



Arts Funding Info Session: Questions & Answers

Q: Will annual local art events that showcase local artists be funded?

A: Yes, if it's a new iteration or a new component of the project (not retroactive funding).

Q: If the project is about making music, can you earn profit from Spotify or similar platforms?

A: Yes, it's not necessary to include that income in your project fees or budget.

Q: If recording a live project or presentation, will the grant cover admission costs, or should I charge for admission?

A: The budget should balance (revenue - expenses = 0). You can charge admission if needed; just make sure the income and expenses align.

Q: Can we include rent expenses, like for a studio?

A: Yes, if it's specifically for the project. If it's an ongoing rental (e.g., your regular studio), that's considered a core cost and wouldn't be eligible.

Q: You mentioned not to include website links, but the form has an "Other Relevant Links" section. What should I do there?

A: You can include YouTube, Vimeo, or Google Drive links for the jury to view your work. Avoid general website links, we don't want jurors to have to browse around.

Q: Is there a budget template? If not, can we use another granting agency's template (like OAC)?

A: You can use another organization's budget template.

Q: Should we include other funding we've applied for, and their status?

A: Up to you. Listing other external funding may strengthen your feasibility and viability scores.

Q: Who is eligible to apply? Do we have to be a registered non-profit?

A: Individuals, collectives, and organizations can all apply. There are separate application forms for each, and some questions are weighted differently depending on the applicant type.

Q: Do emerging and experienced artists compete in the same category?

A: Yes, they do.

Q: If I'm not successful this round, can I reapply with the same project next time?

A: Yes. You can reapply in the next intake and ask for feedback after the first round.

Q: You said all artists should be paid, including the applicant. How should that be shown in the budget?

A: It depends on the discipline. For example, theatre projects might reference CAEA rates. Each field has its own standards, and we may be able to help you find appropriate references.

Q: Can we include direct Vimeo links for video support materials?

A: Yes.

Q: Our project started in late October and wraps up January 2026, can we still apply?

A: No, the grant doesn't fund retroactive expenses. You can apply for a future phase or component of the project.

Q: Does the Region have priority areas (like reconciliation, environment, youth)?

A: No set priorities. However, addressing themes like these can strengthen your application under cultural sensitivity.

Q: What's the best way to calculate artist fees, hourly or by project?

A: It depends on the discipline. You could use hourly or per-session rates where appropriate (like play readings), but for visual art or music, you could use fee schedules or standard rates.

Q: We rent a studio regularly, but it's also needed for this project. Can we include that rent?

A: No, ongoing rent is considered a core cost. You can include it only if the rental is new and *specifically* for this project.

Q: We're an incorporated business operating as a non-profit. Should we apply as an individual/collective or organization?

A: Apply as an organization only if you have a non-profit incorporation number.

Q: What if a project or collective partners with a registered non-profit, who should apply?

A: Either can be the lead applicant. Choose based on who has the stronger track record and alignment with the community impact section. The project budget should look the same either way.

Q: Would a children's storytelling series with art illustrations, promoting cultural awareness, be eligible?

A: Yes.

Q: Does every person in the project need to live in Waterloo Region?

A: No, but the majority should, and the project itself must take place in the region.

Q: Can we request in-kind support from the city and still apply for funding?

A: In-kind support from the city isn't an eligible funding request.

Q: Do individual artist projects need to show community impact, or can they focus on professional development?

A: It can be either. Advancing your artistic career also contributes to community impact.

Q: What does the "Community Impact" question really mean?

A: It depends on the project. Engaging a specific group or putting on a public event are both valid. For organizations, it may relate more to broader community engagement.

Q: If I mention that I'll do the project "in kind" if not funded, will that hurt my application?

A: It depends. If it seems like there's a pattern of unpaid work, that could be negative, but it depends on how you explain it.

Q: Are administrative costs acceptable?

A: Yes, within reason.

Q: Will multi-year projects be considered?

A: Avoid framing it as multi-year. Instead, describe each phase (e.g., creation in this intake, production next intake) so it's clear and doesn't confuse the jury.

Q: My film will mostly be shot in the region, but a few scenes are nearby, is that okay?

A: Yes, as long as the main audience and presentation focus in Waterloo Region.