



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

STRATEGIC INITIATIVES FUND (2022-2023) EXPORT COMPONENT

GUIDELINES

Applications must be emailed to culture@gnb.ca

There is no deadline for this program.

Projects should take place between April 1, 2022 and March 31, 2023.

The Strategic Initiatives Fund – Export Component aims to assist arts organizations and cultural businesses or entrepreneurs who wish to enhance their exposure outside New Brunswick, undertake artistic exploration or exchanges with international partners, and nurture new and existing art markets in a global context.

OBJECTIVES

- Promote the development of the New Brunswick arts and culture sector through professional development opportunities, industry events, brand development and market preparedness;
- Ensure organizations and cultural industry business employees have the skills, capacity and tools to succeed in a global environment;
- Enable organizations and cultural industry businesses to develop new domestic and international markets, raising visibility and economic sustainability;
- Support projects that provide export opportunities 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 \$10,000** per year for projects within the Atlantic Provinces (regional level) or a **maximum of \$25,000** for projects outside the Atlantic Provinces (national and international levels).

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:

- Educational and mentorship opportunities and workshops;
- Cultural exchanges with other provinces or countries;
- Industry events and conferences;
- Participation in trade shows and missions;
- Market preparation (research/development and exploration);
- Promotional material development;
- Presentation or touring of artists, exhibitions, or artistic works to one or more locations outside New Brunswick.

INELIGIBLE PROJECTS

- Recurring projects for more than three years (not necessarily consecutive);
- Activities funded under the [Core Support Program](#);
- Strategic projects eligible through the [New Brunswick/Quebec Cultural Cooperation Program](#);
- Eligible projects for Music NB's [ExportNB Program](#);
- Eligible projects for the [Film, Television & New Media Support Program](#);
- Eligible projects for the [Fine Craft Industry Development Program](#).

EVALUATION CRITERIA

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

- How well the proposal meets the program criteria and [Cultural Policy](#) objectives;
- Clear objectives and measurable outcomes;
- Strategic merit and value for the investment.

ACKNOWLEDGEMENT OF SUPPORT

Grant recipients must acknowledge the financial support of the Government of New Brunswick in all promotional material produced for the project for which a grant was received. Provincial logos can be downloaded [HERE](#).

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@qnb.ca within **60 days following the completion of the project or by end of 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

For program information, please contact:

Arts and Culture Branch
Department of Tourism, Heritage, and Culture
P.O. Box 6000
Fredericton, N.B.
E3B 5H1

Telephone: (506) 453-2555

Email: culture@gnb.ca

Website: www.gnb.ca/culture