



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

STRATEGIC INITIATIVES FUND (SIF) 2021-2022
MARKET ACCESS APPLICATION

STEPS FOR SUBMISSION

- 1. Read through the Guidelines Document to review eligibility and submission guidelines.
2. Complete this application form and budget.
3. If it is your first time submitting to THC, provide a list of current Board members and a copy of the constitution or letters of incorporation OR a copy of business registration.
4. Submit all materials to culture@gnb.ca. Note: the GNB email system has a 9MB limit.

PART 1 OF 5 – CONTACT INFORMATION

Name of applicant organization/business: \_\_\_\_\_

Applicant category (select one): [ ] Non-profit ; [ ] For-profit cultural business ; [ ] First Nations group ; [ ] Municipality

Project title: \_\_\_\_\_ (e.g. Participation in X event)

Proposed schedule of events (start/end): \_\_\_\_\_

Name of contact person: \_\_\_\_\_

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

Organization/Business address: \_\_\_\_\_

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

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

Website: \_\_\_\_\_ Social media: \_\_\_\_\_

Total Grant Requested: \$
Note Grant requested must not exceed 50% of total eligible expenditures.

## PART 2 OF 5 – SPECIFIC PROJECT INFORMATION

Track A or B (check only one per application and answer all related questions):

- A: Professional Development (digital or in-person educational & mentorship opportunities, workshops)
- B: Market Development (digital or in-person trade shows, market preparation, promotional material)

Activity/Workshop Organizer: \_\_\_\_\_

Name of host event: \_\_\_\_\_ Website: \_\_\_\_\_

Event contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Event contact person telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Event address or online platform/link: \_\_\_\_\_

Total # of travel days (if applicable): \_\_\_\_\_ Number of participants: \_\_\_\_\_

1. Please list the names of the person(s) participating in the activity/event and their function within the organization/company:

### Participants:

Name	Title/Role
_____	_____
_____	_____
_____	_____

## PART 3 OF 5 – PROPOSAL OUTLINE

**NOTE:** PLEASE ONLY RESPOND TO THE QUESTIONS RELATED TO THE TRACK YOU SELECTED ABOVE.

### A. Professional Development

1. Briefly describe the initiative and the expected strategic benefits to the applicant, emphasizing how the initiative responds to a specific current need and will help build capacity and stability.
2. If you are working with a mentor, please identify the mentor and their expertise/credentials.
3. If applicable, please outline the specific workshops and/or specific networking or mentorship activities the applicant will undertake and how these are strategic to the applicant's career development.
4. Describe how you will measure/evaluate the success of the project. Examples include (but are not limited to):
  - a. Total funding leveraged from other sources other than the Arts, Culture and Commemorations Branch;

- b. Number of strategic/beneficial contacts developed;
  - c. Direct and indirect financial impact as a result of the initiative;
  - d. Professional development benefits as a result of this initiative.
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 4 of this form as a guide.

## **B. Market Development**

1. Briefly describe the initiative and the expected strategic benefits to the applicant, emphasizing how the initiative responds to a specific current need and will help build capacity and stability.
2. Please describe how this activity will develop the applicant's market – which markets are being targeted? Indicate how these markets are strategic for the organization's development.
3. **If participating in a trade show, exporting or wholesaling a product**, provide a brief description of the product line and the infrastructure component.
  - a. Who is the maker of the work/product line?
  - b. If applicable, outline the labelling requirements for your product line;
  - c. If applicable, describe how your product is normally shipped domestically and internationally. Where applicable, what are the brokering and customs considerations?
  - d. Is the product line also sold through a representative? If so, please describe.
4. Briefly describe the promotional component of your project. Please mention if you are working with a booking agent, publicist or outside promoter. Please describe:
  - a. The types of promotional materials to be created or the promotion strategy;
  - b. Your strategy for advanced research and setting up meetings, including follow ups after the event(s);
  - c. The digital marketing component, if any. (Website/Social media)
6. Describe how you will measure/evaluate the success of the project. Examples include (but are not limited to):
  - a. Total wholesale sales taken at the show and expected after the show (follow up contacts after 6 months);
  - b. Total funding leveraged from other sources;
  - c. Number of strategic/beneficial contacts developed;
  - d. Direct and indirect financial impact as a result of the initiative;
  - e. Audience development/new markets accessed as a result of the initiative.
7. 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 4 of this form as a guide.

**PART 4 OF 5 – PROJECT BUDGET**

**NOTE:** PLEASE INPUT NUMBERS INTO THE BUDGET TEMPLATE BELOW. YOUR EXPENDITURES AND REVENUES SHOULD BALANCE. REVENUE PROJECTIONS MUST INCLUDE THE AMOUNT OF THE GRANT REQUESTED. PER DIEM ITEMS DO NOT REQUIRE RECEIPTS AND ARE CALCULATED AS DESCRIBED BELOW.

PROJECTED EXPENDITURES	\$
<b>Travel Related Expenses</b>	
➤ Public transportation (including vehicle rentals + gas) (receipt required)	
➤ Own transportation (Per Diem @ .41 cents per km)	
➤ Lodging (receipt required) or Billeting (Per diem @ \$25/person/night)	
➤ Meals (Per Diem @ \$46/person/day)	
➤ Parking and tolls (receipt required)	
➤ Local transportation e.g. taxis, shuttles (receipt required)	
➤ Shipping of product/booth: (receipt required)	
➤ Other (specify and must be pre-approved – receipt required):	
<b>Other Project Expenses</b>	
➤ Registration fees (receipt required)	
➤ Professional service fees (where applicable - invoice required)	
➤ Expense Item # 1 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 2 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 3 (specify and must be pre-approved – receipt required):	
➤ Expense Item # 4 (specify and must be pre-approved – receipt required):	
<b>Total expenditures (Must equal revenues)</b>	<b>\$</b>
<b>PROJECTED REVENUES</b>	<b>\$</b>
<b>Applicant Contributions</b>	
➤ Applicant Investment:	
➤ Other (specify):	
<b>Public Revenues</b>	
➤ Atlantic Craft Alliance (where applicable) (specify):	
➤ Federal grant (specify):	
➤ Provincial grant (this component)	
➤ Provincial grant other than this program (specify):	
➤ Municipal grant (specify):	
➤ Other (specify):	
<b>Private Revenue</b>	
➤ Repayable loan(s) (specify):	
➤ Other (specify):	
<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 50% OF THE TOTAL ELIGIBLE EXPENDITURES.</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 30 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/business being disqualified from receiving future grants from the Arts, Culture and Commemorations Branch.

#### **PART 5 OF 5 – 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 agree to ensure to the best of my ability that all physical distancing, self-isolation directives and [COVID-19 regulations in place](#) by the Province of New Brunswick will be respected should my project receive funding from the Province.

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).**