

## Tourism, Heritage and Culture

## Archaeology and Heritage Branch

### EXHIBITION RENEWAL AND MUSEUM ACTIVITIES SUPPORT PROGRAM

**APPLICATION DEADLINE: OCTOBER 15**

**CHECK THE COMPONENT RELATED TO YOUR APPLICATION:**

<b><u>Exhibition Renewal</u></b> <u>75% of total cost</u> <u>Maximum \$10,000</u> <input type="checkbox"/> Construction of an exhibition <input type="checkbox"/> Renewal of an existing exhibition <input type="checkbox"/> Creation of a travelling exhibition	<b><u>Museum Activities Support</u></b> <u>75% of total cost</u> <u>Maximum \$10,000</u> <input type="checkbox"/> Design of a new interpretation program or educational activities <input type="checkbox"/> Implementation of complementary museum activities <input type="checkbox"/> Improvement of storage space <input type="checkbox"/> Conservation treatment of artifacts	<b><u>Digital and Social Media</u></b> <u>90% of total cost</u> <u>Maximum \$5,000</u> <input type="checkbox"/> Creation of digital content to promote the museum <input type="checkbox"/> Development of interactive digital elements to complement an exhibition project <input type="checkbox"/> Design of a new website
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**NOTE:** Applicants can only submit one application per Government of New Brunswick fiscal year for either the Exhibit Renewal and Museum Activities Support components of this program OR the Digital and Social Media component of this program.

Please refer to the program guidelines which contain important information about the criteria and conditions of this program.

### PROJECT INFORMATION

Exhibit Title / Museum Activity Project Name / Digital and Social Media Project Name			
Implementation period. Indicate start and end dates of project for which assistance is requested		Start:	End:
Grant requested		<b><u>For Office Use Only</u></b> Grant approved	\$

### APPLICANT INFORMATION

Legal Name of Organization			
Address			
City or Town		Postal Code	
Contact person		Telephone (Org.)	
E-mail (Org.)			

## EVALUATION CRITERIA

Projects are evaluated based on the following criteria:

Evaluation Criteria	Score
Project description	6
Project objectives	3
Originality and standards	3
Detailed workplan and work schedule	6
Content (storyline, audio-visual elements, labels, documents and objects)	6
Use of the collection and artifacts in the project	6
Proposed design plan	6
Impact of the project on the community and general public	3
Community interest and involvement in the project	3
Planned evaluation measures	6
Project budget	6
Letters of support and an excerpt from the minutes	3
Organization demonstrates an understanding of planning principles	3
<b>TOTAL</b>	<b>60</b>

**Note:** Projects scoring 50% and above will be considered for funding, until program budget is expended. Failure to approve an application does not necessarily constitute a negative judgment on its merits.

### Please answer the following questions:

#### 1. PROJECT DESCRIPTION

Summarize the project in about 250 words (not more than one page). Be clear in defining the scope of the project for which you are applying. Explain the origin of the idea and need for this project. How does this support your organization's mission and fit within its strategic plan?

#### 2. OBJECTIVES

Please select from the list below the objective(s) that best fit your project:

Provide new or updated information about New Brunswick history and heritage to the public.	<input type="checkbox"/>
Meet accessibility standards for exhibits and/or programming.	<input type="checkbox"/>
Support New Brunswick students' learning in connection to the New Brunswick education curriculum.	<input type="checkbox"/>
Improve offerings for visitors in both official languages.	<input type="checkbox"/>
Improve storage and/or display conditions to support long-term conservation efforts of artifact collections.	<input type="checkbox"/>
Increase online visibility and engagement.	<input type="checkbox"/>
Implement best practices for DEIA (Diversity, Equity, Inclusion and Accessibility).	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>

Please indicate in Section 8 (Planned Evaluation Measures) how you will know that these objectives have been achieved.

#### 3. ORIGINALITY AND STANDARDS (IF APPLICABLE)

**For exhibition-related projects,** clearly state the message of your project and the intended audience. Who are you trying to communicate with, and what do you want them to know? If this topic or message has been addressed previously by your institution or in other New Brunswick museums, define how your approach is different or unique.

**For storage improvement projects**, define the approach you intend to take and how it reflects current standards and practices for the conservation of heritage objects, based on recommendations from the Canadian Conservation Institute (<https://www.canada.ca/en/conservation-institute.html>).

Please note that any projects involving cultural groups (First Nations, the Black community, etc.) will require proper engagement and consultation with those groups to receive funding. If your project involves the use of artifacts related to a cultural group, or if you intend to collaborate with a cultural group, you must contact Archaeology and Heritage Branch prior to making an application in order to discuss requirements.

#### **4. DETAILED WORK PLAN AND WORK SCHEDULE**

Provide a detailed work plan of your project including a calendar with a realistic time frame. Be sure to include time spent conducting and summarizing project evaluation methods. Logically organize your project's steps. How will you reach your objectives? Who are the key team members involved? What are the project's major milestones?

#### **5. CONTENT AND USE OF COLLECTION**

Include an outline of your storyline, the documents and/or artefacts chosen for this project, a sample of the label texts and if applicable the audio-visual elements selected. Please include information about any interactive elements that will be part of the project.

Present the themes selected for your exhibit or activity, and explain how your project will use, showcase and benefit your collection. Explain the strategies for communicating your message to your audience.

#### **6. PROPOSED DESIGN PLAN**

**For exhibition-related projects and storage improvement projects**, include a preliminary design of the space selected for your project (for example: layout of your exhibition, description of the upgrades in your storage area). This should also include photographs of the selected space(s) in their current state.

**For digital and social media projects**, provide a proposed site map or page hierarchy for the website, or branding guidelines and a social media marketing strategy for a promotional project.

#### **7. IMPACT OF THE PROJECT ON THE COMMUNITY AND GENERAL PUBLIC**

Indicate how your project will have an impact on your local community and the general public. How will your project benefit your organization and the heritage community? How is the topic of the project, or the intended results, relevant to the lives of modern New Brunswickers?

#### **8. COMMUNITY INTEREST AND INVOLVEMENT IN THE PROJECT**

Provide information on how this project is supported by your community. Please include any support documents from community groups or organizations that will play a role in the development of your project as collaborators or co-creators.

If your project is an educational program, please include letters of support from teachers and/or schools who will partner in your project.

#### **9. PLANNED EVALUATION MEASURES**


In reference to Section 2 (Project Objectives), please indicate how the project will be evaluated to ensure that objectives have been met, using front-end, formative, and summative evaluations. **Front-end evaluation** tests conceptual ideas during the initial planning stages of a project and may include an online poll, a short survey, or a focus group. **Formative evaluation** tests components during the design stages of a project and may involve feedback from prototype testing. **Summative evaluation** is carried out at the conclusion of a project and may include debriefing meetings or questionnaires, an exit survey, or visitor analysis.

Please provide details as to which methods will be used, what questions will be asked, and how the results will be implemented or inform future decisions.

Note that prior to submitting the application, front-end evaluation should have already been completed and those results should be included in the submission.

## 10. PROJECT BUDGET FORM FOR ALL COMPONENTS:

This Project Budget Form is part of the application. Provide completed and detailed information for each section. Applications with incomplete budgets will not be recommended for approval. Total project revenues must equal total project expenses. **This program will not support projects that receive funding from other provincial government branches, departments, or agencies.**

Expenses		\$	% Total
Salaries and benefits			
▪ Maximum set at 20% of the amount requested	\$	 <div> Please detail for Exhibit  Renewal &amp; Museum Activities  Support projects </div>	
▪ Contribution from the applicant	\$		
Professional and consulting fees			
Fabrication contracts			
Equipment and supplies			
Travel and transportation expenses			
Space and equipment rental			
Administration (Maximum set at 5% of the total project budget)			
Other costs (specify):			
<b>Total Expenses:</b>			<b>100%</b>
Revenues	Pending	Confirmed	% Total
<b>Government Contributions</b>			
Provincial government (grant requested)			
Federal government			
Municipal government			
Other (specify):			
<b>Non-Government Contributions</b>			
Applicant organization's financial contribution			
Applicant organization's in-kind contribution			
Private-sector contributions and donations			
Other (specify):			
<b>Total Revenues:</b>			<b>100%</b>

### SUPPORTING DOCUMENTATION

If your projected expenses include equipment/material purchases, professional/consulting fees, and/or fabrication contracts, **you must provide quotes** to support those projected expenses. Applications submitted without quotes for those categories of expenses will be considered incomplete.

### FINANCIAL AND IN-KIND SUPPORT FROM OTHER SOURCES

If you receive financial support from other sources, please include appropriate documentation, such as letters indicating the nature of the support projected or provided, monetary or in-kind. This documentation should indicate the dollar amount provided and what type of work will be supported by this contribution.

Please note that in-kind contributions<sup>1</sup>, including those from volunteers within the organization, must be detailed with the monetary value associated to the specific contribution (for example: # of volunteers doing general labour x # of hours at the minimum wage rate, # of volunteers doing skilled labour x # of hours at a rate of \$25 an hour, donated materials at verified fair market value and donated accredited professional

<sup>1</sup> In-kind contributions are non-monetary or cash equivalent resources that can be given a cash value, such as goods and/or services in support of a project. These are essential contributions to the project which, if not donated, would have to be purchased with project funds. In-kind contributions are new resources being invested in the project.

services at verified fair market value). Applications submitted without supporting documentation for any in-kind contributions will be considered incomplete.

#### DECLARATION OF APPLICANT

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, and that projects or parts of projects started or completed before the application is approved will not be funded retroactively.

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

I understand that the funds must be used as specified in the application and approved project, and that I will reimburse the funds in the case of a cancelled project. I agree that a final report will be submitted to the Department no later than 30 days after the project is completed.

I certify that this organization is based in New Brunswick, that this application and the budget included with the request have been approved by the Board or by the Executive of the organization, that I have signing authority for the above-named organization, and that, to the best of my knowledge; the information provided with this application is accurate.

I agree to acknowledge the financial contribution of the Government of New Brunswick in all publicity related to the activities of the proposed project, unless otherwise stated by the Department.

The *[Name of the organization]* is supported by the Government of New Brunswick.



#### SIGNING AUTHORITY

Attach authorization (**extract from meeting minutes or board resolution**) specifying that the funds will be used as outlined in the application.

_____ Name	_____ Title
_____ Signature	_____ Date

**Note:** The Department may revise Program guidelines or suspend the program without notice if required funds are not available. Meeting the eligibility criteria does not guarantee that a grant will be awarded. Because of the high number of applications that may be received and the limited resources available, grants awarded may be smaller than the amounts requested.

In the case of disagreement concerning the interpretation of its policies funding programs and their respective components, the Department reserves the right to final interpretation of the intent and implementation of the program.

**This completed signed application and all required supporting material must be sent electronically to: [archaeology-heritage@gnb.ca](mailto:archaeology-heritage@gnb.ca)**

**Archaeology and Heritage Branch**  
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