

## ACT Report Notebook

We present reports on a variety of programs—visual art, music, theater, traditional culture, local art projects, symposia and more—organized in areas around Tokyo by Arts Council Tokyo.

**Recommended applications for the Regional Grant: Eligible projects include performances of Noh and Rakugo at Tangible Cultural Property-designated temples, music festivals on the streets and community art festivals**

As one of its projects aimed at enhancing the appeal of arts and culture in Tokyo, Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture) offers a wide range of grant programs to support various artistic and cultural activities. Added to their ranks from FY2023 is a new grant program supporting performances, exhibitions, art projects etc. that leverage cultural assets and resources in the Tokyo area. Says Toru Sakai, a Senior Program Officer in Arts Council Tokyo's Grants Division, "We provide support of up to two million yen. We want people to make proactive use of this." We get the lowdown on the grant from Sakai.

## NEW!!

令和5(2023)年度 アーツカウンシル東京  
地域  
芸術文化活動  
応援助成

活動経費の1/2を助成します!

申請期間予定

第1期	2023年3月24日—4月24日(満期有期)
第2期	2023年6月30日—7月28日(満期有期)
第3期	2023年11月20日—12月20日(満期有期)

助成上限額

[区分1]	上限50万円	[区分2]	上限200万円
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東京都内における音楽、演劇、舞踊、美術、伝統芸能などの地域の芸術文化活動、無形民俗文化財や有形文化財、地域の文化資源を活用した公演、展示、アートプロジェクト等の公開活動が対象となります。

公益財団法人東京都歴史文化財団 アーツカウンシル東京

### Tell us about the Regional Grant.

#### - What kind of support will you provide?

**Sakai:** The Regional Grant provides support for artistic and cultural activities that promote the cultivation and development of distinctive culture in different parts of the Tokyo metropolitan area. We also actively support initiatives designed to pass on the cultural assets and resources of different regions into the future and spread the word about their appeal to a wide audience both inside and outside the regions. Specifically speaking, the grant covers part of the cost of activities by groups involved in artistic and cultural activities in the Tokyo area like arts organizations, NPOs, executive committees and groups that preserve and pass down Intangible Folk Cultural Properties.

#### - Can you tell us how this grant came about?

**Sakai:** One of the strategies in the Tokyo Metropolitan Government's "Future Tokyo" plan is to make full use of Tokyo's many artistic and cultural resources and become the center of the world's art scene. To achieve this, we

need to develop an environment allowing everyone to come into close contact with arts and culture. Given this background, we set up the Regional Grant as a new support program to stimulate and encourage artistic and cultural activities driven by municipalities and local arts and culture-related organizations, and to provide more support for the creation of an environment where people can enjoy local arts and culture in the context of daily life. Additionally, through this grant we aim to revitalize and promote communities and regions by supporting the recovery of local artistic and cultural activities that stalled during the pandemic.

## Recommended application 1: Four types of wide-ranging projects are eligible

### - What sort of projects are applicable?

**Sakai:** Four types of projects are eligible for this grant: those utilizing an Intangible Folk Cultural Property; those utilizing a Tangible Cultural Property (structures) and historical buildings; those that make use of local/regional cultural resources; and those that aim to make local/regional culture appealing. If any of these are applicable to your project or activities, then you can apply. I'll introduce the project criteria for each category and what projects or activities are covered.

### 4つの助成対象事業

- 1 無形民俗文化財活用事業
- 2 有形文化財（建造物）・  
歴史的建造物等活用事業
- 3 地域文化資源活用事業
- 4 地域の文化魅力づくり事業



### Grant eligibility

#### **1. Projects utilizing an Intangible Folk Cultural Property**

This refers to artistic and cultural projects/activities (performances, exhibitions, art projects, etc.) which contribute to the stable preservation of Intangible Folk Cultural Properties in the Tokyo metropolitan area (i.e. those designated, selected, or registered as such by national or local public bodies).

#### **Examples of eligible projects:**

- The staging of traditional performing arts that have been designated as Intangible Folk Cultural Properties of the Tokyo metropolitan area
- The performance of Hayashi musical accompaniment that has been designated as a municipal Intangible Folk Cultural Property (folk entertainment), etc.

#### **2. Projects utilizing a Tangible Cultural Property (structures) and historical buildings**

This refers to artistic and cultural projects/activities (performances, exhibitions, art projects, etc.) which leverage Tangible Cultural Properties (structures), i.e. those designated, selected, or registered as such by national or local public bodies, as well as historical buildings in the Tokyo metropolitan area, and which enhance the appeal and value of these.

#### **Examples of eligible projects:**

- Performances of Noh and Rakugo which make use of temples designated as Tangible Cultural Properties of the state and municipalities
- Art projects and such like which utilize Meiji to Showa-era buildings with cultural heritage status such as town/city halls, banks, schools, etc.

### 3. Projects that make use of local/regional cultural resources

This refers to artistic and cultural activities that uncover specific local/regional cultural resources in the Tokyo metropolitan area and help them take root in the community. It also covers artistic and cultural activities (performances, exhibitions, art projects, etc.) which make use of cultural resources that are already established in the community/region and which preserve and develop them.

#### Examples of eligible projects:

- Art projects aiming to revitalize towns and communities with a focus on local industries that shape the cultural characteristics of the region
- Music festivals aimed at passing on local cultural heritage to the next generation through performance of classical music, and which are aimed at urban/community development and revitalization
- Matsuri festivals and other events/projects aimed at making traditional forms of entertainment like Rakugo and Daikagura popular as part of local arts and culture

### 4. Projects aiming to make local culture appealing

Independent community-based artistic and cultural projects/activities driven by local citizens. This means projects and activities in which any local citizen can take part, and which take root in the area going forward through sustained activity, enhancing the cultural appeal of that community or region.

#### Examples of eligible projects:

- Artistic and cultural projects/activities driven by local citizens
- Festivals and other events in which artists like street performers, dancers, and visual artists work together with large numbers of local people to create distinctive local cultural features and traditions.

\*All projects must be carried out in the Tokyo metropolitan area and must be open/accessible to the public.

\*Summer festivals, Christmas events and other general festivals and events organized by neighborhood and merchants' associations are not eligible for this grant.

## Recommended application 2: Expanding project potential with grants of up to 2 million yen



- I understand there are two application categories for this grant.

**Sakai:** The grant is divided into Category 1 and Category 2 as there is a difference in the maximum grant amount. We ask applicants to choose either Category 1 or Category 2 for all eligible projects or activities. Category 1 projects can receive a grant of 500,000 yen, and those in Category 2 can receive a maximum of 2 million yen (within half of expenses). Category 2 covers projects that enable numerous local citizens (1,000 or more) to have contact with and participate in local arts and culture. We would like to support mid-sized arts and cultural endeavors that will likely aid local revitalization.

- So you have a different approach to the screening of applicants for each category.

**Sakai:** The way we screen applicants as set out below differs for Category 1 and Category 2. In the screening process, for Category 1 (500,000 yen) we place particular importance on considerations (1) to (3), and for

Category 2 (2 million yen) we look at (1) to (5). When you apply, please double check your project is in line with these different considerations.

### **Considerations for applicant screening**

#### **1. The nature of the plan/project**

-The purpose and specific details of the project should be aligned, and the income and expenditure budget and implementation system should be suitable

#### **2. Local aspects**

-Should be projects/activities that promote an environment enabling everyone to have contact with and participate in local arts and culture

-Should be projects/activities that enable people both local and otherwise to recognize and share the value of cultural assets and resources that leverage unique and distinctive features of the community/ region

-Should be projects/activities that contribute to the formation of distinctive local/regional cultural characteristics

#### **3. Projects that can be sustained and passed down**

-Should be sustainable projects/activities that do not end as one-off events/activities

-Should be projects/activities able to pass down the value of local/regional cultural assets and resources to the next generation

#### **4. Partnership potential \*Category 2 only**

-Projects that have built up a wide range of fruitful collaborative and cooperative relationships with groups, organizations, communities, the media, etc. inside and outside the community/region

-Projects that in addition to sponsorships, grants, and in-kind support, have developed systems for cooperation and support in terms of funding

#### **5. Communication potential \*Category 2 only**

-Projects/activities that attract visitors and participants from inside and outside the community/region and which promote the community/region and local tourism

-Projects/activities with good PR plans who are expected to have the ability to mobilize people and communicate project outcomes effectively

\* We will comprehensively review and judge how well these considerations have been satisfied.

\*For Category 2, applicants must have organized/held at least one project/event/activity identical to the project it is applying for, and in the same area/region.

### **Recommended application 3: "I can do this!" An application form that is easy for everyone to understand**

- The application form for the grant program seems rather complicated and difficult....

**Sakai:** This may be one of the factors causing a lot of people to hesitate to apply, even if they want to. The Regional Grant involves separate application forms for Category 1 and Category 2, but for the Category 1 application form we have reduced the number of items that need to be filled in and simplified it so people will think, "I can do this!" I would like to encourage organizations applying for a grant for the first time to give it a try.

- Do you have advice with regards to filing the application?

**Sakai:** You need to make a thorough check that you haven't left anything blank on the application form. I

would even venture to suggest basing the “project purpose and objective” section of the application form on the five screening considerations. How your project or activities affects (benefits) the community and wider society is also important to the application process. We want people to put the “significance” of their artistic and cultural activities into words and convey it in the application form. We look forward to encountering new local and regional arts and culture-related activities!

Please see here for details of the first term FY2023 of the Regional Grant.

<https://www.artscouncil-tokyo.jp/ja/what-we-do/support/grants/regional-grant-program/57174/>

\*In Japanese

\*There is no English version of the application guidelines, application documents, etc. for any of Arts Council Tokyo's grant programs (all in Japanese only).

\*Please fill out and submit the application documents in Japanese.

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Text by Fumie Yokoyama (Tetsugorou Planning)

An editor/writer on the editorial production team, Ms. Yokoyama enjoys learning about new subjects and making new discoveries. An avid cook, she has also been a “weekend farmer” for 15 years.

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