



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

ARTS IN COMMUNITIES PROJECT GRANT PROGRAM FOR ORGANIZATIONS 2021-2022

GUIDELINES

*** Applications must be emailed to culture@gnb.ca ***

There is no deadline for this program. Please submit an application at least three weeks prior to the start of your project. Projects should take place between April 1, 2021 and March 31, 2022.

FOR NON-PROFIT ORGANIZATIONS, MUNICIPALITIES and FIRST NATIONS COMMUNITIES

First time applicants are encouraged to contact the Arts, Culture and Commemorations Branch to discuss eligibility and application requirements: culture@gnb.ca (506) 453-2555.

The Arts in Communities (AIC) Program is intended for new, emerging and established arts and cultural organizations and arts festivals that strengthen New Brunswick communities artistically, culturally and economically through vibrant arts and cultural activities. The AIC Program supports specific arts-based projects and initiatives that leverage partnerships with other arts organizations (where applicable), which involve the public, and which engage professional artists (can include emerging professionals and traditional knowledge-based practices – for full definition, please click [HERE](#)).

Category A: First Time Applicants

Eligible non-profit organizations which have been in existence for less than 12 months OR have never received project funding from THC. Projects should be arts-focused, engage a professional artist and a community.

Category B: Established Organizations & Projects

Established community arts and cultural organizations that have previously received AIC funding . Projects should be arts-focused, engage a professional artist and a community.

Eligible activities in Categories A & B might include (but not limited to):

- ✓ Cultural mediation projects whereby professional artists mobilise the community to participate in a collective art or creation project;
- ✓ A performance, performance series or one-day event that includes public engagement;
- ✓ A workshop or series of workshops with a professional artist or arts organization (such as a dance company, a songwriter, a filmmaker etc.) with a public presentation component;
- ✓ Projects that include opportunities for the public to learn from professional artists through talks, demonstrations, artists' panels, etc.

Category C: Established Arts & Culture Festivals and Gatherings

Arts and multi-disciplinary festivals and gatherings whose primary mandate and presentations are in the arts. Festivals should:

- Feature the work of professional artists and/or emerging New Brunswick artists;
- Demonstrate a coherent artistic vision or theme;
- Incorporate presentations/performances/events for more than one day and take place in a concentrated area.

Eligible activities in Category C might include (but not limited to):

- ✓ Dance, music, theatre, visual arts, craft, and multidisciplinary multi-day festivals;
- ✓ Annual cultural events and gatherings, such as a First Nation communities Pow Wow and summer festivals.

***NEW* INNOVATION INCENTIVE GRANT : Major Festivals and Gatherings Only**

Category C applicants with an average of 2,000+ attendees may apply for the NEW Innovation Incentive Grant for an additional \$5,000. Innovation Incentive Grants are not guaranteed, and this amount will only be provided if the applicant receives a Category C grant. More information on Page 6.

- **Festivals with 1 previous edition:** previous edition attendees: _____
- **Festivals with 2+ previous editions:**
(# of attendees two editions ago _____ + # of attendees last edition _____) divided by 2 = _____ average total attendees.
- If your festival has an average of 1,999 or fewer attendees, you are considered a Community Festival. If you have an average of 2,000 or more, you are considered a Major Festival.

GENERAL ELIGIBILITY CRITERIA

Eligible Organizations:

- ✓ **Non-profit arts and cultural organizations legally incorporated in New Brunswick;**
- ✓ **First Nations communities and affiliated non-profit organizations;**
- ✓ **Municipalities with a cultural policy; and**
- ✓ **Multi-cultural associations.**
- And whose primary mandate is to encourage, promote, present, organize, or develop arts and culture activities in the community. For multi-cultural associations, only the artistic content of the activity will be considered for funding.
- Must demonstrate significant community involvement in the event or activity or demonstrate outreach efforts to secure a public audience.

INELIGIBLE

- Organizations currently receiving Core Funding from the Department of Tourism, Heritage and Culture;
- For-profit organizations, and foundations;

- Organizations and festivals whose primary mandate is NOT artistic or cultural in nature and/or which does not include a professional arts component;
- One-day festivals;
- Schools, universities, hospitals;
- Recreational or religious organizations;
- Community arts groups that do not engage professional artists (community choirs, theatre or dance groups, etc.), community festivals (e.g. Salmon Festival, Old Home Week) and private art schools. Note: Community festivals may be eligible for Regional Development Corporation (RDC) grants.
- Projects receiving funding from other GNB programs.

MAXIMUM GRANT AMOUNTS

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| • Category A: First Time Applicant | \$2,500 |
| • Category B: Established Organizations & Projects | \$7,000 |
| • Category C: Established Arts Festivals | \$10,000 |
| • Major Festivals: NEW Innovation Incentive Grant | \$5,000 |
- Grant awards will be based on project merit against the criteria, on the number of applicants, and on the amount of funds available.
 - It is important to note that grants will not necessarily be awarded at the full amount requested. Applicants who previously received support through this program should base their requests on their previous levels of support or on realistic levels of growth.

ELIGIBLE COSTS

- Coordination costs (salaries and administrative costs), travel, and other related expenses.
- Production and programming costs, such as artist fees, travel, and accommodation, venue and equipment rental, costumes, sets, security, insurance and other production/presentation-related expenses.
- Marketing costs including design, media buys, programs, posters, other advertising, print and digital media.

INELIGIBLE COSTS

- Infrastructure expenses, non-arts related activities or fundraising initiatives.
- Art exhibitions and workshops that do not incorporate a component that actively engages the public. E.g. which do NOT offer panel discussions, artist talks, etc.
- Related events held outside the primary arts event.

EVALUATION CRITERIA

The AIC Program's objectives align with the *Renewed Cultural Policy for New Brunswick*. Namely to:

- Encourage greater levels of artistic creativity in cultural programming in all New Brunswick communities;
- Increase awareness of, access to, and participation in arts activities in New Brunswick;
- Provide opportunities for the public of all ages and various backgrounds to enjoy and learn about the arts;

- Encourage partnerships between arts and cultural organizations and other sectors;
- Support innovative cultural activities in traditional or non-traditional venues;
- Provide more employment opportunities for New Brunswick professional artists;
- Attract visitors, enhance the creative economy in New Brunswick, and contribute to development of the cultural tourism sector.

General evaluation criteria – ALL APPLICANTS (Categories A, B & C)	
1.	Description and artistic merit of the project, including how the project meets the AIC Program's objectives.
2.	The quality of the project's marketing and promotional strategy, including how the project will reach the target market and attract new audiences to the event.
3.	The nature of the participation of professional and/or emerging artists in the project. Events must include professional arts component or that partner with a professional arts organization.
4.	If recurring application, demonstrated success of past projects or editions.
5.	The description and profile of applicant organization and past performance.
6.	The profile, role and quality of partners and key collaborators.
7.	Budget presentation and financial viability. The diversity of the revenue streams, including anticipated grants/contributions from all partners and funders for the project, as well as expected fundraising and self-generated revenues.
8.	Completeness of application.
Additional evaluation criteria – Category C applicants only	
9.	Level of artistic strength and/or coherent artistic vision or theme demonstrated in the programming.
10.	Formal educational component(s) of the festival.
11.	Survey the provincial event's calendar for other festivals of a similar genre, date, geographical region or performers.

Note:

- Projects that include ONLY non-professional artists or amateur artists or arts groups will not be given consideration. For a definition of a professional artist, please click [HERE](#).
- Proposed projects must ensure all physical distancing, self-isolation directives and COVID-19 [regulations](#) in place by the Province of New Brunswick are respected. Projects or initiatives not adhering to these regulations will not be considered. Clients should keep in mind that the above directives may change. The client is responsible for adapting to changes in directives as they occur. In these challenging times, we encourage clients to utilize digital resources and think outside the box when proposing projects.
- Literary arts festivals should apply under the [Literary Promotion Grant Program](#).
- First-time applicant First Nations communities and organizations may supply a letter of support from Band Administration/Chief and Council instead of Board members and incorporation letters.
- Recurring festivals and gatherings hosted by an organization which receives funding through the Department's Core Support Program must now include these as part of their Core Support application.
- Organizations applying under this program are not eligible for funding under any other programs of the Arts and Cultural Industries Branch for the same project, with the exception of the [New](#)

[Brunswick/Québec Cultural Cooperation Agreement Program](#), which may provide support for visiting artists from Québec.

- Presenting organizations may apply under the [Arts Touring and Presenting Grant Program](#) for a different program or event.
- Projects must conclude no later than March 31st in the fiscal year in which funding was received.

ACKNOWLEDGEMENT

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](#).

REPORTING

Grant recipients must submit a [final report](#) via email to culture@gnb.ca within [60 days following the completion of the project](#).

As the Department collects data to measure the performance of its investments in arts and culture, it is incumbent on grant recipients to file reports as expeditiously as possible. Future grant disbursements will be withheld pending receipt and acceptance of overdue final reports. The report template is available on the Department's website.

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 program, regardless whether it is accepted or not.
- The Department of Tourism, Heritage and Culture is subject to the Right to Information and Protection of Privacy Act.

INNOVATION INCENTIVE GRANT 2021-22

FOR MAJOR FESTIVALS

GUIDELINES

This is an optional grant addendum open to Major Festivals (2K+ attendees) only who are submitting applications to the 2021-22 AIC Category C component. Major Festivals are only eligible for this grant if they receive a grant through Category C. You are encouraged to contact Arts, Culture and Commemorations to discuss your project idea.

Innovative Incentive Grant:



- As a major festival, we recognize the significant contributions you make to NB. Now, we want to invite you to dream big! What unique project would you embark upon if you had some extra funding?
- How would you push the envelope through innovation and collaboration to take arts & culture programming to the next level?
- We want to help you lead the way to a brighter future for the arts & culture sector.

Designed to support major festival innovation projects to:



- Present satellite events to rural, under-served communities or non-traditional spaces;
- Partner with another NB major or community festival to co-present content;
- Significantly showcase NB arts & culture products;
- Establish green initiatives;
- Incorporate significant digital elements or new media;
- Improve accessibility (wheelchair accessibility, subtitles, sign language etc.); or
- Strategically innovate in a way that is right for your festival!

Maximum Grant Amount:



- **Major Festivals** (2K+ attendees): 75% of innovation project budget up to a maximum of \$5,000.
- This grant is in addition to the main Festivals Program grant.
- Grants are based on project merit against the evaluation priorities, the number of applicants received and the amount of available funds.
- Note that grants will not necessarily be awarded at the full amount requested.

If you Receive a Grant:



- Submit a final report using the official Innovation Incentive final report form via email to culture@gnb.ca within 60 days following the completion of the project.
- Acknowledge the financial support of GNB in all promotional material produced for the project. Provincial logos can be downloaded [here](#).
- Note that future grants may be withheld if a final report is not received or is overdue.
- Initiatives must ensure all physical distancing, self-isolation directives and COVID-19 regulations in place by the Province of New Brunswick are respected. Projects or initiatives not adhering to these regulations will not be considered. Clients should keep in mind that the above directives may change. The client is responsible for adapting to changes in directives as they occur.

Questions?



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