



STRATEGIC INITIATIVES FUND (2023-2024) DIGITAL COMPONENT

GUIDELINES

Applications must be emailed to culture@gnb.ca

There is no deadline for this program.

Projects should take place between April 1, 2023 and March 31, 2024.

The Strategic Initiatives Fund – Digital Component aims to assist arts organizations and cultural businesses or entrepreneurs who wish to undertake projects or initiatives that help promote or showcase their offerings using digital means and/or approaches.

OBJECTIVES

- Enhance digital knowledge, skills, and capacity;
- Improve access, engagement, and participation in the arts through digital means;
- Support the exploration, development, implementation, or optimization of existing digital initiatives;
- Support digital projects that provide visibility and export opportunity for New Brunswick's professional arts and culture sector.

GRANT DESCRIPTION

This program provides funding in the form of a grant of up to 50% of the project's total cost to a **maximum of \$25,000** per year.

Note: Projects funded by this Program are ineligible for a second grant for the same project through a different Arts and Culture Branch Program in the same fiscal year.

ELIGIBILITY

Eligible applicants would include (but not limited to):

- Non-profit arts and cultural organizations legally incorporated in New Brunswick;
- Cultural Industry for-profit businesses legally registered in NB, (craft entrepreneurs, commercial galleries etc.);
- Municipalities with a cultural policy;
- First Nations groups.

ELIGIBLE PROJECTS

Eligible activities would include those that:

- Explore or implement new initiatives to improve digital discoverability and access to the arts (i.e. digital marketing, etc.);
- Create or update an existing website/platform that presents and encourages interaction with audiences and/or facilitates purchases;
- Foster the development of an artistic project with a strong digital component (i.e. use of new technologies such as augmented or virtual reality, etc.);
- Reinforce, optimize, or scale up existing digital initiatives to ensure their long-term viability;
- Access professional development opportunities to improve digital practices.

INELIGIBLE PROJECTS

- Recurring projects for more than three years (not necessarily consecutive);
- Activities funded under the [Core Support Program](#);
- Eligible projects for the [Film, Television & New Media Support Program](#).

EVALUATION CRITERIA

All applications being considered for funding under the Digital component will be evaluated based on the following:

- Relevance and feasibility of the project;
- Clear objectives and measurable outcomes;
- Strategic merit and value for the investment;
- Funding available to applicants from other programs/sources.

ACKNOWLEDGEMENT OF SUPPORT

Grant recipients must acknowledge the financial support of Arts Culture NB in all promotional material produced for the project for which a grant was received.

Logos can be downloaded here: www.gnb.ca/culture

Grant recipients are also encouraged to promote the project on social media by tagging us and/or using hashtag #ArtsCultureNB.

REPORTING

Grant recipients must submit a final report via email to culture@gnb.ca within **60 days following the completion of the project of the end of the fiscal year, whichever comes first**. Future grant disbursements will be withheld pending receipt and acceptance of overdue final reports. The report template is available on the [program's webpage](#).

ADDITIONAL INFORMATION

- The Department of Tourism, Heritage and Culture must be notified immediately of any change in the initial project or budget for which an application was submitted.
- In the case of disagreement concerning the interpretation of policies and programs, the Department reserves the right to final interpretation of the intent and implementation of a program.
- The Department reserves the right to revise programs at any time without notice.

- An organization may present only one funding application per year under this component.
- The Department of Tourism, Heritage and Culture is subject to the *Right to Information and Protection of Privacy Act*.

CONTACT INFORMATION

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