



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

**FINE CRAFT INDUSTRY DEVELOPMENT 2023-24
APPLICATION**

STEPS FOR SUBMISSION

1. Read through the [Guidelines Document](#) to review eligibility and submission guidelines.
2. Complete this application form and budget.
3. Submit all materials to culture@gnb.ca. Note: the GNB email system has a 9MB limit.

PART 1 OF 5 – CONTACT INFORMATION

Name of artisan/business: _____

Medium(s): _____

Project title: _____ (e.g. Participation in X event)

Proposed project dates (start/end): _____

Artisan/business address: _____

Contact person telephone: _____

Contact person email: _____

Website: _____ Social media: _____

PART 2 OF 5 – SPECIFIC PROJECT INFORMATION

Total Project Budget: \$

Grant Requested: \$

Grant requested must not exceed 50% of total eligible expenditures.

We strongly encourage applicants to apply for direct deposit with the Province to prevent any potential delays which might result from mailing out of cheques.

Component A or B (check only one per application and answer all related questions):

A: Professional Development (virtual or in-person educational & mentorship opportunities, workshops)

B: Market Development (virtual or in-person trade shows, market preparation, promotional material)

IF APPLICABLE:

Activity/Workshop Organizer: _____

Name of host event: _____ Website: _____

Event contact person: _____ Title: _____

Event contact person telephone: _____ Email: _____

Event address or online platform/link: _____

Total # of travel days (if applicable): _____ Number of participants: _____

1. Please list the names of the person(s) participating in the activity/event and their function within the organization/company:

Participants:

Name	Title/Role
_____	_____
_____	_____
_____	_____

PART 3 OF 5 – PROPOSAL OUTLINE

NOTE: PLEASE ONLY RESPOND TO THE QUESTIONS RELATED TO THE COMPONENT YOU SELECTED ABOVE.

A. Professional Development

1. Briefly describe the initiative and the expected strategic benefits to the applicant, emphasizing how the initiative responds to a specific current need and will help professionalize the applicant and build skills.
2. If you are working with a mentor, please identify the mentor and their expertise/credentials.
3. If applicable, please outline the specific workshops and/or specific networking or mentorship activities the applicant will undertake and how these are strategic to the applicant's career development.
4. Describe how you will measure/evaluate the success of the project. Examples include (but are not limited to):
 - a. Total funding leveraged from other sources other than the Arts & Culture Branch;
 - b. Number of strategic/beneficial contacts developed;
 - c. Direct and indirect financial impact as a result of the initiative;
 - d. Professional development benefits as a result of this initiative.

5. Provide a detailed, balanced budget showing total expected expenses and revenues (funds and in-kind) from all sources, including the applicant's. Please use the budget table provided in Part 4 of this form as a guide.

B. Market Development

1. Briefly describe the initiative and the expected strategic benefits to the applicant, emphasizing goals and objectives related to sales and marketing.
2. Please describe how this activity will develop the applicant's market – which markets are being targeted? Indicate how these markets are strategic for the applicant's development.
3. **If participating in a virtual or in-person trade show, exporting or wholesaling a product**, provide a brief description of the product line and the infrastructure component.
 - a. Who is the maker of the work/product line?
 - b. List the tariff classification codes for your specific product (if exporting outside of Canada).
 - c. If applicable, outline the labelling requirements for your product line;
 - d. If applicable, describe how your product is normally shipped domestically and internationally. Where applicable, what are the brokering and customs considerations?
 - e. Is the product line also sold through a representative? If so, please describe.
4. Briefly describe the promotional component of your project. Please mention if you are working with a booking agent, publicist or outside promoter. Please describe (if applicable):
 - a. The types of promotional materials to be created or the promotion strategy. Please indicate if you are working with an industry professional to develop or market the material (list the company).
 - b. Any ads in the show guide you will be purchasing to promote the product;
 - c. Your strategy for advanced research and setting up meetings, including follow ups after the event(s);
 - d. The digital marketing component, if applicable (website/social media). Please include social media metrics (number of followers, likes etc.) and the expected reach of advertising.
5. Describe how you will measure/evaluate the success of the project. Examples include (but are not limited to):
 - a. Total wholesale sales taken at the show and expected after the show (follow up with contacts after 6 months);
 - b. Total funding leveraged from other sources;
 - c. Number of strategic/beneficial contacts developed;
 - d. Direct and indirect financial impact as a result of the initiative;
 - e. Audience development/new markets accessed as a result of the initiative.
6. Provide a detailed, balanced budget showing total expected expenses and revenues (funds and in-kind) from all sources, including the applicant's. Please use the budget table provided in Part 4 of this form as a guide.

PART 4 OF 5 – PROJECT BUDGET

NOTE: PLEASE INPUT NUMBERS INTO THE BUDGET TEMPLATE BELOW. YOUR EXPENDITURES AND REVENUES SHOULD BALANCE. REVENUE PROJECTIONS MUST INCLUDE THE AMOUNT OF THE GRANT REQUESTED. PER DIEM ITEMS DO NOT REQUIRE RECEIPTS AND ARE CALCULATED AS DESCRIBED BELOW.

PROJECTED EXPENDITURES	\$
Travel Related Expenses	
➤ Public transportation (including vehicle rentals + gas) (receipt required)	
➤ Own transportation (Per Diem @ .41 cents per km)	
➤ Lodging (receipt required) or Billeting (Per diem @ \$25/person/night)	
➤ Meals (Per Diem @ \$46/person/day)	
➤ Parking and tolls (receipt required)	
➤ Local transportation e.g. taxis, shuttles (receipt required)	
➤ Shipping of product/booth: (receipt required)	
➤ Other (specify and must be pre-approved – receipt required):	
Other Project Expenses	
➤ Registration fees (receipt required)	
➤ Professional service fees (where applicable - invoice required)	
➤ Expense Item # 1 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 2 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 3 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 4 (specify and must be pre-approved – receipt required):	
Total expenditures (Must equal revenues)	\$
PROJECTED REVENUES	\$
Applicant Contributions	
➤ Applicant Investment:	
➤ Other (specify):	
Public Revenues	
➤ Atlantic Craft Alliance (where applicable) (specify):	
➤ Federal grant (specify):	
➤ Provincial grant (this component)	
➤ Provincial grant other than this program (specify):	
➤ Municipal grant (specify):	
➤ Other (specify):	
Private Revenue	
➤ Repayable loan(s) (specify):	
➤ Other (specify):	
Total Revenues (Must equal total expenditures)	\$
Grant Requested (please record this amount on page 1 as well)	\$
NOTE: THE GRANT REQUESTED MUST NOT EXCEED 50% OF THE TOTAL ELIGIBLE EXPENDITURES.	

Grant awards will be based on project merit against the criteria, on the number of applicants, and on the amount of funds available. To manage applicant expectations, the Department emphasizes that grants will not necessarily be awarded at the full amount requested. Not all eligible applicants will receive a grant.

A final report is due 30 days after conclusion of the initiative. Please refer to the Final Report form on the department website as a guide and be sure to provide all the required information.

Please note that failure to provide a final report will result in your organization/business being disqualified from receiving future grants from the Arts & Culture Branch.

PART 5 OF 5 – DECLARATION

I hereby agree to provide all requested information as well as any other supporting documents needed to evaluate this application. I understand that my application may be disqualified if it is incomplete.

I agree to ensure to the best of my ability that any physical distancing, self-isolation directives and [COVID-19 regulations in place](#) by the Province of New Brunswick will be respected should my project receive funding from the Province.

I recognize that applications are approved subject to availability of funds and that, beyond the provision of a grant, the Province of New Brunswick has no further commitment to the applicant. The Province will not be held responsible for the completion of an activity.

I agree to acknowledge the financial participation of the Province of New Brunswick in all publicity related to the activities of the proposed project. Most current provincial logos can be downloaded [HERE](#).

I agree that my project should be completed by March 31st of the current fiscal year and that a final report will be submitted to the Department after the project is completed.

I certify that this organization is incorporated in New Brunswick, that I have signing authority for the above-named organization, that the Board of Directors has reviewed and approved this application and that, to the best of my knowledge, the information provided with this application is accurate and complete.

I hereby acknowledge and agree that, if awarded a grant, the name of the grant recipient, the recipient's community, the program name, and the amount of the grant, will be published by the Department of Tourism, Heritage and Culture on the Government of New Brunswick website and in the Department's Annual Report.

Name : _____ Position / Title : _____

Signature : _____ Date : _____

**PLEASE SEND THIS FORM, AS WELL AS YOUR APPLICATION DOCUMENTATION, VIA EMAIL TO:
culture@gnb.ca.**