



Lieutenant Governor of Alberta Arts Awards Foundation

Guidelines for Communities Wishing to Host

The 2015 Distinguished Artist Awards Gala

Awards Purpose

The Lieutenant Governor of Alberta Arts Awards were created with the original support and patronage of Her Honour Dr. Lois E. Hole, CM, AOE, and continue under the patronage of the current Lieutenant Governor of Alberta The Hon.Col. (Ret'd) Donald S. Ethell, OC, OMM, AOE, MSC, CD.

The purposes of the Foundation's Awards programs are to celebrate excellence in the arts by established artists and emerging artists, and to raise the profile of the arts in Alberta.

The Foundation's flagship program, the Distinguished Artist Awards, recognizes individual Albertans for outstanding achievement in the arts or significant contributions to the arts in Alberta.

Up to three awards of \$30,000 may be given every second year on the recommendation of an adjudication panel. A nonprofit corporation governed by a Board of Directors and registered with the Canada Revenue Agency as a charitable organization administers the Awards program.

Following the inaugural presentations at The Banff Centre, the Distinguished Artist Awards are presented biennially at a Gala celebration of the arts in a city in Alberta. The 2007 Gala was hosted in Lloydminster in June as the centerpiece of a four-day *Arts Without Borders* festival launched to raise the profile of the arts in Lloydminster and now an annual event.

The 2009 Distinguished Artist Awards Gala was hosted in Grande Prairie as part of a five-day *Iskoteo* arts festival. The most recent Distinguished Artist Awards Gala was held on April 9, 2011 as part of a four-day *artiCulture* festival and in celebration of the 150th anniversary of the founding of the St. Albert settlement. The 2013 Gala takes place in Red Deer on June 15 and anchors a week-long festival of the arts celebrating the community as *Rooted in the Arts*.

A host community is chosen by the Board of Directors of the Lieutenant Governor of Alberta Arts Awards Foundation in response to a Request for Proposals.



Principles Governing Selection of Host Communities

The Lieutenant Governor of Alberta Arts Awards are pan-Albertan. The opportunity to host a Distinguished Artist Awards Gala is open to Alberta cities that meet the eligibility criteria.

In selecting host communities, the Lieutenant Governor of Alberta Arts Awards Foundation Board of Directors will give consideration to varying the geographic location of successive galas. A community is eligible to host the awards again after an interval of several years.

Hosting a Distinguished Artist Awards Gala should raise the profile of the arts in the local community, contribute to the development of both the arts and arts leadership in the community, and contribute to an increased provincial profile for that community.

The Lieutenant Governor of Alberta Arts Awards Gala is intended to be a *centerpiece for a larger celebration of the arts* for that community. Hosting the gala is an opportunity to stimulate the creative forces in the community in the direction of a celebration of the arts; for example, a mini-festival or arts week. The Foundation is seeking proposals that respond imaginatively to this opportunity to celebrate the arts in your community and/or region in a way that uniquely suits the local culture and is in keeping with the involvement of the vice-regal office.

Communities selected to host the Distinguished Artist Awards Gala have the opportunity to use the event and attendant activities as a means of generating revenue to leave a legacy of increased arts presence and participation. Raising the revenue needed to host the Gala is the responsibility of the host community.

Procedure for Selecting Host Communities

Any City in Alberta that wishes to feature its artists and arts development activities may submit a Proposal to host the 2015 Distinguished Artist Awards Gala. Proposals should identify the organization and key individuals who are partnering in the proposal and will partner in the preparation of the Gala and the events associated with the Gala. The preparation of the proposal should have the active support and involvement of the municipal Council.

The organization or committee should prepare a proposal containing the required information in the requested format for submission to the Foundation by the published deadline.

Proposals to host the 2015 Gala must be received by March 1, 2013.



The Foundation's Executive Director will review proposals for eligibility and prepare a preliminary assessment of the proposed program of activities and proposed financial plan for consideration by the Foundation Board of Directors. In preparing a preliminary assessment, the Executive Director may request additional information, request a meeting with the local committee, and/or visit the community.

The Board of Directors of the Lieutenant Governor of Alberta Arts Awards Foundation will review the eligible proposals, assess their respective merits, and select the host community.

The Chair of the Lieutenant Governor of Alberta Arts Awards Foundation will officially announce the successful proposal on June 15 at the 2013 Gala in Red Deer.

Eligibility Criteria for Host Communities

Physical Facilities

- Theatre facility capable of seating at least 350 - 400 with state of the art audio-visual equipment for a gala performance and the presentation of the awards
- Suitable facility capable of hosting no fewer than 200 guests for a pre-performance reception
- Suitable facility capable of hosting at least 350 - 400 guests for a gala dinner
- Quality hotel rooms or other suitable accommodation for approximately 100 out-of-town guests in proximity to the gala venue(s)
- The same or additional venues capable of housing associated events in the visual, performing, literary, film and video, and/or architectural arts, or fine crafts.
- Adequate parking at or near venue(s)
- Availability of local transportation for guests between or in immediate proximity to accommodation and reception/performance/dinner venue(s)

Human Resources

- Committed community leadership to plan and produce the gala and associated events
- An experienced arts manager/events coordinator to plan and produce the gala
- Professional technicians to provide services for the live performance and to liaise with crews recording for live or later broadcast on radio and/or television



- Caterers capable of preparing and serving a gourmet meal for at least 350 - 400 guests
- Sufficient volunteers to assist at the event(s)
- Success in hosting similar major arts events in the past
- Evidence of support for arts activity by the local media, educational institutions and corporations

Community Support

- Commitment of local arts community leaders and political leaders (municipal, regional, provincial)
- Capability of raising adequate funding, gifts-in-kind, and services to offset expenses
- Potential for high media profile locally

Financial Resources

- Capability of raising financial resources adequate to cover costs of producing the event, including artists' fees, facility rental, a-v rental, catering (including spirits, beer, wine and soft drinks for both reception and gala), technical support, ticket production, gala program production, publicity and advertising.

Guidelines for Preparing Proposals

Proposals should contain the following information:

Proposed Dates for the Awards Gala and associated activities.

The Foundation considers the spring to be an ideal time to host a Gala, given the challenges of winter travel and summer vacation schedules. A late winter date could be considered. Proposals should specify a preferred date for the Gala and associated events; however, confirming the date will be done by the host City in consultation with the Board of the Foundation and the Office of the Lieutenant Governor after the Host City has been selected.

Host Organizing Committee or Organization. Please include a proposed organizing structure, chairperson, and chairs/committee members for key portfolios for the Gala event including ticket sales, publicity and promotion, sponsorship and fund raising, accommodation, protocol, etc. Provide assurance that your community can form a committee or has an organization capable of properly hosting the Awards Gala.



Community Support. A statement of support and commitment from the local municipal council or mayor's office and any other major partners (corporate, community, governmental, educational, media) who are supporting the proposal to host the gala and associated arts events.

Previous Event Experience. Indicate past experience in hosting major arts-related events or other community events in recent years. Please describe the involvement of those who are proposed to manage the event.

Proposed Gala Program of Activities and Proposed Budget. Proposals should outline a proposed program of activity and budget for the awards presentation/performances, reception and dinner, and the budget for same, including proposed ticket prices and anticipated numbers of guests. The Foundation desires to keep ticket prices reasonable so as to permit as many people as possible to attend.

Proposed Facility(ies). Include a detailed description of the theatre facility, dining facility, reception facility and any other venues to be used for the awards presentation. Specify seating capacity, acoustical assets and limitations, audio-visual equipment, seating type/layout, assets and limitations, audio-visual equipment, seating type/layout, parking capacity, covered access (if considering cooler months), wheelchair accessibility, etc. Mention any special attributes of the facility(ies) including historical or architectural significance, role in arts and cultural life of the community, etc.

Numbers of Guests. Proposals should indicate the numbers of guests that can be accommodated at the awards presentation and performance, dinner, pre-performance reception, and any other to which Gala guests are invited.

Dinner and Reception. The submission should include a proposal for the reception and dinner: facility, menu theme, caterer, and any entertainment proposed during dinner and/or the reception.

Accommodation. Indicate if there is to be a proposed event hotel or other facility such as a community college, its capacity and location, proximity to the Gala and other venues, general indication of rates, availability of a special rate for event guests, block booking possibilities, food services available to hotel guests, etc.

Transportation. Include transportation options for out-of-town guests to travel to the local community and well as provisions for transportation arrangements to move out-of-town guests between the hotel or other accommodation and the Gala performance, reception, and dinner venue(s).



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Media. List local television and radio stations, newspapers and other media and provide an indication of support and involvement of local media in supporting community arts and cultural activities generally and the proposed Awards Gala specifically. Indicate plans to accommodate media representatives at the awards presentation and other activities.

Associated Activities. Please outline the plans for associated events (arts week, festival, etc.), organizing groups/institutions, venues, target audiences, promotional plans, and an indication of how these events will contribute to raising the profile of the arts in your community and/or to the development of the arts and arts leadership in your community.

Additional Information. Please provide information on the population of the community, its mechanisms for and level of support for the arts, and any other aspects of artistic or cultural significance that may be of interest to the Foundation in considering your proposal.

Proposal Committee. List names, e-mail addresses and telephone numbers of the committee/organization responding to the Request for Proposals and include a brief biography of each member. Indicate the name of the key contact person for matters pertaining to the submission.

Please submit three (3) copies of the completed proposal in hard copy delivered by post, courier or hand to 9120 – 64 Avenue, Edmonton, AB T6E 0H7 Telephone (780) 434-2635 by the deadline of March 1, 2013.

Enquiries concerning the preparation or submission of proposals should be directed to Donna Cardinal, Executive Director, Lieutenant Governor of Alberta Arts Awards Foundation at the above address and phone number or by e-mail to artsawards@shaw.ca.

Letters of agreement will be drawn up with the successful host municipality/proposing organization addressing the responsibilities and undertakings of the host and of the Lieutenant Governor of Alberta Arts Awards Foundation. For purposes of information in preparing proposals, the responsibilities of both parties are outlined below.



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Responsibilities of the Lieutenant Governor of Alberta Arts Awards Foundation

The Lieutenant Governor of Alberta Arts Awards Foundation (the Foundation):

- establishes the principles, eligibility criteria and process for selecting host communities and selects the host community for each Awards Gala;
- confirms a date for the Awards Gala in conjunction with the host community and the Office of the Lieutenant Governor of Alberta;
- liaises with the Office of the Lieutenant Governor for the participation of Their Honours in the Awards Gala;
- issues the Call for Nominations, appoints an adjudication panel, delegates coordination of the adjudication process to The Banff Centre, confirms participation of the Award recipients, arranges and pays for transportation and accommodation to the Gala of Award recipients and adjudication panel chair, and provides the prizes (medals, cheques, certificates and lapel pins) for Award recipients;
- provides, in digital form, the Foundation and Awards logos and templates for use in the production of promotional materials, tickets, programs, signage and other appropriate uses. The Foundation reserves the right to approve all uses of the Foundation and Awards logos;
- reviews and approves the proposed the Gala performance program, staging of the Awards presentation, dinner and reception arrangements (including seating plan), ticket prices, and sponsorship arrangements (including table sponsors and event sponsors);
- requires that all potential sponsors be vetted with the Executive Director and will provide the list of donors to the Foundation's endowment fund as well as sponsors of past galas;
- participates with and assists the host community in promoting ticket sales and table/event sponsorships beyond the local community; and
- requests a report six months after the Awards Gala evaluating the successes and shortcomings and making recommendations to future host communities for planning and producing subsequent Galas.



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Responsibilities of the Host Organization/Committee

The host organization/committee:

- plans and produces the Distinguished Artist Awards Gala and attendant activities as outlined in the proposal and modified as appropriate in consultation with the Lieutenant Governor of Alberta Arts Awards Foundation;
- establishes the budget, generates revenue necessary to meet expenses, and monitors revenue and expenses. The host organization/committee retains any revenue in excess of expenses to reinvest in the local community's arts development in the form of a legacy program;
- recruits and retains the professional staff and competent volunteers needed to successfully plan and produce the Awards Gala and attendant activities;
- confirms a date for the Gala and attendant activities in conjunction with the Foundation;
- appoints a key contact person to liaise with the Executive Director of the Foundation on all matters pertaining to the planning and producing of all Awards Gala components;
- plans, produces and pays for the awards presentation, gala performance, dinner, reception and associated activities; provides venues, staff, equipment as required; and arranges performers and exhibitions as envisioned in the bid proposal;
- promotes and sells tickets and table sponsorships locally and arranges local event sponsors as appropriate;
- participates with the Foundation in promoting and selling tickets and table sponsorships beyond the local community;
- receives RSVPs for all events and prepares the seating plan for the dinner;
- co-ordinates catering and décor;
- participates with the Foundation in providing information to the local, regional and national media on the Awards events and Award recipients;
- arranges protocol as required for an event in which the Lieutenant Governor of Alberta is a participant;
- produces promotional materials, tickets, programs, and signage using templates provided;
- arranges photo documentation of the event and, if requested, cooperates with radio and/or television sponsors in audio and video recording the event for later broadcast; and
- prepares a report for the Foundation six months after the Awards Gala conveying its evaluation of the successes and deficiencies and making recommendations to the Foundation for subsequent Awards Galas.