



**2025 COMMUNITY ARTS INVESTMENT PROGRAM**  
**Individual Professional Artists, Creators, Practitioners of Traditional Arts**  
**Program Guidelines and Eligibility Criteria**

**PROGRAM DESCRIPTION**

The London Arts Council (**LAC**) through the Community Arts Investment Program (**CAIP**) – Individual Professional Artists, Creators, and Practitioners of Traditional Arts Stream invests in the projects of Individual Artists, Creators, and Practitioners of Traditional Arts **residing** within London, Ontario and surrounding First Nations Communities (**Chippewas of the Thames First Nation; Munsee Delaware Nation; and Oneida Nation of the Thames**). The program supports **a range of artistic, creative, traditional forms**, including film/digital art, literature, music, performance (dance, spoken word, storytelling, theatre), and visual art from **Artists, Creators, and Practitioners of all cultural backgrounds and traditions**.

**LAC** defines a Professional Artist as someone who has developed skills through training or practice, is recognized by artists working in the same artistic tradition, has a history of public presentation or publication, seeks payment for their work, and actively practices their art. Breaks in artistic work history of short duration are allowed.

**LAC** defines Creators and Practitioners of Traditional Arts as those whose traditional arts are taught from person to person, passed from one generation to the next, and are influenced by culture, family, ethnicity, and era. Traditional arts represent a place or a group of people. They also express the thoughts and feelings of a point in history.

These guidelines provide essential information on the **CAIP** Individual Professional Artists, Creators, Practitioners of Traditional Arts Project Stream including Program Guidelines, Eligibility Criteria, Objectives, the Assessment Process, Investment Policies, and the use of Generative AI in projects. **Please review the guidelines prior to each submission period as information, guidelines and policies are updated regularly and subject to change.**





## OBJECTIVES

To provide project investments to a range of individual Professional Artists, Creators and Practitioners of Traditional Arts whose projects:

- Further the development and creation of new work.
- Present/produce new or existing work of a high artistic and creative merit.
- Encourage activity encompassing diversity through tradition, repertoire, and development.
- Encourage local collaborations and increase access to volunteer opportunities for Londoners (where applicable).
- Offer Londoners and visitors accessible opportunities to engage in and experience the arts and traditional arts.
- Encourage public awareness and appreciation of diverse artistic forms, expressions, and interpretations of the arts.
- Increase access to quality local arts experiences and promote a sense of belonging representing all artistic disciplines.
- Contribute to the creative vibrancy of London.

## PROJECT INVESTMENTS

Project Investments contribute to the research, creation, and/or production, presentation of a specific project. The **maximum** an Individual Professional Artist, Creator, Practitioner of Traditional Arts may request is **\$15,000.00**. Investment requests should be in proportion to the scope of the project. Individual Artists, Creators, Practitioners of Traditional Arts may submit **a maximum of two (2) project investment requests**. Each project investment request **must be separate and unique**.

Due to the number and quality of submissions received and the limited investment resources available, investments allocated may be less than the amount requested. **LAC will not fund 100% of a project, except for a research project**. Proposed budgets **must include other revenue sources** (earned, private, public), including **LAC** funding.

- **Research:** Allows for a period of independent research in the artistic, creative practice of the individual toward future creation, presentation and/or production. **Research is a stand-alone request and cannot be combined with a Creation, Production, or Presentation investment request.**





- **Creation:** Supports the artistic and creative process and practice of the artist, creator, and practitioner geared towards production/presentation.
- **Production/Presentation:** Supports the costs of producing one or more works where there is at least one confirmed public or virtual presentation of the work(s) in a professional or traditional context.
- **Series:** Ongoing series of arts activities/events presented either at regular intervals (i.e., every month), over an extended period or seasonally.
- **Festival:** An event including an organized and multi-faceted program of arts activities that takes place within a defined and concentrated period of one or more days. May be one-time but is usually held on a recurring basis - most often annually.

## PROGRAM SUBMISSION PROCESS

**Consultation.** It is **strongly advised** that you consult with an **LAC** team member to determine your eligibility for a project investment. Consultation is a conversation, in person, via zoom, or phone, in which the applicant provides detailed information on the proposed project and proposed budget. A **consultation does not guarantee** a project will receive an investment. Consultation requests may be made through: [investment@londonarts.ca](mailto:investment@londonarts.ca).

A consultation meeting should be requested **at least 10 days prior** to the application deadline (**Friday March 21, 2025, at 4:30 p.m.**). Any requests after the consultation request deadline (**Friday March 14, 2025, at 4:30 p.m.**) will not be considered.

## ELIGIBILITY REQUIREMENTS

- Individuals must be a **London resident or resident of the surrounding Indigenous First Nations** (Chippewas of the Thames First Nation, Munsee Delaware Nation, Oneida Nation of the Thames). **Proof of residency is required.**
- The individual must be **18 years of age or older** and conduct their practice primarily in London or surrounding Indigenous First Nations Communities (Chippewas of the Thames First Nation, Munsee Delaware First Nation, Oneida Nation of the Thames).
- Individuals must be a Canadian Citizen or a Permanent Resident. Proof of Canadian Citizenship (Birth Certificate, Passport), or Permanent Residency is required.





If a Permanent Resident, Individuals must provide a copy of their PR Card. For further information please visit: <https://www.canada.ca/en/immigration-refugees-citizenship/services/canadian-citizenship.html> or <https://www.canada.ca/en/immigration-refugees-citizenship/services/new-immigrants/pr-card.html>

- The individual demonstrates ability, innovation, and originality.
- The individual **MUST** indicate a range of revenue sources for the proposed project including earned, private sector, and/or government revenue.
- The individual provides a safe and supportive workplace/studio practice in which diversity, dignity, and the perspectives of all individuals are valued and respected.
- Only non-profit activities are eligible. Any potential earned revenue must be declared in your proposed budget and support the creation, exhibition, presentation, production of the project. **Project budgets must balance to zero, no surplus and no deficit.**

Based on the **CAIP** Policy, the following Individuals are **NOT ELIGIBLE** to apply to **CAIP**.

- Individuals who are employees of the City of London. For **CAIP** and its Policy, City employees refer to individuals who are part of the City of London's payroll system and receive their wages directly through the City of London as result of their employment with the City of London or its Boards and Commissions. (**Note: subcontractors or seasonal workers of the City of London may apply as an Individual Artist or member of an Artist Collective/Ad Hoc Group**).
- Artists **under the age of 18**.
- **Artists who are not Canadian Citizens or Permanent Residents.**
- **Full-time** post-secondary students.
- Artists/Creators/Practitioners of Traditional Arts, **who are not located** within the City of London or the surrounding First Nations (Chippewas of the Thames First Nation, Musee Delaware Nation, Oneida Nation of the Thames).

## ELIGIBLE EXPENSES

Expenses that are directly related to the proposed project, such as:

- Administrative costs directly related to the project (up to **10%** of the overall project budget).
- Fees for Artists, Creators, Practitioners of Traditional Arts for research.





- Fees for Artists, Creators, Practitioners of Traditional Arts for creation, production, and presentation.
- Honorariums.
- Rehearsal, production, presentation, and technical fees (in-person, virtual, or online presentation costs).
- Marketing and promotion costs.
- Fundraising costs.
- Venue and equipment rental costs.
- Art materials and office supplies.
- Other expenses that are directly related to the proposed project.

### INELIGIBLE EXPENSES

- Costs related to capital purposes including, but not limited to, the purchase of land, fixtures, physical facilities, or specialized equipment.
- Projects charging classroom instruction fees, the cost of individual tuition fees for programs, conference or seminar fees, travel costs (including touring or accommodations), art therapy projects, second party fundraising events/projects and stand-alone marketing/promotion campaigns.
- Submissions cannot be made to **CAIP** and **CHIP** (Community Heritage Investment Program of the London Heritage Council) within the same investment year.
- **Students enrolled full-time** in an educational institution are **ineligible** to apply.
- As noted above, only non-profit activities are eligible. Any potential earned revenue must be declared in your proposed budget and support the creation, exhibition, presentation, production of the project. **Project budgets must balance to zero, no surplus and no deficit.**
- **CAIP does not make retroactive investments in projects;** costs incurred prior to the notification of investment results are ineligible for financial support.

### GENERATIVE AI GUIDELINES OVERVIEW

Many arts funding organizations currently discourage, prohibit, or have not developed guidelines concerning the use of Generative AI to create significant portions of a grant application and/or a creative project. As the use of Generative AI has become increasingly commonplace, the London Arts Council (**LAC**) is providing Guidelines for applicants to adhere to when potentially deciding to incorporate Generative AI as part





of a Community Arts Investment Program (CAIP) submission requesting support for an artistic project.

LAC continues to emphasize the importance of artistic originality, personal voice, and a deep understanding of the project's context. LAC does allow for potential use of Generative AI as a tool within aspects of the proposal with full disclosure by the applicant required. Please see **Appendix C** for more information and LAC's full Guidelines for the use of Generative AI.

### **ADDITIONAL IMPORTANT INFORMATION**

**Deadline: Friday March 21, 2025, at 4:30 p.m.** - Submissions are through the online platform provided; no other means of submission will be accepted. **Late submissions are not accepted by the online system, and incomplete submissions will not be presented to the assessment panel for review. It is the responsibility of the applicant to ensure all required documentation is included in the submission.**

**Please note:** Assessment Panel decisions **are final**. Any questions regarding a submission should be directed to LAC staff.

**Investment Reports:** An investment request from an Artist, Creator, or Practitioner of Traditional Arts with an **outstanding investment report** for a prior investment will be **disqualified**.

**Assessment Criteria:** Please see Appendix "A", page 7.

**Conditions and Requirements of Investment:** Please see Appendix "B", page 8.

**Use of Generative AI:** Please see Appendix "C", page 10.

**Notification:** Individuals will be notified by email **approximately 8-10 weeks** after the closing date.

Please direct all inquiries (submission content, technology (online form) difficulties and/or finance) to: [investment@londonarts.ca](mailto:investment@londonarts.ca), the appropriate LAC Team Member will respond to your inquiry.





## **APPENDIX "A"**

### **Assessment Criteria**

Submissions are reviewed using a peer assessment process that engages assessors who are representatives of the arts (arts professionals, arts practitioners, arts patrons, and arts volunteers) from the local arts community. Assessment Panel members are selected by **LAC** through an open "Expression of Interest" on **LAC's** website and through recommendations. Assessment Panel members are carefully chosen for their knowledge of the arts, high standing within the arts community, awareness of the City of London context and broader arts environment and, where possible, are reflective of the gender, orientation, demographic, and cultural diversity of London itself.

The Assessment Panel evaluates submissions based on **LAC's CAIP Eligibility Criteria**, Program Objectives, the Assessment Criteria, and available investment resources. When allocating investments, the assessors must balance **1)** supporting the maximum number of projects that are of high-quality artistic merit and are beneficial to the artist and the London community, **2)** the investment makes a substantial contribution to the artistic project, and **3)** ensuring the projects of recipients are sustainable, viable and accountable.

The Assessment Panel evaluates submissions using the following criteria in the context of an Artist, Creator, or Practitioner's scope of work and proposed project.

#### **Artistic Merit – 50%:**

The quality of work (past and proposed), the Artist/Creator/Practitioner Statement, the full Project Description, Resume and Support material(s).

#### **Impact – 25%:**

The impact of the project on the artistic/creative/practice development of the Professional Artist/Creator/Practitioner of Traditional Arts. The potential (if any) impact on other Artists/Creators/Practitioners of Traditional Arts and/or on the audience/community for whom the project is intended.

#### **Viability – 25%:**

Budget, artistic/creative/practice process, objectives of the project, scope and timeline, appropriate compensation of artist/creator/practitioner and marketing plan to reach new/existing audiences (not applicable to research).





## APPENDIX "B" Conditions and Requirements of Investment

### 1. Purpose and use of the investment

#### I UNDERSTAND THAT:

- **LAC** investments may only be used for the purposes outlined in the project submission and in the **LAC** investment notification and final contract agreement.
- Investments are to be spent within the project time indicated and prior to **May 31, 2026**
- **LAC** recognizes changes may occur in an individual's project plans. Government health and safety related restrictions and unforeseen circumstances may cause changes to a project's completion. Individual investment recipients are **required to communicate promptly to LAC** any significant changes to the scale and scope of activities, including substantial changes in budget and programming. **LAC** will monitor Government Health and Safety Regulations and update information as to how they may affect Individual Artists, Creators, Practitioners and their proposals as presented soon as possible through [www.londonart.ca](http://www.londonart.ca)
- Conditions may be placed on the release of an investment. Any specific condition associated with an investment will be contained in **LAC's** notification letter and the final **CAIP** contract agreement.

#### I UNDERSTAND THAT:

- **LAC** is committed to supporting the local arts sector in building capacity to deal with issues of discrimination, harassment, disrespectful behaviour, or reprisal, and to provide respectful workplaces/studio practices. All **CAIP** recipients must sign a contract that includes a commitment to provide safe working/creative conditions and to foster workplaces/studio practices free from discrimination, harassment, disrespectful behaviour, and reprisal.
- If a complaint is received by **LAC**, the organization will proceed with care to protect the reputation and dignity of the parties involved, while requiring that **CAIP** recipients immediately act to ensure that safe working spaces and conditions without harassment or intimidation are implemented.
- Failure to respect the commitment to provide a workplace/studio practice free from discrimination, harassment, disrespectful behaviours, and reprisal could result in **LAC** initiating a process to review and reverse an investment decision.







**I UNDERSTAND THAT:**

- As a recipient of public funds, I must maintain adequate records as to receipt and disbursement of the investment received. **LAC** may inspect and audit the accounts and records of the individual receiving a project investment. I understand that I must keep records of the Project Investment for the required seven (7) years as per the Canada Revenue Agency.
- As an Individual Artist, Creator, or Practitioner of Traditional Arts, I will be issued a **T4A** for the full amount of the investment. **LAC** advises all recipients to employ the services of a professional tax advisor. I understand I will be required to provide my Social Insurance Number and Banking information to **LAC** for the processing and reporting of investments. I understand that if successful, **banking information and residential information must match** for the **CAIP** investment to be transferred to a bank account.

**I UNDERSTAND THAT:**

- Individuals **MUST** acknowledge the support of the **LAC** and **City of London** in all physical and virtual marketing and promotional materials (including flyers, postcards, posters, programs, social media, media, virtual/in person presentations) relating to the activities for which the investment was received. Logos are provided on [www.londonarts.ca/investments](http://www.londonarts.ca/investments).
- Individuals must provide **LAC** access to and knowledge of all virtual and/or in person performances, exhibitions, events etc., for which an investment was received. Individuals must tag **LAC** in all social media. If applicable, **LAC** requires you maintain an active link from your website to [www.londonarts.ca](http://www.londonarts.ca).





**APPENDIX "C"**  
**LONDON ARTS COUNCIL GUIDELINES**  
**ON THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE IN PROJECTS**

**OVERVIEW**

Arts funding organizations currently discourage, outright prohibit, or have not developed guidelines concerning the use of Generative AI to create significant portions of a grant application or the creation, exhibition, presentation or production of an artistic project. As the use of Generative AI becomes increasingly commonplace, the London Arts Council (**LAC**) is providing Guidelines for applicants to adhere to when potentially deciding to incorporate Generative AI as part of a Community Arts Investment Program (**CAIP**) submission requesting support for an artistic project.

These guidelines aim to clarify the acceptable use of Generative Artificial Intelligence (**AI**) tools in the preparation, submission, and execution of grant applications for creative projects. They ensure transparency, originality, and ethical considerations in Generative AI assisted proposal writing and project creation, development and exhibition/presentation.

For the purposes of **CAIP**, applicants are permitted to use Generative AI tools for information gathering and preliminary research purposes. Applicants must however critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments, and perspectives.

The use of Generative AI tools can serve as a starting point for exploration; however, applicants are expected to uphold artistic integrity by appropriately attributing all sources and avoiding plagiarism. Project submissions should reflect the applicant's own thoughts, independent written work and creative concepts.

**LAC** continues to emphasize the importance of artistic originality, personal voice, and a deep understanding of the project's context. **LAC** does allow for potential use of Generative AI as a tool within aspects of the proposal with full disclosure by the applicant required.





## **GENERATIVE AI in PROPOSAL WRITING**

Transparency on Authorship and Uniqueness of Applications/Projects:

If AI is to be or was used as part of your **CAIP** application, it must be clearly disclosed as it pertains to your specific practice and project. Was AI used in the research, creation, or display of work and/or as part of the grant writing process? If so, you must indicate the type of AI, and in what capacity it was used.

### **Research Support**

Generative AI may assist in gathering publicly available data, analyzing trends, and providing relevant statistics to support an application.

### **Drafting Assistance**

Generative AI tools may be used for initial drafts, brainstorming ideas, and refining language. Final content must reflect the applicant's unique voice and project vision.

### **Editing & Proofreading**

Generative AI driven grammar and style checkers (e.g., Chat GPT, Grammarly, Hemingway Editor) may be used to enhance clarity and readability.

### **Transparency on Authorship and Uniqueness of Applications**

Was Generative AI used in the grant writing process? Either through presentation of research, proposed creation, or proposed display of work? This must be disclosed. The use of Generative AI if and as it pertains to your specific practice must be clearly disclosed to **LAC** in your application. Individuals must disclose the extent of AI's involvement in their work. Individuals must clearly differentiate Generative AI content from human-created content. Individuals must provide transparency in ethical considerations and decision-making processes.

### **Accountability**

Individuals using Generative AI are responsible for their actions and the consequences of the Generative AI's production outcomes. Generative AI tools draw on pre-existing data sets that have proven historical bias. The use of Generative AI perpetuates these existing biases, and this must be considered and disclosed through its use.



### **Privacy**

Open-source Generative AI platforms do not protect against the sharing of personal data. Individual and group personal privacy rights must be considered and upheld considering any use of Generative AI.

## **GENERATIVE AI IN CREATIVE DEVELOPMENT/EXHIBITION/PRESENTATION**

### **Concept Development**

Generative AI tools may assist in brainstorming, generating creative prompts, and refining ideas while ensuring human oversight. This must be disclosed.

### **Writing & Composition**

Generative AI can support scriptwriting, lyric writing, and storytelling but must not replace original human creativity. This must be disclosed.

### **Visual & Audio Elements**

Generative AI tools can enhance design, animation, and music production, but artists must ensure that outputs are unique and do not infringe on copyrighted material. This must be disclosed.

### **Collaboration**

Generative AI can facilitate collaboration by streamlining communication and project management. Final decisions must remain human-driven. This must be disclosed.

### **Production**

Generative AI's role in the production process must be clearly defined to maintain quality and ethical standards. This must be disclosed.

### **Editing & Enhancement**

Generative AI tools for color grading, sound mastering, and image refinement are permitted but must be transparently applied. This must be disclosed.

### **Automation**

Generative AI driven automation in video rendering, sound mixing, or other production elements must support efficiency without compromising creative intent. This must be disclosed.



### **Synthetic Media**

Generative AI images/voices/videos must be disclosed, particularly if they mimic real individuals or artistic styles.

### **Bias & Fair Representation**

Generative AI content should be critically reviewed to avoid perpetuating biases or stereotypes.

### **Presentation and Distribution**

Generative AI tools must be used responsibly in presenting and distributing creative work. Full disclosure of use must be published.

### **Marketing and Promotion**

Generative AI promotional content should be clearly identified to maintain audience trust.

### **Personalization and Curation**

Generative AI recommendations must prioritize ethical data use and audience diversity.

### **Live and Interactive Experiences**

Generative AI driven performances or exhibitions should clearly communicate the role of Generative AI use to audiences.

### **Copyright & Attribution**

Generative AI assisted works must properly attribute original creators and sources.

## **ETHICAL CONSIDERATIONS**

### **Human Oversight**

Generative AI should be a tool for augmentation and must not be a replacement for human creativity and decision-making.

### **Data Privacy**

AI applications and subsequent creations, exhibitions, presentations, and productions must not exploit personal data without consent.





### **Cultural Sensitivity**

Generative AI assisted content must respect cultural contexts and avoid misrepresentation.

### **Fair Use and Intellectual Property**

Generative AI content must not violate copyright or Intellectual Property laws.

### **Future Updates**

As Generative AI technologies evolve, these guidelines will be periodically reviewed to reflect emerging best practices and ethical standards.

