

2016 Operating Grant Program Criteria Guide

This document is meant only as a guide and applicants are not required to meet all the measurements outlined below. There may also be other measurements not listed below that demonstrate applicants' ability to meet the three main criteria of the Operating Grant Program.

Applications to the 2016 Operating Grant Program will be assessed within the context of each organization's arts mandate. An independent, arm's-length assessment committee made up of artistic peers¹ and community members² will consider the applicant's plans for the year in which they are applying, and their achievements in the previous year.

Assessment criteria for the 2016 Operating Grant are **Artistic Impact**, **Public Impact** and **Organizational Resiliency**. While all three criteria are important for all granting streams, note that:

- For the **Professional** and **Arts Service Organization** streams, Artistic Impact is weighted more heavily than Public Impact.
- For **Community**, **Educational** and **Festival Organization** streams, Public Impact is weighted more heavily than Artistic Impact.

¹ Artists and arts professionals who possess professional experience and knowledge directly relevant to the arts sector.

² Calgarians with an appreciation for the arts (any discipline) that actively take part in arts activities.

Artistic Impact Measurements

Artistic impact is defined as the quality of an organization's artistic programming and artistic operations.

Measurement	Considerations	Examples
1. Work Created*		
New work, including innovative work and re-inventive work or interpretation	Advancing the art form Making "art history"	Working with a new technology or industry Modern reinterpretation of a classic work
Potential lifespan of the work's impact	Maximized investment over time	Permanent work placed in the public realm
Impact of the work	Ability of work to elicit a strong emotional or intellectual response	Work that elicits strong public debate Work that inspires exchange between artists, groups
2. Creative Process*		
New work practices, including innovative work practices and re-inventive work practices	Advancing the practice of creating	Repurposing media Collaborations/ensemble creation
Risk-taking	Both successful and unsuccessful	Combining opposing art forms (symphonic/electronic)
Learning and development	Adaptability Mentorship and network building	Commitment to professional development
Artistic leadership	Ability to create and achieve an artistic vision	An empowered and respected artistic director
3. Critical acclaim		
	Through established critics/critical medium	Awards Reviews
4. Peer opinion*		
	Earned professional praise and/or respect	Opinion of a peer jury
5. Artistic Engagement and Exchange		
Audience's connection to the work	Active audience response	Audience participation in dialog about work
Level of artistic expectation from the experience	Desire to be transformed by work	Audience and peer support of innovative or challenging work
6. Organization or individual reputation		
	Proven ability to execute at a high level of artistic return	Notoriety from communities outside of direct audience
*Judgment by peers and citizens will be applied to these measurements in order to assess artistic impact for many of the investment programs.		

Public Impact Measurements

Public impact is defined the quality of an organization’s public engagement and participation.

“Public” is defined as any community impacted by the organization, including audience, artists, arts professionals and volunteers.

Measurement	Considerations	Examples
1. Participation	Audience Artists Volunteers Sponsors and supporters Arts sector workers	
2. Education	As an important part of formal (K-12 and post-secondary) and informal (classes/workshops)	Enrolment in the arts through post-secondary institutions Arts programs in schools
3. Public opinion	Earned public praise and/or respect	Opinion of public jury
4. Public response	Citizen awareness Citizen pride	Many ongoing subscribers and supporters Loyalty and commitment of audience
5. Outreach		
Touring of work		
Audience development		Expansion of new ongoing audience members
Audience diversity	Cultural diversity and socio-economic diversity	Broad age range of audience
Dissemination of work	Including through publication and media channels	Online distribution to a large audience
6. Accessibility		
Physical	Able to be reached and physically accessed for many levels of physical ability	Presentation in a venue accessible through public transit Wheelchair accessibility Arts representation in various geographic areas within city
Economic	Affordable programming	Free public programming
Inclusive	Open and encouraging to the general public	Providing an artistic voice for under-represented community to the entire community

Organizational Resiliency Measurements

Organizational resiliency is defined as the ability of the organization to deliver on its mandate as indicated by the organization’s practices in governance, financial management, planning and marketing.

Measurement	Considerations	Examples
Adaptability	Effectively addressing internal and external constraints	Partnerships and cost sharing
	Responsiveness to external or internal change	Identify and respond to emerging practices effectively
Capacity	Ability to maintain conditions to achieve your mandate	Skilled and trained staff/board Relevance to your artistic community
	Strong governance or leadership	Succession planning Code of conduct
	Healthy performance expectations within resource means	
Contribution to artistic excellence	Role in supporting artists in achieving artistic excellence	Accessible infrastructure/ materials for presentation or creation
	Role in helping artists live, work and pursue artistic practices	Access to scholarships, space or other relevant support initiatives