

**EXHIBITION RENEWAL AND MUSEUM ACTIVITIES SUPPORT PROGRAM**

**1. Objectives**

The Exhibition Renewal and Museum Activities Support Program is designed for New Brunswick's heritage organizations involved in the conservation and interpretation of their collections in order to:

- Facilitate access and foster the preservation of our cultural heritage;
- Support the creation of exhibitions and the development of museum-based activities;
- Enable community museums and heritage organizations to offer new activities that supports their mandate and collection;
- Share best practices within the museum community and the general public.

**2. Eligible Organizations**

Applications under this program are limited to non-profit museums and heritage organizations based in New Brunswick and incorporated under the *Companies Act*.

This program defines a "museum" as "a non-profit community institution which acts as a custodian to maintain, conserve, study, and interpret a permanent collection of heritage resources". These resources may be objects or historical data. Such an organization holds its collection in trust for the public. It tries to ensure that the community derives maximum benefit from the collection it holds.

**3. Eligible Projects**

Eligible projects must fall within a programming plan for the museum in accordance with its mission and mandate.

This program does not subsidize preliminary studies or concept developments for exhibits or museum activities.

This program does not subsidize projects or parts of projects started or completed before an application to this program is approved.

This program offers financial assistance to support three categories of projects:

- Exhibition Renewal;
- Museum Activities Support;
- Digital and Social Media Component.

Including but not limited to the following:

- Development of a new exhibition;
- Renewal of an existing exhibition;
- Creation of a travelling exhibition;
- Development of a new interpretation program or educational activities;
- Implementation of complementary museum activities (cultural activities, etc.) that enhance the exhibitions displayed at the institution;

- Improvement of storage space;
- Conservation treatments of artifacts and works of art to prevent further deterioration, aid interpretation, or re-establish culturally significant qualities;
- Creation of digital content to promote the museum;
- Development of interactive digital elements to complement an exhibition project;
- Design of a new website.

**4. Financial Assistance**

The maximum grant for the Exhibition Renewal and Museum Activities components of this program is \$10,000. The grant must be supplemented by other sources of funding and cannot exceed 75% of the project's cost.

The maximum grant for the Digital and Social Media program component is \$5,000. The grant must be supplemented by other sources of funding and cannot exceed 90% of the project's cost.

Other sources of funding can be but are not limited to monetary or in-kind contributions from the applicant, community organizations, private foundations or other levels of government (federal or municipal).

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 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 services at verified fair market value).

Applicants can only submit one application per Government of New Brunswick fiscal year (April 1<sup>st</sup> – March 31<sup>st</sup>) for either the Exhibit Renewal and Museum Activities Support components of this program OR the Digital and Social Media component of this program.

For the Exhibit Renewal and Museum Activities Support components of this program, a maximum of 20% of the requested grant amount can be used for Salaries and Benefits. If additional funds are required to cover salaries for the project, the additional amount must be covered by the applicant organization or another source of funding.

**5. Evaluation Criteria**

The Department determines the amount of financial assistance by taking into account all the applications and the available financial resources. The activities related to the proposed project must be dynamic, show promise for raising public awareness, and focus on making culture more accessible to the public. All applicants must submit answers to all of the questions and fill out the project budget form outlined in the application form.

Projects scoring 50% or 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.

The projects submitted to this program are evaluated according to the following criteria:

Evaluation Criteria	Score
Project description	6
Project objectives	3
Originality of the project	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
Preliminary design for the selected space (physical or virtual)	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>

**6. Deadline Date**

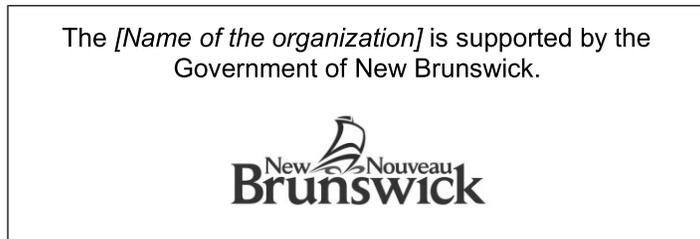
**Applications and all required supporting material must be signed and sent electronically on or prior to October 15 of the request year by email to: [archaeology-heritage@gnb.ca](mailto:archaeology-heritage@gnb.ca)**

For more information, please contact:

**Museum Services  
(506) 453-3115**

**The Government must receive appropriate credit for its support. All successful applicants agree to acknowledge publicly the financial contributions made by the Government towards their project.**

Example:



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.

The applicant hereby acknowledges and agrees 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 web site and in the Department's Annual Report.

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