artists working outside the downtown core. Learn more about what we are doing to make TAC more accessible and inclusive in our Equity Framework

What does this program support?

Toronto Arts Council's Media Artists Program provides support to media artists who have a professional independent art practice for the creation/production of new work or the completion of works in progress. Funds are intended to cover direct costs of creation/production, and materials. Applicants may apply for production and/or post-production.

Media Arts includes independent film, video, audio, digital, video and electronic games, virtual and augmented reality and new media artworks. New media refers to works that use multi-media, computers or communications or information technologies for creative expression, including installation and performance art works that integrate such technologies.

The maximum amount available in this program is **$15,000.**

TAC Accessibility grant

Projects involving Deaf artists and artists with disabilities may apply for an additional TAC grant by completing the Accessibility Expenses section of the application and including the requisite information in their budget. A *TAC Accessibility grant* will provide up to a maximum of $5,000 towards accessibility costs for artists incurred during the project. Accessibility costs include but are not limited to: ASL interpretation, audio description, closed captioning, communications assistants, attendant care (including helpers for Elders), support workers and equipment rentals or other supports required to meet artists' accessibility needs.

When can the project happen?

The Project may not start before December 15. All projects must be completed within two years of the date on the notification letter.

Who can apply?

Applicants must be professional artists and meet the following criteria:

*   A professional artist is someone who has specialized training in the field (not necessarily in academic institutions), who is recognized as such by their peers (artists working in the same artistic tradition), who has a history of public presentation, publication and/or production and who is committed to devoting more time to their artistic activity if financially feasible.

- TAC recognizes that due to systemic barriers within the broader arts community (e.g. limited mainstream presentation opportunities for artists from equity-seeking communities) some flexibility may be required in interpreting eligibility criteria to take into account equivalent professional experience and contexts. Potential applicants from equity-seeking communities are encouraged to discuss their eligibility with the Program Manager in advance of submitting an application

- Applicants must be Canadian Citizens or Permanent Residents or have an application pending for Permanent Resident status or be a Protected Person (approved refugee claimant) and, if requested, be able to provide documentation to verify this.

- Applicants must be residents of the City of Toronto for at least one year prior to the application deadline. Temporary absences of up to 12 months may be considered, subject to written explanation and special permission; please contact the Program Manager. Neither a Post Office Box address nor a studio address can be used to meet the residency requirement.

- Undergraduate students cannot apply.

- Applicants must have spent a minimum of one year working on and developing an independent art practice after completing full-time studies.

- Professional artists pursuing graduate studies may not apply for work related to their program of study. A letter from the graduate program director specifying that the project is not related to the graduate student's program of studies must be submitted with the application.

- Applicants must retain full copyright, financial and creative control.

- Applicants to TAC's 2024 Visual Artists Program may not apply to TAC's 2024 Media Artists Program.

- Individual artists may only receive one discipline-stream project grant and one strategic initiative grant per calendar year, and can only have one open application in each stream at a time.

- Collaborative proposals (involving a co-applicant) are eligible. For these proposals, one of the applicants must identify a principal applicant. Co-applicants are subject to the same eligibility criteria as single, individual applicant. If the application is successful, the grant payment will be payable to the principal applicant, as listed in the application. Similarly, a T4A slip will be issued to the principal applicant.

- The only eligible applicant for a film or video project is the director. Producers may not apply as co-applicants.

- Applicants must have created at least one media artwork

This Program does not fund:

- Projects that have been completed prior to the announcement of results. Toronto Arts Council does not fund retroactively.

- Projects with total budgets in excess of $350,000.

- Project funding solely for the purpose of travel or exhibition of work

- Capital purchases, such as tools, equipment, etc.

- Commissioned, instructional or promotional projects.

- Promotion and marketing expenses.

- Pilots for commercial or educational television.

- Music videos.

How do I apply?

You may submit an online application anytime, and may submit only one application to this program via *TAC Grants Online* (https://tac.smartsimple.ca). You will be notified with the application results approximately 3 months after the submission date. The first result notifications will be made by the end of December.

Applications must be submitted through our online application system, TAC Grants Online. TAC does not accept applications by any other means of delivery. Submitting an application through TAC Grants Online requires you to first register in the system, which enables you to log in and out as many times as needed before submitting.

You will receive a confirmation email when your application is submitted. When the application results are available, approximately 3 months after the submission date, we will send you an email and you will be able to log in to *TAC Grants Online* to receive the results. Check your spam/junk mail folder if it doesn't arrive in your in-box.

Application Accessibility Support for Deaf Persons or Persons With Disabilities

Applicants who are Deaf or have a disability and need support to complete their grant applications can apply for funds to cover the costs of assistance from **Application Support Service Providers**. **Up to $500 is available per eligible applicant in each calendar year.** Please contact your Grant Program Manager at least six weeks before the grant program deadline to determine eligibility, request application support funding, and to review the process for payment to be made to your Service Provider. Requests for application support require approval from the Grant Program Manager. For additional information please contact Peter Kingstone, Visual / Media Arts Program Manager.

What do I need to prepare?

The four main parts of the grant application are: Proposed Use of Grant, Artists Resume / CV, Budget, and Support Material:

- *The Proposed Use of* Grant is separated into two questions a 1000-word brief description of how the proposed work relates to your overall practice; and the relevant themes, techniques, aesthetic and cultural concerns that you plan to explore. A 500-word brief description of the work, including planned treatment of production, visuals and sound.

- *An Artists Resume / CV* detailing your artistic experience.

- *Budget* must reflect the entire project. The total revenues must equal the total expenses.

- *Support Material* is an important part of the application. Grant review panel decisions are largely based on the review of examples of your previous work and/or current works in progress. Up to two separate projects may be included. Each example can be a maximum of 5 minutes. Provide a link to the video files and, if required, a password or other instructions required to access the file.

- You must hold a directorial credit in all examples submitted.

- If you are applying for post-production or completion funds, at least one example must be an excerpt from the work-in-progress.

- *Printed Support Material:* script samples, storyboards, or letters of agreement must be uploaded to TAC Grants Online. Accepted file format – PDF. Do not submit letters of recommendation, reviews or press clippings.

- **Script samples** are required for narrative projects (feature and short) but optional for other genres. Maximum 20 pages.

- **Storyboards** are required for animation projects, but optional for other genres.

- **Letters of Agreement** are required: 1) for any material included in the project where copyright is not held directly by the applicant (e.g. scripts, images, music); and 2) from the subjects of documentary

- **Do not submit materials through Google Drive.**

How is my application assessed?

- Funds are awarded on a competitive basis by an independent review panel (called "grant review panel") of peers (called "peer assessors"). Peer assessors are practicing media arts professionals, including directors, artists, curators, programmers, etc. Peer assessors are selected on the basis of their familiarity with and specialized expertise in a broad spectrum of artistic practices and represent diverse mediums, genders, and cultural communities. They reflect the range of applicants.

- Included in TAC's **Equity Framework** is an **Equity Priority Policy**, which states that if there are multiple well-assessed applications of equal merit in an adjudication round but insufficient funds in the grants budget to support all deserving candidates, applications proposed by applicants that self-identify as belonging to one of Toronto Arts Council's equity priority groups will be prioritized.

- The grant review panel makes an artistic assessment based on your past and proposed work. Applications are reviewed in a competitive context. As the peer assessors and the applications change with each year, evaluations of relative artistic merit will also vary. Unsuccessful applicants may succeed with another grant review panel.

- Grant review panel deliberations are confidential and there will be no disclosure of the grant review panel's proceedings or comments made during the adjudication, **therefore we will not provide feedback for your application.**

- **Decisions of the grant review panel are final.** TAC welcomes comments or suggestions about any of its programs.

How do I find out the application results?

We will send you an email when the results are available and you will log in to *TAC Grants Online* to receive the results.

What if my project changes?

Funds shall be used only for the purposes outlined in the application. Changes to the scale, activities and timeframe of the project must be reported promptly to TAC.

What do I do when I have completed the project?

Recipients are required to file a final report on their project. Future applications will not be accepted unless reports on previous funding have been received and approved by TAC.

Are there requirements and guidelines for paying artists?

Grant recipients are required to pay artists' fees for professional artists, and encouraged to bring these fees into line with sector standards or, at a minimum, living wage benchmarks:

- Arts sector guidelines:

- o [Carfac (visual arts)](#)
- o [Canadian Alliance of Dance Artists](#)
- o [Canadian Actors Equity – Independent Theatre Agreement](#)
- o [Canadian Federation of Musicians](#))
- the Ontario Living Wage as a minimum standard for artists/arts workers' salaries and fees: ($22.08 per hour in 2021 or $43,000 per year) [Ontario Living Wage by Region](#)

What are the rules or requirements for this funding?

- Successful applicants will receive a Letter of Understanding. The Letter of Understanding will detail the terms and conditions of the funding. The Letter of Understanding must be signed and uploaded to TAC Grants Online before funding can be released. The Letter of Understanding also describes situations that would require grant repayment.

- Grant recipients are required to acknowledge the support of Toronto Arts Council in all written materials relating to the activities for which funds are granted. The TAC logo is available on our website; specifications for the size and placement of the logo should be commensurate with that of other donors or sponsors that have provided similar financial support. In lieu of the logo, the recipient may use the phrase "produced with the support of the City of Toronto through Toronto Arts Council."

- Toronto Arts Council has moved to electronic payments. If your application is approved, you will be required to enter the bank account information of the grant recipient that corresponds to the Applicant Name on your Notification Letter. Bank information is submitted along with your Letter of Understanding and other Notification Letter Requirements.

- The City of Toronto requires that all organizations and individuals adopt a policy of non-discrimination as a condition of receiving a grant from the City. All successful applicants will be required to submit a signed Declaration of Compliance with Anti-Harassment/Discrimination Legislation and City Policy.

- Grant recipients are required to maintain adequate accounting records as to the receipt of funds from Toronto Arts Council. A T4A form will be issued by TAC to Individual Applicants and should be retained for income tax purposes.

- In addition to the aforementioned general conditions of funding, TAC reserves the right to place other conditions on the release of the grant (such as confirmation of venue, programming, other sources of funding, etc.). Any specific conditions will be contained in the Letter of Understanding.

Further questions

Contact Visual/Media Arts Program Manager Peter Kingstone (he/him)

416-392-6802 extension 208

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