**CORE SUPPORT PROGRAM**

**Applicant**

**Guidelines**

Department of Tourism, Heritage and Culture

**Core Support Program**

**Production & Presentation/Service/Community Cultural Organizations**

**APPLICANT GUIDELINES**

**2022–2025**

**Multi-year Program**

**Application Deadline: March 7, 2022**

New Brunswick arts organizations are essential to the creation, production, distribution and promotion of works of art, cultural events, festivals and cultural products.

Objective

The Core Support program aims to achieve the following:

* strengthen arts organizations in their capacity to produce creative work and to deliver cultural programming throughout the province;
* ensure that cultural programming and services are delivered efficiently and effectively to New Brunswickers.

Program Structure

* **Production/Presentation Organizations:** produce creative work and deliver cultural programming to New Brunswick communities.

To be eligible, organizations must have a primary mandate to create, produce and or/present the work of professional artists.

* + Category A — MEDIUM AND LARGE (annual budget $50,000 or more)
  + Category B — SMALL (annual budget $49,999 or less)
* **Service-based Organizations:** provide coordination, organization, promotion, representation and technical services support (information and training) for professional artists and arts organizations.

To be eligible, organizations must have a primary mandate to support professional artists and arts organizations.

* + Category A — MEDIUM AND LARGE (annual budget $50,000 or more)
  + Category B — SMALL (annual budget $49,999 or less)
* **Community Cultural Centres:** own or manage a building or buildings whose space is dedicated to arts and cultural activities.

To be eligible, the centre must have a primary mandate centered on management of arts and cultural

*cont’d.*

programming within the building or building complex; and receive municipal support (financial, in-kind, infrastructure, administrative support).

* + Category A — MEDIUM AND LARGE (annual budget $50,000 or more)
  + Category B — SMALL (annual budget $49,999 or less)

**All First-time organizations applying to enter the Core Support program must contact a Program Officer by February 4th 2022, to determine if their organization is eligible under this program.**

Applicant Eligibility

Organizations applying under this program must demonstrate the following:

1. They have been in operation for at least two fiscal years.
2. They are incorporated non-profit professional arts organization established in New Brunswick.
3. They have an active board of directors, hold regular board meetings, have established governance structures, and supply annual financial statements.
4. They operate year-round (recognizing that some presenting organizations operate seasonally, the seasonal programing must be understood to be robust in comparison to others operating year-round).
5. They support the work of New Brunswick professional and emerging artists and pay artist and professional fees in keeping with established guidelines.
6. They are not in violation of the Act under which they are incorporated.
7. They pay qualified professional employees at industry standard rates in their designated roles or tasks (i.e. project or program director or coordinator, artistic director, etc.).
8. They have had positive net assets for the two annual fiscal periods immediately prior to application, by providing approved financial statements.

**Note:** Prior to accepting an application, the Department conducts an initial review to ensure the organization meets Applicant Eligibility criteria. Organizations that do not meet all 8 criteria may still be eligible for other forms of support from the Department.

Ineligible Organizations

Organizations are ineligible if they are:

* recreational or commercial organizations;
* municipalities, museums, libraries, churches, multi-cultural associations or organizations whose primary mandate is not arts and culture;
* organizations receiving operational support from other provincial government departments, such as Department of Education and Early Childhood Development, Department of Post-Secondary Education, Training and Labour for example;
* organizations that failed to submit a report on an earlier grant awarded by the Department or that submitted an incomplete report;
* universities, colleges, and municipalities, except university galleries that support the presentation of professional New Brunswick artists;
* large municipal presenting venues;
* capital projects (equipment, renovations, new buildings etc.) and fundraising activities.

Maximum Grant Amounts

* Category A: Medium and Large Organizations No maximum
* Category B: Small Organizations $25,000

**Note:** The Department may revise program guidelines or modify maximum grant amounts without notice based on availability of funds.

Evaluation Criteria

|  |  |
| --- | --- |
| **Production/Presentation Organizations** | |
| Organizational Health | Organizational Health is evaluated based on the organization’s:   * strength and stability of management. This will be determined by financial stability, revenue diversification, and human resource information; * ability to act on its mandate, strategic plan, and/or artistic vision; * partnerships with key sectors and communities to achieve its artistic and fiscal goals. |
| Program Excellence | Program Excellence is evaluated based on the organization’s:   * overall impact to advance the arts and educate communities. This will be determined by the quality of the programs, the way that programs are planned and evaluated, as well as levels of attendance/participation; * commitment to creating, producing, and/or presenting the works of professional artists; * measurement of impact and success of its programs; * ability to meet the needs of its sector; * inclusion practices with regards to programming and diversity of Board of Directors; * demonstrated artistic leadership and/or engagement with communities; * ability to adapt/pivot programming in the face of unprecedented challenges, such as Covid-19. |
| Audience and Outreach | Audience and Outreach is evaluated based on the organization’s:   * meaningful engagement with target audiences; * quality of web presence and interaction, including regularly updated social media channels and websites, and use of web metrics; * efforts to improve access, increase inclusivity and engage under-served segments of society; * consistent judgment of the value of diversifying target audience(s) through research, evaluation, and strategic partnerships; * contributions to the education and/or social development of its audiences and communities. |
| Category A Only: *Status of the Artist Report* Alignment | *Status of the Artist Report* Alignment is evaluated based on the organization’s:   * efforts to align programming or services with the objectives and recommendations in New Brunswick’s[*Report of the Premier’s Task Force on the Status of the Artist*](https://www2.gnb.ca/content/dam/gnb/Departments/thc-tpc/pdf/Culture/Statusofthertist-statutdeartiste/Report-status-of-the-artist.pdf)Status of the Artist Reportthat supports the advancement of the socio-economic status of professional artists*.* |
| **Arts Service Organizations** | |
| Organizational Health | Organizational Health is evaluated based on the organization’s:   * strength and stability of management. This will be determined by financial stability, revenue diversification, and human resource information; * ability to act on its mandate, strategic plan, and/or artistic vision; * partnerships with key sectors and communities to achieve its programming and fiscal goals. |
| Quality of Services | Quality of Services is evaluated based on the organization’s:   * ability to enhance the conditions for artists (e.g. advocates on behalf of artists, contributes to community understanding of the role of artists and the arts); * support of professional artists and arts organizations in recognizable and meaningful ways; * measurable impact and success of its programs; * quality of web presence and interaction, including regularly updated social media channels and websites, and use of web metrics; * ability to adapt/pivot services in the face of unprecedented challenges such as Covid-19. |
| Membership Development | Membership Development is evaluated based on the organization’s:   * value of services offered to its members; * responsible management of membership, including recruitment, regular and prompt communications, useful database management and high membership retention; * professional development and networking opportunities provided to staff, board, membership or stakeholders; * inclusion of membership in the development of its programs; * ability to address relevant/emerging issues and challenges that face its membership. |
| Category A Only: *Status of the Artist Report* Alignment | *Status of the Artist Report* Alignment is evaluated based on the organization’s:   * efforts to align programming or services with the objectives and recommendations in New Brunswick’s[*Report of the Premier’s Task Force on the Status of the Artist*](https://www2.gnb.ca/content/dam/gnb/Departments/thc-tpc/pdf/Culture/Statusofthertist-statutdeartiste/Report-status-of-the-artist.pdf)that supports the advancement of the socio-economic status of professional artists*.* |
| **Community Cultural Centres** | |
| Organizational Health | Organizational Health is evaluated based on the organization’s:   * strength and stability of management. This will be determined by financial stability, revenue diversification, and human resource information; * ability to act on its mandate, strategic plan, and/or artistic vision; * partnerships with key sectors and communities to achieve its programming and fiscal goals. |
| Program Excellence | Program Excellence is evaluated based on the organization’s:   * overall impact to advance the arts and educate communities. This will be determined by the quality of the programs, the way that programs are planned and evaluated, as well as levels of community participation; * commitment to the inclusion of professional artists in its community programming; * measurement of impact and success of its programs; * ability to meet the needs of its community; * inclusion practices with regards to programming and diversity of Board of Directors; * ability to adapt/pivot programming in the face of unprecedented challenges, such as Covid-19. |
| Audience and Outreach | Audience and Outreach is evaluated based on the organization’s:   * meaningful engagement with target audiences; * quality of web presence and interaction, including regularly updated social   media channels and websites, and use of web metrics;   * efforts to improve access, increase inclusivity and engage under-served segments of society; * consistent judgment of the value of diversifying target audience(s) through research, evaluation, and strategic partnerships; * contributions to the education and/or social development of its audiences and communities. |
| Category A Only: *Status of the Artist Report* Alignment | *Status of the Artist Report* Alignment is evaluated based on the organization’s:   * efforts to align programming or services with the objectives and recommendations in New Brunswick’s [*Report of the Premier’s Task Force on the Status of the Artist*](https://www2.gnb.ca/content/dam/gnb/Departments/thc-tpc/pdf/Culture/Statusofthertist-statutdeartiste/Report-status-of-the-artist.pdf)that supports the advancement of the socio-economic status of professional artists*.* |

**Note:** Applications are evaluated by an independent jury of arts and culture professionals. Juror selection aims for fair representation of expertise, knowledge of the arts sector, regional diversity, language and culture.

CADAC Requirements

The Department is a partner organization of Canadian Arts Data / Données sur les arts au Canada (CADAC). All organizations applying for core support are required to register on the CADAC website, and complete the financial and statistical forms: <https://www.thecadac.ca/login.aspx>.

**Note:** CADAC forms include lines that are not applicable to all organizations. Include estimates where needed.

Organizations applying for core funding are required to submit:

* most recent audited financial statement;
* actuals or projections for financial and statistical information for 2020-21;
* financial and statistical projections for years 2021–2022, 2022–2023, 2023–2024 and 2024–2025.

Once completed, the Department will access the financial and statistical information with the CADAC ID code provided. Online information is confidential and will only be accessible to the Department staff and jurors.

Electronic Applications Process

Applications, and all required supporting material, must be sent electronically by email to [culture@gnb.ca](mailto:culture@gnb.ca) or a Dropbox link to [culture@gnb.ca](mailto:culture@gnb.ca).

**Applications and submissions of supplementary information received after the deadline will NOT be accepted.**

**Note:** The government’s email system has a limit of **9MB** for any attachments. Anything larger will not be delivered. Our email system will automatically send you an acknowledgement of receipt but that should not be interpreted as all of the information/attachments having been received. When in doubt, please contact our Administrative Assistant at (506) 453-2555.

Notification of Results

Organizations can expect to be notified of the results in May 2022.

If awarded a grant, the name of the recipient, its community, and the grant amount will be published by the Department on the Government of New Brunswick web site and in the Department’s Annual Report.

Additional Information

Please note:

* applicants must keep the guidelines and a copy of their application form for their records;
* the Department is subject to the Right to Information Act and the Protection of Personal Information Act;
* the guidelines for this component may be modified by the Department without notice and will apply to all applications submitted;
* successful applicants must acknowledge the support of the Government of New Brunswick in all promotional material associated with the grant.

Contact Information

For assistance please contact a Program Officer with the Arts and Culture Branch, in the Department of Tourism, Heritage and Culture.

Email: [culture@gnb.ca](mailto:culture@gnb.ca)

Phone: (506) 453-2555

Website: [www.gnb.ca/culture](http://www.gnb.ca/culture)