

DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

## NEW BRUNSWICK/QUÉBEC CULTURAL COOPERATION GRANT PROGRAM (2022-2023)

### GUIDELINES

#### Deadline for applications: April 30, 2022

Complete applications and required documents must be received at the latest April 30, 2022 by 11:59 PM. Applications received after the deadline will not be accepted.

### Background

In 1969, the governments of Québec and New Brunswick signed an agreement for cooperation and exchange in the fields of education, culture and communications. That agreement led in particular to the establishment of a cultural cooperation program, which has enabled many Québec and New Brunswick residents to participate in various cooperative activities in the field of arts and culture.

The *New Brunswick/Québec Cultural Cooperation Grant Program* is intended for Québec and New Brunswick cultural organizations, artists, and groups of artists. It provides them with financial assistance in an effort to facilitate exchanges between the two provinces. In Québec, the [Programme d'appui à la francophonie canadienne \(PAFC\)](#) is managed by the *Secrétariat du Québec aux relations canadiennes (SQRC)*; in New Brunswick, it is managed by the Department of Tourism, Heritage and Culture.

### Objectives

Through this cooperative activity, the program aims to:

- foster cooperation between the Government of Quebec and the Government of New Brunswick to support the development of Francophone and Acadian communities in Canada;
- facilitate the implementation of joint projects in French and promote the use of the French language;
- promote increased participation of Québec artists in New Brunswick's major cultural events and of their New Brunswick counterparts in Québec's events;
- contribute to strengthening the support for an inclusive Francophonie at the pan-Canadian level; and
- contribute to the development of arts disciplines and expand the market for the cultural products of both provinces.

The *New Brunswick/Québec Cultural Cooperation Grant Program* fosters projects that have added value and a lasting impact to the community in connection with the development of the arts and culture. The program aims to support projects that help to build a solid foundation for artists to grow and develop, and presents the following characteristics:

- provide lasting effects in the medium and long terms;
- result in concrete spinoffs;
- have tangible repercussions (multiplier effects);
- target community mobilization and ownership; and
- target self-sufficiency, in the medium and long terms.

The program seeks to foster networking between organizations in Québec and those in New Brunswick, and is designed to support arts organizations to:

- establish solid, lasting partnerships between the artistic and cultural communities of both provinces; or
- develop close collaboration, based either on building alliances (tactical or strategic) or meeting complementary needs.

## Eligibility

Any organization may submit a project under the New Brunswick/Québec Cultural Cooperation Grant Program. However, priority will be given to professional, non-profit organizations, as defined below.

NOTE: Projects submitted by individual professional artists will not be considered.

Organizations must operate as Canadian companies owned and controlled by residents of Québec or New Brunswick, and artists and groups of artists applying must be Canadian citizens or landed immigrants and residents of Québec or New Brunswick.

Projects submitted must be implemented between April 1 of the current year and March 31 of the following year. Completed projects will not be considered. An organization may present only one funding application per year under this program.

**Organizations applying under this program must demonstrate that they:**

- are a production/presentation-based arts organization whose main role is to produce and/or present works to the public;
- or
- are a provincial arts development support organization whose role consists of coordination, organization, promotion, representation, and technical services support (information, training) for professional artists and/or arts organizations;
- are incorporated as a non-profit organization in New Brunswick or Québec;
- are established in New Brunswick or Québec;
- have been in operation for at least two years;
- operate on a full-time basis and support ongoing activities;
- are not in violation of the Act under which they were incorporated;
- offer the services of qualified management staff, at both the artistic and management levels;
- or
- are a municipality with a cultural policy.

## Ineligible Organizations

- Recreational or commercial organizations;
- Organizations that failed to submit a report on an earlier grant awarded under this program or that submitted a report that was incomplete or judged non-satisfactory;
- Universities and colleges, excluding university galleries in New Brunswick or Québec that support the presentation of professional artists;
- Capital projects (equipment, renovations, new buildings, etc.) and fundraising activities.

## Evaluation Criteria

All projects that feature opportunities for cultural exchange, development and training between the two provinces and have spinoffs for the artists, groups, and organizations involved in the program will be examined. Priority will be given to mobilizing and strategic projects.

**The three main evaluation components are as follows:**

- 1) added value and a lasting impact to the community in connection with the development of the arts and culture,
- 2) innovative character, and
- 3) reciprocity of exchanges for the two communities (Québec and New Brunswick).

**Projects will also be assessed based on the following criteria:**

- compliance with the objectives of the SQRC for Québec organizations and with the objectives of the Department of Tourism, Heritage and Culture for New Brunswick organizations;
- compliance with the program's objectives;
- catalyst and strategic character of the project;
- strengthening of ties between organizations in the two provinces;
- innovative character, relevance, and quality of the project;
- competence of the participants associated with the project;
- budget feasibility, guarantee of project completion, source of funding, and self-financing portion (independent revenue);
- priorities and availability of government funding.

Applications are assessed once a year by a joint committee consisting of representatives of both governments.

## Grant Requirements

- Organizations must complete the program's application form, including all required attachments.
- Organizations must acknowledge the support of the Québec and New Brunswick governments in all their promotional material.

**Note:** In the case of disagreement concerning the interpretation of their policies and programs, the SQRC and the New Brunswick Department of Tourism, Heritage and Culture reserve the right to final interpretation of the intent and implementation of the program.

The SQRC and the Department reserve the right to modify their programs at any time without further notice.

## Financial Assistance

Grants are awarded by the SQRC for Québec and by the Department of Tourism, Heritage and Culture for New Brunswick.

Financial assistance can cover up to 80% of eligible expenses, to a maximum of \$20,000, and can only apply to the costs related to project implementation.

### The following expenses are eligible for funding:

- administration costs, up to a maximum of 10% of total eligible expenses;
- reasonable expenses relating to accommodation, travel, and transportation within Canada required to carry out the project;
- communication and promotional expenses relating to the project, up to a maximum of 10% of total eligible expenses;
- registration fees (symposium, conference, etc.);
- New Brunswick artist fees;
- rental of various supplies and office equipment;
- fees (where the organization does not have the necessary human resources);
- miscellaneous expenses (taxis, laundry, telephone, etc.).

### The following expenses are not eligible:

- salaries of staff of the organization(s);
- current operating expenses of the organization(s);
- capital expenses or purchase of movable property;
- expenditure incurred before the grant application is submitted;
- first-class or business-class travel expenses;
- accommodation and travel expenses outside Canada.

## Final Activity Report

Organizations having previously received a contribution under this program must submit a satisfactory Final Activity Report to be eligible for funding during the following fiscal year. **An organization that receives a grant must submit the Final Activity Report 90 days after the completion of the activity using the form provided for that purpose.**

## Additional Information

Applicants must keep the guidelines and a copy of the application form submitted; they also need to make sure to always use the latest version of the budget form, [available here](#).

The Department of Tourism, Heritage and Culture and the SQRC are subject to the legislation governing right to information and protection of personal information in their respective provinces.

These guidelines may be modified without any notice and apply to all applications submitted.

**Note:** If there is a major reason why the submitted project cannot be completed, the beneficiary may submit another project for approval. The organization may then allocate the money received to the new project or simply return the grant to the Québec and New Brunswick governments.

## Acknowledgement of Government Support

Successful applicants must acknowledge the support of the New Brunswick and Québec governments by including logos for both the Province of New Brunswick and Province of Quebec in all promotional materials associated with the grant.

The most recent New Brunswick logo can be downloaded here:

[http://www2.gnb.ca/content/gnb/en/departments/government\\_services/logos\\_symbols.html](http://www2.gnb.ca/content/gnb/en/departments/government_services/logos_symbols.html)

The Government of Quebec logos can be downloaded here:

<https://www.sqrc.gouv.qc.ca/francophonie-canadienne/soutien-financier/projets-acceptes/plan-visibilite.asp>

## Contact Information

Should you have any questions or require any assistance, please contact the person responsible for the program in your province, at the address indicated below. Persons interested in submitting a project may obtain an application form at one of the following addresses, depending upon their province of origin:

*In New Brunswick:*

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

Telephone: (506) 453-2555

Fax: (506) 453-2416

E-mail: [culture@gnb.ca](mailto:culture@gnb.ca)

Website: [www.gnb.ca/culture](http://www.gnb.ca/culture)

*In Québec :*

Secrétariat du Québec aux relations canadiennes  
Francophonie et Bureaux du Québec au Canada  
875, Grande Allée Est, 3e étage  
Québec, QC G1R 4Y8

E-mail: [SQRC.Francophonie@mce.gouv.qc.ca](mailto:SQRC.Francophonie@mce.gouv.qc.ca)

Website: <https://www.sqrc.gouv.qc.ca/index.asp>

### To submit an application:

You must submit your application online using the Secrétariat du Québec aux relations canadiennes's website Portal: <https://francophonie.sqrc.gouv.qc.ca/SAIC-Subventions/Userlogin.aspx> (available in French only)

For Anglophone clients, please see the [User Guide](#) for assistance to complete the online application form.