STRATEGIC FUNDS

Market Access Strategy for Official Language Minority Communities Fund

The **Market Access Strategy for Official Language Minority Communities (OLMC) Fund** aims to increase access of applicants from OLMCs to a diversity of markets and publics.

This fund supports Canadian professional artists, arts professionals, artistic groups and arts organizations who self-identify as belonging to an OLMC (defined as groups of people whose maternal or chosen official language is not the majority language in their province or territory – in other words, Anglophones in Quebec and Francophones outside of Quebec).

Grants fund a wide range of activities that:

* expand national and international **market access** to high quality market-ready OLMC arts
* contribute to the development of new national and international markets for OLMC arts
* strengthen the ability of OLMC artists, groups and/or arts organizations to succeed outside their local markets

You may be eligible for [Application Assistance](https://canadacouncil.ca/funding/application-assistance) to pay someone to help you with the application process if you are experiencing difficulty and self-identify as:

* an artist who is Deaf, hard of hearing, has a disability or is living with a mental illness
* a First Nations, Inuit or Métis artist facing language, geographic and/or cultural barriers.

**Grant type** – [project](http://canadacouncil.ca/glossary/project)

**Deadline(s) and notification of results** – Consult the [Deadlines and Notifications of Results page](https://canadacouncil.ca/funding/grants/deadlines)

**Grant amount** – Up to $60 000

**Application limits** – there are no limits to the number of times you can apply for this fund

# I want to apply – What else do I need to know?

If you have not already done so, you must register and self-identify as OLMC in the [portal](https://apply.canadacouncil.ca/Default2.aspx)at least 30 days before you want to apply.

# Applicants - who can apply

You must:

* self-identify in the portal as an OLMC
* be eligible to Canada Council programs.

Your eligibility to apply to this fund is determined by the validated profile created in the portal.

# Activities - What can I apply for?

Activities that directly support a market access and development strategy including (but not limited to):

* market research (collecting data, market analysis, developing a better comprehension of the target market, developing a plan, etc.)
* presence at cultural trade fairs, participation in showcases, and other types of travel, including touring
* professional development such as residencies and exchanges with an emphasis on market access
* capacity-building services such as the development of workshops or online tools for market access purposes
* sub- and sur-titling for performing and media arts
* translation of promotional materials.

**You can’t apply for** activities that occur before your project start date, those that receive funding from another Canada Council program, or those on the [general list of ineligible activities](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/general-list-of-ineligible-activities).

Your application may be given lower priority if you have received funding for similar activities within the same targeted markets in the past. This fund is not intended to support recurring activities.

When determining your project start date, individuals should be aware that according to the Canada Revenue Agency (CRA), expenses incurred in the year immediately before a grant is received are only deductible from the grant if they are incurred after the artist has received notification that the grant will be paid.  For more information about income taxes and your grant, please refer to our [website](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant/income-taxes).

# Expenses - What is eligible?

* Direct costs related to the activities

# Assessment - How are decisions made?

Your application to the **Market Access Strategy for Official Language Minority Communities Fund** will be internally assessed on the following weighted criteria:

**Relevance 40% (min 25 out of 40)**

* the rationale for your strategy or project, including the context of your work as an OLMC artist, arts professional, arts group or arts organization
* suitability of the proposed strategy for destination market(s)
* clearly defined objectives and outcomes related to market access
* suitability of the events or involvement of the partner(s) or host organization(s) (if applicable)

**Impact 40% (min 25 out of 40)**

The potential of the strategy or project to:

* increase access of professional artists and arts organizations from OLMCs to markets and publics
* develop and reinforce the capacity of OLMC artists and arts organizations to access and succeed in the targeted market(s)
* build connections and exchange knowledge
* generate future opportunities.

**Feasibility 20% (min 10 out of 20)**

* The capacity and experience you and your partners have to undertake the project
* A reasonable budget

# Required information and support material - What you need to apply

Once registered in the portal, you will need to provide information about:

* your strategy or project and its context
* your relevant past experience, if any
* your rationale for the market(s) you are targeting
* your timeline
* your objectives, strategy and expected outcomes
* your budget
* the partners involved, if any.

You may also need to include:

* samples of the work or relevant past activities, if any
* executive summaries or recommendations from relevant reports (market analysis, strategic plans, etc.), if any

# Grant payment and final reports

If your application is successful, the first step in receiving your grant payment is to complete the Grant Acceptance Form. Click [here](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information on the responsibilities of grant recipients.

A final report will be due 3 months after you complete the project.

# Contact information

You are encouraged to speak with [Canada Council program officer](mailto:olmcmarketaccess@canadacouncil.ca) before submitting an application to this component for the first time.

PREVIEW: Application Form

This is not an official application form. You must use the portal to apply.

Use simple text formatting if you prepare your application outside of the portal. Formatted text uses additional characters, and some formatting may be lost when copied over.

**\*** = required

## GRANT DESCRIPTION

* 1. **Name of application.** (approximately 10 words) **\***

The name you provide is for your reference and will identify this grant application in your dashboard.

* 1. **For groups and organizations, provide the name of the contact person responsible for this application.** (approximately 10 words)
  2. **Provide a one-sentence summary of your project. If possible, use the format ACTIVITY and DATES.** (approximately 25 words) **\***

For example, “To organize a delegation of international artistic directors to Canada in month/year".

This summary will be used in the Canada Council’s official reporting.

* 1. **Project start date**. **\***

This date must be after the date you submit your application.

* 1. **Project end date \***
  2. **Type of activity** (you may choose more than one) **\***

**new market  market readiness  enhancing existing markets**

* 1. **Describe the market(s) you are targeting. Why have you chosen to target the market(s) at this time? What challenges do you currently face in reaching the target market(s)?** (approximately 500 words)
  2. **Describe your market access strategy or project (including context, proposed activities, and timelines).** (approximately 750 words) **\***
  3. **Briefly describe your relevant past experience.** **Include key collaborators and partners involved, if applicable.** (approximately 250 words)
  4. **What are the objectives and expected outcomes of your market access strategy or project? How will your strategy or project contribute to the development and/or strengthening of national and international markets?** (approximately 750 words)
  5. **What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application?** (approximately 25 words) **\***

Some examples include: hip hop, experimental music, Theatre for young audiences, throat singing, documentary film, fine craft, new media, children’s illustrated book, circus aerial acrobatics, transdisciplinary arts, Deaf theatre.

This information helps the Canada Council collect examples of art forms and practices in Canada and will not be used for assessing your application.

* 1. **If applicable, how will you ensure safe working conditions for those involved in this project?** (approximately 100 words)
  2. **If your proposed activity touches upon Indigenous traditional knowledge, linguistic or cultural intellectual property, please describe your relationship to this content and how appropriate protocols are/will be observed or addressed.** (approximately 100 words)
  3. **If there is anything that has not been asked that is essential to understanding your application, provide it here.** (approximately 250 words)

Do not use this space to provide additional information related to earlier questions.

* 1. **You are responsible for complying with any regional and/or national public health and travel measures when carrying out activities funded by the Canada Council. If there are currently public health or travel measures that impact your project, describe what precautions you are taking to comply with these measures.** (approximately 250 words)

## BUDGET

* 1. **Complete the Budget document. \***
  2. **Grant amount requested** (maximum of $60 000) **\***

This amount must match the requested amount in your completed budget. Do not include expenses that are not eligible in this component.

If successful, you might not be awarded the full amount requested.

## REQUIRED DOCUMENTS

* 1. **Attach executive summaries or recommendations from relevant reports (market analysis, strategic plans, etc.), if any**. (maximum of 2 documents, 10 pages each)
  2. **Provide information about the partners, if applicable.**

## SUPPORT MATERIAL

* 1. **Attach samples of the work or relevant past activities, if any.**