



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

**Arts and Culture COVID-19 Special Project Fund  
2020-2021**

**APPLICATION FORM**

**Definition:** For the purposes of this program, an initiative can be defined as a project, an event or an activity.

**PART A – Applicant Information**

Name of organization or business or artist: \_\_\_\_\_

If you are an individual artist:

Are you a Professional Artist? YES \_\_\_\_ NO \_\_\_\_

Please refer to artsnb's definition of a professional artist: <https://artsnb.ca/web/grants/eligibility/>

Are you a member of a recognized professional arts organization? (ex. ArtsLink NB, AAAPNB, Mawi'art, Craft NB, other?) YES \_\_\_\_ Please specify organization: \_\_\_\_\_ NO \_\_\_\_

Title of Initiative: \_\_\_\_\_

Proposed schedule of event(s) (start/end): \_\_\_\_\_

Name of Chairperson or Applicant: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel.: \_\_\_\_\_

Social Media platform(s): \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Total Budget for this Initiative: \$*

*Total Grant Requested: \$*

*Note: Grant requested must not exceed 75% of total eligible expenditures for associations or cultural businesses applying. For individual artists, up to \$2,000 is available as a maximum grant. For larger projects involving many parties/organizations, the maximum grant is \$25,000.*

## **PART B – Proposal Outline**

*Note: Proposals will be evaluated based on the following information. Please use the guidelines and suggested headings below to formulate your proposal.*

1. Briefly describe the initiative. Please refer to the program guidelines for examples of eligible initiatives.
2. Describe the anticipated impact on your organization or the arts and culture sector. For example, does the initiative:
  - Involve professional artist(s)? What are their roles?
  - Provide new visibility, develop a more sustainable audience, or create a new opportunity for your organization or business to showcase your products in a digital way, and for performances using a professional Facebook page or other online platform?
  - Create a visual showcase of an event, artistic form, or body of work for the enjoyment or education of others?
  - Develop new sources or continued funding for your organization?
  - Promote arts and culture initiatives as key to the prosperity and social cohesion of the province?
3. Provide a timeline showing the major milestones of the initiative (where applicable).
4. Please describe the longer-term impact the initiative will have on your organization or the arts and culture sector.
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 C of this form as a guide.
6. Describe how you will measure/evaluate the success of the project. Please describe what you will measure and how you will measure it. Examples include (but are not limited to):
  - Attendance and/or participation;
  - Number of views, shares, posts etc.;
  - New export and presentation opportunities created in other markets.

**A final report is due 60 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 qualifying for future grants from the Arts and Cultural Industries.**

## PART C – Budget

**REVENUE PROJECTIONS MUST INCLUDE THE AMOUNT OF THE GRANT REQUESTED.**

**REVENUES MINUS EXPENSES MUST EQUAL ZERO (0). I.E. MUST BALANCE**

PROJECTED EXPENDITURES	\$
Specify only the expenses that relate to the coordination costs of the activity: <ul style="list-style-type: none"> <li>• Salary and benefits</li> <li>• Stationary, copying, mailings, etc.</li> <li>• Meetings</li> <li>• Telephone, platform creation, Internet and other related costs</li> </ul>	
Artist fees	
Technical, presentation and production fees	
Equipment rental	
Venue rental	
Production costs (if not included above)	
Other production, presentation expenses (specify):	
Advertising and promotion salaries and fees (web, radio, social media, other)	
Brochures, posters & program	
Any other promotional costs (please specify):	
Miscellaneous (insurance, etc., please specify)	
<b>Total expenditures (Must equal revenues)</b>	<b>\$</b>

PROJECTED REVENUES PLEASE ADD LINES IF REQUIRED	\$
Federal government (specify)	
Provincial government (specify) <i>Include the grant amount requested. Please add lines to specify other GNB financial assistance.</i>	
Municipal government (specify)	
Other funders (specify)	
Financial contribution of applicant organization	
Partners' contribution	
Private sector contribution	
In-kind donations (specify approx. value). Please note that in-kind values donated must be reflected in the appropriate categories of expense. Please indicate the origin of the in-kind donation.	
<ul style="list-style-type: none"> <li>• Donation of material</li> <li>• Other (specify)</li> </ul>	
<b>Total Revenues (Must equal total expenditures)</b>	<b>\$</b>
<b>Grant Requested (please record this amount on page 1 as well)</b>	<b>\$</b>
<b>NOTE: THE GRANT REQUESTED MUST NOT EXCEED 75% OF THE TOTAL ELIGIBLE EXPENDITURES.</b>	<b>\$</b>

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 60 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 being disqualified from receiving future grants from the Arts and Cultural Industries.**

## **PART D – 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 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 31<sup>st</sup> 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](mailto:culture@gnb.ca).**

### **APPLICANT CHECK LIST:**

- Completed, and dated application.
- Attached documentation, including description of initiative, impact and milestones for delivery