



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

STRATEGIC INITIATIVES FUND (2022-2023) STRATEGIC GROWTH AND DEVELOPMENT 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 – Strategic Growth & Development Component aims to assist arts and culture organizations and cultural industries with initiatives that enhance growth, professionalism, and sustainable contributions to the cultural sector.

OBJECTIVES

- Encourage cultural and artistic projects that contribute to the visibility, vitality and professionalism of the province's arts and culture sector as outlined in the [Cultural Policy](#);
- Strengthen the professionalism of New Brunswick's arts and cultural sector through projects that mobilize multiple partners and provide increased creative, economic and/or professional benefits for professional artists and cultural producers.

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 \$50,000** 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:

- Stimulate growth and long-term sustainability, or that demonstrate a positive economic impact on the arts and culture sector in NB. These outcomes must be specific and measurable.
- Help the applicant access new sources of revenues from Federal programs, the private sector, foundations, etc.
- Include new programming and/or services relevant to the community;
- Foster strategic plans that help the organization attain greater professionalism;
- Improve staff and/or board performance and skills.

INELIGIBLE PROJECTS

- Recurring projects for more than three years (not necessarily consecutive);
- Activities funded under the [Core Support Program](#);
- Eligible projects for Music NB's [Music Industry Development Program](#);

EVALUATION CRITERIA

All applications being considered for funding under the Strategic Growth & Development 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;
- Available funding;
- Funding available to applicants from other programs/sources.

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

For program information, please contact:

Arts and Culture Branch
Department of Tourism, Heritage, and Culture
P.O. Box 6000
Fredericton, N.B.
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Email: culture@gnb.ca

Website: www.gnb.ca/culture