

## **Attachment I - Explanation assessment criteria**

This reparation scheme will cover costs in three categories. Costs that have already been reimbursed in any other form in 2021 or 2022 (for instance through the Basic Subsidy, Presentation Subsidy, or through another municipal or other scheme) are not eligible for reimbursement again.

Please note: the examples per category listed below are *indicative*; other costs within the categories are definitely also eligible for reimbursement!

### **Locations for cultural activities**

Most providers of amateur arts use locations owned by third parties for their activities, for which they pay rent. Availability of accessible, appropriate, and affordable locations for rehearsals and classes for example is a concern, because locations often don't (completely) meet the 'new' standards with regards to ventilation, space, and accessibility. This recovery scheme helps ensure that a location or medium can be transformed into a safe space for cultural activities.

Examples:

- Additional rental expenses for an alternative location;
- Costs incurred when purchasing sustainable materials such as fans, CO2 meters, plexiglass screens, dispensers etc.
- Purchase and use of technical materials and tools for online classes, rehearsals, and performances, such as Zoom or Jamulus.

### **Regaining public and digitisation**

A large part of the potential public have found different pastimes during the pandemic and have yet to find their way back to (physical) performances and projects. In order to inform them that your institution or teaching practice is still active, extra marketing tools are required.

The crisis has also stimulated the development of new forms of supply (both physical, hybrid, and digital forms). This requires good facilities and knowledge. The fact that the public has gotten used to digital accessibility must be taken into account.

In order to increase the findability and visibility of the supply, the following costs are examples of costs that are eligible (*indicative!*):

- Costs related to the purchase or hiring of the digital infrastructure for the purpose of livestreams or other forms of digital activities (equipment, licenses, technicians, etc.);
- Costs related to enhancing or developing the provider's website, including possibilities for electronic ticket sales (for physical performances or livestreams);
- Purchasing promotional tools. Examples are, amongst others, a contribution to the costs of participating in the Haags Uit Festival and ad placement (both digital and printed) with The Hague media.

## **Recruitment and retention of members, participants, students**

During the covid pandemic numbers of members, participants and students, especially in group activities (choirs, orchestras, dance troupes, and theatre groups), have declined. A large number of participants in classes, courses, workshops, and informal groups have found other pursuits, which has put pressure on the survival of the supply. Restorative measures are therefore necessary to restore the supply to pre-pandemic levels and to make sure that practitioners find their way back to the providers.

Costs that are eligible for reimbursement are for instance:

- Promotional costs, such as for developing video portraits about/ by the provider;
- Training costs for professionals in art and culture, such as:
  - artistic counsellors or rehearsal directors, benefitting the artistic range of the provider with whom they are affiliated;
  - (music) teachers in various fields, for the purpose of rebuilding their teaching practice, learning to work within a hybrid environment, and/or attending a professional course to improve their own range.
- Artistic coaching of a provider's members, students or participants, for instance through extra group rehearsals, choral education, study or rehearsal days under the direction of the resident artistic leader and/or external coaches.

## **Attachment II - *Boost!* workshops**

If you are participating in this *Boost!* scheme, we are expecting to see you, or another representative of your organisation, at one of the *Boost!* workshops that we will be organising in September and October 2022.

CultuurSchakel is going to empower providers through workshops, training, and customized support. We will involve both our Cultural Activities advisors, as well as external partners and experts.

We will determine the content of the workshops on the applications we receive.

We would especially like to urge providers who are going to focus on regaining their public and using opportunities provided by digitisation to take part in our workshops. Specific and specialized knowledge is required in this case after all.

CultuurSchakel will also provide support and training with respect to the recruitment and retention of members, participants, and students.

What is marketing and how can we use it? What does a good website look like? What is the role and impact of social media for people working in leisure arts and culture? Attend a workshop and be well prepared for the start of your process of recruiting and retaining your public, participants, and members!

Keep an eye out for the announcements in the newsletter *Vrije Tijd* and the posts on our social media.

### Attachment III – Financial overview and cover plan

Below you'll find an example of this document. Please download the Excel file to fill out your financial application. You can download it from our website [www.cultuurschakel.nl/boost](http://www.cultuurschakel.nl/boost)

Financial overview			
This format needs to be uploaded as a PDF file together with the digital application form. Check if everything has good readability. Red rows will be filled in automatically.			
		Name applicant :	
		Requested subsidy (max. € 2.000,-):	€ -
Location costs (rent, purchase of tools, online)			
No.	Description	Estimate	Realisation
1		€ -	€ -
2			
3			
4			
5			
		<b>Subtotal</b>	€ -
Regaining public and digitisation			
No.	Description		
1			
2			
3			
4			
5			
		<b>Subtotal</b>	€ -
Recruitment and retention of members, participants, students			
No.	Description		
1			
2			
3			
4			
5			
		<b>Subtotal</b>	€ -
		<b>Final balance</b>	€ -
<i>Please save this file properly, as you will also need it when submitting the final statement.</i>			