



DEPARTMENT OF TOURISM, HERITAGE AND CULTURE

FINE CRAFT INDUSTRY DEVELOPMENT 2023-24 GUIDELINES

Applications must be emailed to culture@gnb.ca

Program Objectives:

- Promote the development and growth of the New Brunswick fine craft industry through assisting professional artists and industry professionals with costs associated with professional development opportunities, attending in-person and virtual industry events, brand development and market preparedness;
- Ensure fine craft industry entrepreneurs have the skills, capacity and tools to succeed in a global environment;
- Encourage the continuous career development of both emerging and senior artisans as well as advance the sector as a whole.
- Increase opportunities to develop and access new domestic and international markets.

There are two tracks in the Fine Craft Industry Development program. Applicants can apply to one track only.

A: Professional Development
B: Market Development

Applicant Eligibility:

- a) be a **fine craft industry entrepreneur** and have maintained a principal residence in New Brunswick for income tax purposes for at least 12 consecutive months prior to the date of application to the Program;
- b) demonstrate that they are actively developing their career path and that their project will contribute in achieving this end;
- c) demonstrate that they have the ability to carry out the proposed activities and achieve the desired results.

Note: Government Departments, public agencies or other public institutions are not eligible to submit applications to this Program.

Project Eligibility:

- **Proposed projects must ensure any 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 be ready to adapt projects as necessary.
- Projects should end no later than March 31 in the fiscal year in which funding was received.

- Please discuss the project with a Program Officer before submitting an application at culture@gnb.ca or 506-453- 2555.

Professional Development Projects might include (but are not limited to):

- Opportunities to attend virtual or in-person workshops and/or professional development activities which will further professionalize the applicant;
- Opportunities to be mentored by an industry-recognized artisan in a related discipline. Preferably, this opportunity should be extended to include other fine craft industry entrepreneurs in the same discipline to maximize the benefits.

Market Development Projects might include (but are not limited to):

- Strategic opportunities to wholesale in new strategic domestic and international markets;
- Initiatives that will assist in identifying and preparing to access strategic new markets and to help the applicant further develop their brand and image (product catalogs, banners, publication ads, website and other digital initiatives).

Funding Context

Although an applicant may meet all of the eligibility criteria set out in the program, financial assistance is not guaranteed. Financial assistance may also be less than the amount requested.

Applicants may apply more than once in the course of a fiscal year (April 1 – March 31) to the Fine Craft Industry Development program in either or both of the **two (2)** categories, provided the applicant is not in default with the Department and that they have not exceeded \$6,000 for all components combined in the fiscal year.

Applications are evaluated based on the following criteria:

- Level of contribution to the career development of the applicant;
- Alignment with component objectives;
- Potential ability to meet target outcomes;
- Available funding.

Funding Levels:

Professional Development & Mentorship Support:

- Up to 50% of eligible expenses to a maximum of \$2,000 for an individual and \$4,000 for a group for in-person or virtual events/projects.

Market Development:

- Up to 50% of eligible expenses to a maximum of \$6,000 for all markets/projects.

Note: Any funding received must be spent to cover expenses incurred within the fiscal year (April 1st to March 31st) in which it was awarded.

The Applicant should also note the following:

- The Department reserves the right to carry out audits of any project.

- Receipts and/or invoices must be provided where indicated with the final report. Per diems will be calculated at the allowable rate and do not require receipts. However, proof of stay will be required to claim per diems.

Eligible Expenses

Eligible expenses are listed in the budget section of the application form. Eligible expenses must be incurred within the fiscal year in which funding was received. The New Brunswick Government's fiscal year runs from April 1st through March 31st of the next year.

Other considerations:

- Eligible expenses included in the application should be based on fair market prices and lowest economy airfare (if applicable).
- Per diem rates are indicated on the budget form and are standard government of NB out-of-province travel rates. No receipts are required for per diem items. However, proof of stay is required to claim travel per diems.

Ineligible Project Expenses (including but not limited to):

- Expenses paid in cash without a receipt (except for per diems);
- Expenses incurred prior to the application submission;
- Donated services;
- Equipment purchases, capital expenditures;
- Audit expenses, personal legal fees, fines;
- Interest charges on overdue payments;
- Supplier's administrative expenses;
- Hospitality expenses (e.g., catering, food, beverages).

How to Submit your Application:

- Submit application electronically via email to culture@gnb.ca.
- Note: The government's email system has a limit of 9MB for any attachments. Anything larger will not be delivered. Our email system will automatically send you an acknowledgement of receipt, but that should not be interpreted as all the information/attachments have been received. Multiple emails, Dropbox or other similar services may be used for large files if required.
- Incomplete applications will not be accepted.

If you Receive a Grant:

- Submit a final report using the official SIF final report form via email to culture@gnb.ca within 30 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](#).

For your Information:

- Grants provided are taxable. The New Brunswick government does not issue a T4A tax receipt. Please direct all tax-related inquiries to the Canada Revenue Agency (CRA).
- In the event of a disagreement involving the interpretation of its policies and guidelines, THC reserves the right to final interpretation of the intent and implementation of a program.
- If your project is cancelled or postponed for any reason, including COVID-19, please inform THC as soon as possible.
- Future grants may be withheld if a final report is not received or is overdue.
- THC reserves the right to revise the guidelines at any time without notice.

Questions?

Contact the Arts & Culture Branch to discuss eligibility and application requirements.

Telephone: (506) 453-2555

Email: culture@gnb.ca

Website: www.gnb.ca/culture

Arts & Culture

Department of Tourism, Heritage, and Culture

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