



DEPARTMENT OF TOURISM, HERITAGE AND CULTURE

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

FINAL REPORT

Initiative Information:

Project Title:

Grant received:

Applicant Information:

Name of applicant:

Please identify as either:

Individual artist

Arts Organizations

Cultural business, self-employed cultural worker

Contact person:

Telephone (W):

Telephone (H):

Email:

Initiative Results:

Please provide information relating to each of the following questions: If the initiative resulted in additional benefits or positive outcomes, please add those as well. Please do not exceed 5 pages.

1. Please briefly describe the initiative undertaken. If possible, highlight two achievements and two challenges (approx. 250 words).

2. How were the initiative's goals and objectives met? Examples may include (but are not limited to):
 - How did the initiative increase visibility and showcasing for your practice, your organization/business, professional artists and/or the arts and culture sector?
 - What were the main benefits of this initiative? (ex: increased audience, new sales platform, digital adaptation of event, arts education, new sources of funding etc.).
 - If applicable, what partners were involved and what was the outcome of their involvement?
3. If applicable, which social media or digital platforms were utilized for the initiative? Please list all channels/platforms, including those used for marketing the initiative. Include links if available.
4. Engagement measurables:
 - a) If social media advertising was utilized, please indicate the nature of this activity and provide any available measurable metrics of public engagement (ex: number of re-tweets, followers);
 - b) If the initiative involved a website or online streaming platform, please provide any available measurable metrics (visitor numbers, online ticket sales, views etc.).
5. Please include a **final budget** table showing all actual expenses and revenues. Please use the budget table provided below and on the following page.
6. Attach any additional documents: Please enclose a copy of any relevant support documents (photos; screenshots; recording; media clippings; promotional materials developed, etc.) Please note that the gnb server has a 9mb limit. Large files should be shared via Dropbox, Google Drive or wetransfer.

ACTUAL EXPENDITURES	\$
Specify only the expenses that relate to the coordination costs of the activity: <ul style="list-style-type: none"> • Salary and benefits • Stationary, copying, mailings, etc. • Meetings • Telephone, platform creation, Internet and other related costs 	
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)	
Total expenditures (Must equal revenues)	\$

ACTUAL 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.	
• Donation of material	
• Other (specify)	
Total Revenues	\$

I certify that, to the best of my knowledge, the information provided in the final report and in the attached documents is accurate and complete.

Name: _____ Position/Title: _____

Signature : _____ Date : _____

PLEASE SEND THE FINAL REPORT AND ALL SUPPORTING DOCUMENTS VIA EMAIL TO: culture@gnb.ca