

Artist Payment Guidelines – For Event Organizers

Introduction

Prince Albert is a vibrant artistic and cultural community. The vision of the Civic Art Policy is that Prince Albert's ...

- Citizens have a multitude of opportunities to engage in creative pursuits as artists, students, participants and audience members.
- Reputation as an inclusive, innovative, creative and culturally vibrant city is broadly recognized.
- Artists thrive in an open and encouraging environment that places high value on their contributions to our community.

This guideline was developed to assist our artists and community to reach our collective vision.

Purpose

- To educate and encourage organizations/businesses/event organizers to offer appropriate 'fee for service' for artists.
- This guideline is meant to assist organizations/businesses/event organizers to be fair and respectful of artists, like any other service and profession that is paid for services.
- To continue to elevate artists and the cultural sector and assist the artistic community and the community as a whole to grow and benefit.

Who is this for? (Target Audiences)

- Event Organizers, not-for-profit/community organizations, businesses, and local governments.

Who is a Professional or Amateur Artist?

Professional Artist –

A professional artist is defined as an individual who has completed training in a recognized art form (either through formal study or through a process of mentoring/apprenticeship), has produced a body of work in their artistic discipline that has received recognition, and who is recognized as a professional by their peers within their arts community. (Source: Saskatchewan Arts Board).

Amateur Artist -

Amateur artists may be defined as those who sell work and derive income from their art, but that is not the primary motivation. For them art may be a passion, a hobby or a recreational pastime.

Why is 'fair payment' important?

- Artists are trying to operate a business, just as other professionals or businesses in your community, and most have a predetermined 'fee for service' rate.
- When determining a fair budget for the artist(s), recognize the difference between professional and amateur artists and the artist's training and experience.
- If artists do not receive a fair price for their services, they will not be able to pay for their necessities (i.e. place to live and work, food to eat) and the artist may choose to move to a community that better values their services.
- Creating art results in lost income from other sources due to the time they need to spend training, making or practising their art.
- Artists often do not receive remuneration for their 'out of pocket' expenses (i.e. meals, mileage) when they visit a community to perform or display their work.
- Serious artists deserve serious payment – just as in any profession.

Preparing to Hire an Artist

- Predetermine the value and benefit of the artist in the event being planned. How does the event support artists and why is that important to you? Are you hiring a professional or amateur artist and why?
- Budget. Artist service fees should be a budgeted line item, the same as how an organization budgets for other expenses (i.e. facility and/or equipment rental, marketing) and not an afterthought or assumed in kind expense.
- Please note that most artists have a predetermined 'fee for service'. There are also resources to help you listed below.
- Have a discussion with the artist(s) about the fees and expectations. A best practice is to have an agreement in writing. This can be as simple as an email outlining fees and expectations, to a more formal, signed agreement. Remember to include what the cancellation procedure will be.

Factors to Consider

- How important the artist is to your community organization/business and the event you are planning. How can your organization/business/event support the artistic and culture economy?
- The time the artist puts in to their training and preparation/creation of their art. This is a considerable amount of time that can be underestimated.
- The wear & tear on the artist's equipment, their supplies, their set up and take down time, travel, and time spent marketing.
- Does the artist(s) bring people to your event?
- Ways that you are able to offer incentives beyond cash (i.e. taxable donation, could we get a sponsor, event exposure or marketing value) etc.

Resources to Support You

National and provincial agencies established to determine fair payment guidelines or resources for artists and the arts include:

Canadian Artists Representation Le Front Des Artistes Canadiens (CARFAC) -

<http://www.carfac.sk.ca/home>

CARFAC/RAAV standards model - <http://www.carfac.ca/carfac-raav/fee-calculator.php#Summery>

Saskatchewan Arts Alliance - <http://www.artsalliance.sk.ca/>

SaskMusic - <https://www.saskmusic.org/>

Society of Composers, Authors and Music (SOCAN) - <http://www.socan.com/>

Alliance of Canadian Television, and Radio Artists - www.actra.ca

Canadian Federation of Musicians – www.cfmusicians.org

Canadian Media Producers Association – www.cmpa.ca

Saskatchewan Craft Council – www.saskcraftcouncil.org

Saskatchewan Arts Board – www.saskartsboard.com

SaskCulture – www.saskculture.ca

Creative Cities Network Canada – www.creativecity.ca

City of Prince Albert – www.citypa.ca



This document was developed through the Municipal Cultural Action Plan, City of Prince Albert, with consultation from the Prince Albert Arts Board (Civic Arts Policy stewards).

We would like to thank all those that contributed to the development of this guideline.

