



YES MONTREAL'S ARTIST PROJECT PLAN CONTEST 2009 Contest Information

YES Montreal's Artist Project Plan Contest offers artist-entrepreneurs a chance to win \$1,000 in grant money to be used in the realization and presentation of an artistic project. Applicants will have the opportunity to hone their grant-writing and project development skills, including presenting a project proposal before a juried panel. The winner and two runners-up will be awarded prizes (as outlined below) and will be publicly announced at our 9th annual *Business Skills for Creative Souls Arts Conference* taking place June 8, 2009, at Centaur Theatre.

Project Prizes:

- 1st place**
- \$1,000 grant towards the completion of the proposed artistic project
 - 4 free Artists Program workshops at YES Montreal (fall/winter 2009-10)
 - 1 year of unlimited access to YES Montreal's artists and/or business coaching services
 - YES Montreal's Artists Handbook – *Business Skills For Creative Souls*
- 2nd place**
- 3 free Artists Program workshops at YES Montreal (fall/winter 2009-10)
 - 1 year of unlimited access to YES Montreal's artists and/or business coaching services
 - YES Montreal's Artists Handbook – *Business Skills For Creative Souls*
- 2nd place**
- 2 free Artists Program workshops at YES Montreal (fall/winter 2009-10)
 - 1 year of unlimited access to YES Montreal's artists and/or business coaching services
 - YES Montreal's Artists Handbook – *Business Skills For Creative Souls*

Application Deadline: Friday, May 8, 2009 - 5:00 pm.

Application Forms: Available at YES Montreal office and on-line at www.yesmontreal.ca.

- Eligibility Criteria:**
- You are a Canadian citizen, permanent resident or landed immigrant.
 - You have less than 5 years of artistic practice.
 - You are not a full-time student.

Project Criteria:

- Projects from all artistic disciplines are eligible.
- Projects must be past the research and development phase – **only already initiated projects are eligible.**
- Projects must result in a tangible finished product (i.e. a play, video, or exhibition ...) that can be shown publicly.
- Projects must result in a public showing of the work, and to that end should be accompanied by a letter of intent from a prospective venue, gallery, broadcaster, or other organization willing to give the project visibility.
- Projects must be completed within 6 months of June 8, 2009.
- Project grant monies may not be used for the purchase of art supplies, but may be used for expenses such as rehearsal space or venue rental, promotional materials, artist cachets, and other production-related costs.

Required documentation:

- Grant application form and supporting documents as outlined in the Grant Application Checklist.
- Grant applications, project plans, budgets, timelines, CVs, letters of support, copies of proof of residency and identification must be submitted in paper format, while artistic supporting documentation can be submitted in whatever format is mutually convenient.

Additional Contest Information:

- All information provided to YES Montreal in connection with the Artist Project Grant Contest will be kept in utmost confidentiality, and will be used exclusively for the purposes of administering said contest.
- The grant application must be completed in full, with all pertinent supporting documents duly attached.
- All applications and documents received after the deadline will not be considered.
- Up to six semi-finalists will be selected to present their projects before a juried panel (5 minutes each.)
- The Artists Project Plan Contest winner and two runners-up will be contacted by YES Montreal by phone and/or e-mail by May 31, 2009, at the latest, and will be announced officially on June 8, 2009, at YES Montreal's *Business Skills for Creative Souls* Arts Conference at Centaur Theatre, and in the post-conference press release.
- The grant winner will be invited to present his/her project proposal at the above-mentioned artists' conference.
- The 2nd and 3rd place winners will not be compensated financially.
- The grant winner will be required to include YES Montreal logos on all promotional materials related to his or her project, and will be required to have said promotional materials approved by YES Montreal before public distribution.
- The grant winner will be required to sign a contract with YES Montreal regarding his or her mutual agreement regarding the project grant and deliverables.
- The grant winner will be required to report on his/her project post-completion.

Evaluation Process:

- Projects will be evaluated by a juried panel consisting of four respected senior members of the artistic and entrepreneurial community.
- The panel members will be selected by YES Montreal, and will evaluate the projects proposals in a fair and impartial manner based on the evaluation criteria outlined below.
- The jury will select up to six projects from among all applications submitted, and the selected applicants will be asked to present their projects before the juried panel the week of May 18, 2009 (exact date to be confirmed.)
- The jury will evaluate projects and presentations using an evaluation form designed for the purpose based on the criteria outlined below.
- The three top-scoring projects presented will be selected based on the highest total number of points awarded by the juried panel, and will be awarded 1st, 2nd and 3rd place in the contest respectively.

Evaluation Criteria:

- 25% Viability of the project plan (concept, planning, feasibility, realistic budgets & timelines)
- 25% Potential & existing visibility & distribution of finished product (marketing & exposure to audiences/publics)
- 20% Artist(s) career profile (training, vision, skills, experience, past projects, career development)
- 10% Innovation (originality of project & finished product)
- 10% Project presentation (application, supporting documentation, presentation before juried panel)
- 10% Impact the \$1,000 prize will have on the project

For more information, please contact **Monika Majewski, Artists Program Coordinator** at the following:

YES Montreal
666 Rue Sherbrooke - 7th Floor
Montreal (Quebec) H3A 1E7

Phone: 514-878-9788 Ext. 314

E-Mail: arts@yesmontreal.ca

Web: www.yesmontreal.ca



**YES MONTREAL'S ARTIST PROJECT PLAN CONTEST 2009
Grant Application Form**

Title of Project:

Artistic Discipline:

Planned Implementation Date:

Total Cost of Project: \$.....

Total YES Grant Available: \$..... 1,000.00

Personal Information: If more than one person is in charge of the project, each managing partner must fill out the personal information section of this form, and each must submit the personal documentation outlined in the Grant Application Checklist.

Last Name: First Name:

Address:

City: Postal Code:

Home Phone: Cell Phone:

E-Mail: Web Site:

Sex: Female Male Date of Birth:

Mother Tongue:

English French Other Specify:

Completed Education:

Primary Secondary College/CÉGEP

University: undergraduate postgraduate field of study:

Social Profile (for statistical purposes only): Canadian Citizen Permanent Resident Landed Immigrant

Are You: A member of a cultural community? A member of a First Nation?

Specify your origins:

Current Situation:

Employed: full-time part-time A Student: full-time part-time

Other (specify): Number of dependent children:

Income for last year: Ages:

Description of Organization (if applicable):

Name of Organization:

Principal Applicant (last name, first name):

Business Address: Please check this box if your business address is the same as your home address

Address: Business Phone:

Address: Cell Phone:

City: Business E-Mail:

Postal Code: Website:

Legal Structure of Organization (if applicable):

Sole proprietorship (non-registered)

Non-Profit Organization

Company (registered) – Sole Proprietorship

Incorporated Company

Company (registered) – Partnership

Other:

Business Number:

Effective Date:

Organization's Mission (if applicable):

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Artistic Discipline: Specify the artistic discipline to which your project belongs, as well as the sub-genre or specialty of your practice (i.e. Visual Arts – Specialty: Photography)

Circus Arts:

Dance:

Film/Video:

Literature:

Media Arts:

Multidisciplinary Arts:

Music:

Performing Arts:

Theatre:

Visual Arts:

Other:

Statement by the Applicant or Organization's Designated Representative (primary applicant):

I certify that all information provided in this grant application is true and accurate, and I consent to it being divulged to the judging committee and to YES Montreal staff as may be required. I also agree to provide, upon request by YES Montreal all additional documents deemed pertinent to the present application.

I agree to provide YES Montreal with my credit file, which I will have obtained from a credit bureau (please see below.)

I understand that any inaccurate information, false declaration or significant omission will automatically result in the final rejection of the grant application or the reimbursement of a grant awarded.

Read and approved in Montreal on (date):

Name of Primary Applicant:

Signature:

Credit File: You can obtain your credit profile from the following organizations. You will be required to produce two documents to support your identity when you make your request, including at least one showing proof of address.

Trans Union Canada
Consumer Relations Division
1 Place Laval - Suite 370
Laval (Québec) H7N 1A1

Equifax Canada
Consumer Relations Services
Postal Box 190 - Station Jean-Talon
Montréal (Québec) H1S 2Z2

Phone: 514-335-0374 or 1-877-713-3393

Website: www.transunion.ca

Phone: 1-800-465-7166

Website: www.equifax.ca

Where did you hear about YES Montreal and/or this contest?

- | | | |
|--|--|---|
| <input type="checkbox"/> Carrefour Jeunesse Emploi | <input type="checkbox"/> Internet Search | <input type="checkbox"/> YES Program Book |
| <input type="checkbox"/> E-Mail | <input type="checkbox"/> SAJE | <input type="checkbox"/> YES Staff |
| <input type="checkbox"/> Emploi Québec (CLD) | <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> YES Website |
| <input type="checkbox"/> Newsletter (specify): | | |
| <input type="checkbox"/> Newspaper (specify): | | |
| <input type="checkbox"/> Radio/Television (specify): | | |
| <input type="checkbox"/> Other (specify): | | |



Required documents to provide with your grant application:

- Properly completed Grant Application Form.
- Detailed Project Plan - please see Appendix I.
- Detailed Project Budget - please see Appendix II.
- Proof that your organization is incorporated or registered (if applicable.)
- Proof of your organization's address (if applicable.)
- Curriculum Vitae of key project participants.
- Any other supporting documentation pertinent to the application (i.e. catalogues, CDs, contracts, DVDs, letters of intent, letters of recommendation/support, letters confirming the project's financing sources, portfolios, promotional materials, prototypes, samples, etc. – please specify below.)
- Additional required documents for each key project participant:
 - Proof of age (copy of health insurance card, birth certificate or driver's license.)
 - Proof of Canadian citizenship, permanent residency or landed immigrant status (copy of citizenship card, passport, birth certificate or permanent resident card.)
 - Proof of income (copy of the notice of assessment from your most recent income tax return, provided by the Ministère du Revenu du Québec or the Canada Customs and Revenue Agency.)
 - Recent Credit File.

Please specify the supporting documentation included with this application:

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1. Project Summary:

One to three paragraphs describing the project, including its nature, purpose, scope, anticipated finished product, and planned public visibility following its realization.

2. Artist Statement & Mission (of project applicant and/or organization):

One to three paragraphs describing your vision, mission, inspiration and motivation as an artist – why you do what you do (and how), including:

- Past, present and future projects.
- Techniques with which you work and experiment.
- Awards and distinctions earned.
- Your personal career goals.
- How this project contributes to your career objectives and development as an artist-entrepreneur (i.e. experience, visibility, contacts, potential contracts generated by the project.)

3. Detailed Project Description & Plan:

One to two pages describing the project in detail, including:

- Background information on the project, including the inspiration and vision behind it.
- Project description, objectives and anticipated outcome/finished product.
- Anticipated project phases, working methodologies and techniques (how will things get done.)
- Significant logistical considerations, such as locations, materials, human and other resources, etc.
- Steps anticipated to ensure the project's continuity following its realization/implementation.

TIP	Ask an individual not associated with the project to read your Project Plan for feedback, questions and comments.
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4. The Project Team:

- A short bio for each key individual participating in the project including names, roles and relevant expertise as it pertains to this project (attach an artistic CV for each key participant.)
- Distribution of labour within the project based on pertinent expertise (who is responsible for what.)
- Two or more letters of reference regarding your work and/or this project.
- A CV or company abstract of an individual or company supportive of the project, including a description of their involvement in the project (i.e. an individual who is part of the artistic community or any other field and who is in a position to help the candidate as a voluntary advisor or mentor on the project, but who is not financially involved.)

TIP	In the case of a group project, please identify the individual who initiated the project (author, producer, choreographer, other.)
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5. Project Timeline:

A detailed chronological plan of the project's various phases, detailing the anticipated timelines for tasks, processes, methodologies and outcomes required to realize and deliver the project.

TIP	Most projects have a research and development phase, followed by creation/production, promotion/distribution, implementation and follow-up. Make sure you cover all important phases up to and including delivery to the project to its public, and beyond.
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6. Detailed Project Budget:

A detailed break-down of all real and anticipated project costs and revenues, as per the sample project budget provided in Appendix II, including:

- All real and anticipated human, material, production, promotion and administrative costs related to the project.
- All confirmed and unconfirmed financing sources related to the project, including this grant.
(Please include all letters confirming financing that you have received or will receive, as well as the steps you are taking to seek financial support for this project.)
- Your own financial contribution to this project, including cash contributions and donations in kind (where no money changes hands, but services are furnished.)
- **Plan B:** Prepare an alternate plan that will allow you to complete your project even in the case that a financing source that you had foreseen in your original Project Budget does not come through.

TIP	When preparing your project budget, keep in mind that your project must be completed within six months of acceptance by YES Montreal. Be realistic when costing the various anticipated expenses, and make sure to justify all costs.
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7. Project Marketing Strategies:

A few paragraphs describing how you will market, promote and/or sell your project or product to a target audience, including:

- General description of your projected audience/clientele (target market.)
- Consumption habits of your targeted market and how can you reach them most effectively.
- Promotional efforts you plan to undertake to advertise and publicize your project to give it visibility.
- Product pricing (how much you will charge for people to see or buy your work.)
- Distribution of your project (where and how can people see/consume your work) and how you plan to extend the project's life after its initial public presentation.

TIP	You can have more than one target market, i.e. adults between 18 and 35 years of age AND broadcasters.
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Project Expenses:

PROFESSIONAL FEES	\$ AMOUNTS
<input type="checkbox"/> Artist Fees	
<input type="checkbox"/> Professional Association Dues	
<input type="checkbox"/> Technician Fees	
<input type="checkbox"/> Producer Fees	
<input type="checkbox"/> Director Fees	
<input type="checkbox"/> Designer Fees (sets, make-up artist, costumes, etc.)	
<input type="checkbox"/> Music (musical score, musicians, etc.)	
<input type="checkbox"/> Other (specify):	
TOTAL PROFESSIONAL FEES (A)	

OTHER PRODUCTION COSTS	\$ AMOUNTS
<input type="checkbox"/> Royalties	
<input type="checkbox"/> Broadcasting, Theatrical, TV Rights	
<input type="checkbox"/> Equipment Rental	
<input type="checkbox"/> Rehearsal Room Rental	
<input type="checkbox"/> Auditorium/Theater/Gallery Rental	
<input type="checkbox"/> Other (specify):	
TOTAL OTHER PRODUCTION COSTS (B)	

PROMOTION & ADVERTISING COSTS	\$ AMOUNTS
<input type="checkbox"/> Graphic Design & Printing (posters, invitations, programmes, etc.)	
.....	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Promotion	
<input type="checkbox"/> Launch	
<input type="checkbox"/> Website	
<input type="checkbox"/> Video/Photo Shoots	
<input type="checkbox"/> Media Advertising	
<input type="checkbox"/> Other (specify):	
.....	
.....	
TOTAL PROMOTION & ADVERTISING COSTS (C)	

ADMINISTRATION COSTS	\$ AMOUNTS
<input type="checkbox"/> Administrative Fees	
<input type="checkbox"/> Insurance	
<input type="checkbox"/> Office Supplies	
<input type="checkbox"/> Transportation	
<input type="checkbox"/> CSST	
<input type="checkbox"/> Professional Fees	
<input type="checkbox"/> Other (specify):	
.....	
.....	
.....	
TOTAL ADMINISTRATION COSTS (D)	

Total Project Expenses (A+B+C+D)	(1)
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NOTE: Please provide a detailed breakdown for each type of expense exceeding \$500.

Projected Revenues & Financing Sources:

GENERATED REVENUES	DATE/S	\$ AMOUNTS
<input type="checkbox"/> Ticket/Product Sales		
<input type="checkbox"/> Show Sales		
<input type="checkbox"/> Fundraising Proceeds		
<input type="checkbox"/> Program Advertising Sales		
<input type="checkbox"/> Sponsorships		
<input type="checkbox"/> Goods & Services Sponsorships		
<input type="checkbox"/> Other (specify):		
.....		
TOTAL GENERATED REVENUES (A)		

SUBSIDIES, GRANTS & DONATIONS <input checked="" type="checkbox"/> = confirmed ? = unconfirmed	<input checked="" type="checkbox"/>	?	DATE/S	\$ AMOUNTS
<input type="checkbox"/> YES Montreal Grant				
<input type="checkbox"/> Private Investor(s) Donations				
<input type="checkbox"/> Emploi Québec (Jeunes Volontaires)				
<input type="checkbox"/> City of Montréal				
<input type="checkbox"/> MusicAction				
<input type="checkbox"/> FACTOR				
<input type="checkbox"/> SODEC				
<input type="checkbox"/> Conseil des Arts de Montréal (CAM)				
<input type="checkbox"/> Conseil des Arts et des Lettres du Québec (CALQ)				
<input type="checkbox"/> Canada Council for the Arts (CCA)				
<input type="checkbox"/> Other (specify):				
.....				
.....				
TOTAL SUBSIDIES, GRANTS & DONATIONS (B)				

LOANS	<input checked="" type="checkbox"/> = confirmed ? = unconfirmed	<input checked="" type="checkbox"/>	?	DATE/S	\$ AMOUNTS
<input type="checkbox"/> Private Investor(s) Loan					
<input type="checkbox"/> Line of Credit					
<input type="checkbox"/> Bank Loan					
<input type="checkbox"/> ACEM					
<input type="checkbox"/> Other (specify):					
.....					
.....					
TOTAL LOANS (C)					

PERSONAL CONTRIBUTIONS & INVESTMENT BY CANDIDATE(S)	\$ AMOUNTS
<input type="checkbox"/> Cash	
<input type="checkbox"/> Equipment	
<input type="checkbox"/> Donations In Kind (specify):	
.....	
.....	
<input type="checkbox"/> Other (specify):	
.....	
.....	
.....	
TOTAL PERSONAL CONTRIBUTIONS BY CANDIDATE(S) (D)	

Total Projected Income & Financing Sources (A+B+C+D)	(2)	
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NOTE: The project income & financing sources **MUST** be equal to or greater than the total project costs.

Total Projected Income & Financing Sources	(2)	
MINUS Total Project Expenses	(1)	
EQUALS PROJECT SURPLUS OR DEFICIT		