



DEPARTMENT OF TOURISM, HERITAGE AND CULTURE

## STRATEGIC INITIATIVES FUND (SIF) 2021-2022 MARKET ACCESS GUIDELINES

Applications must be emailed to [culture@gnb.ca](mailto:culture@gnb.ca)

There are two components to the SIF fund – Strategic Growth & Development applicants should reference the Strategic Growth & Development Guidelines. Craft entrepreneurs should apply to the Fine Craft Market Access program.

### Program Objectives:

The Market Access component is designed to:

- Promote the development of the New Brunswick arts & culture sector through professional development opportunities, industry events, brand development and market preparedness;
- Ensure organizations and cultural industry business employees have the skills, capacity and tools to succeed in a global environment;
- Enable organizations and cultural industry businesses to develop new domestic and international markets, raising visibility and economic sustainability.

There are two tracks in the Market Access component. Applicants can apply to one track only.

A: Professional Development

B: Market Development

### Project Eligibility:

- **Proposed projects must ensure all physical distancing, self-isolation directives and COVID-19 [regulations](#) in place by the Province of New Brunswick are respected. Projects or initiatives not adhering to these regulations will not be considered.** Clients should keep in mind that the above directives may change. The client is responsible for adapting to changes in directives as they occur.
- If you are applying for recurring funding, (a second or third year), or are embarking on a similar project in scope, goal or subject to a previously completed initiative, please consult a Program Officer.
- In these challenging times, we encourage clients to utilize digital resources and be ready to adapt projects as necessary.
- Projects should end no later than March 31 in the fiscal year in which funding was received.
- The purpose of the SIF is to support projects of a demonstrably strategic nature and should not be perceived as a way to address a loss, cut or stagnancy of funding from other sources.
- Please discuss the project with a Program Officer before submitting an application at [culture@gnb.ca](mailto:culture@gnb.ca) or 506-453- 2555.

**Professional Development Projects might include (but are not limited to):**

- Digital or in-person educational & mentorship opportunities;

- Digital or in-person workshops;
- Industry events and conferences.

**Market Development Projects might include (but are not limited to):**

- Digital or in-person trade shows;
- Market preparation;
- Brand development;
- Promotional material development.

**Applicant Eligibility:**

Eligible Applicants include (but not limited to):

- Not-for-profit Arts Organizations and Cultural Associations legally incorporated in New Brunswick;
- Cultural Industry for-profit businesses legally registered in NB, (craft entrepreneurs, commercial galleries etc.);
- First Nations groups;
- Municipalities with a cultural policy.

Note: The music sector is advised to consult Music NB's MID programs at <https://www.musicnb.org>.

**Evaluation Priorities:**

**We prioritize projects that:**

- Directly respond in a timely and strategic manner to a specific current need within the sector or within the applicant's organization/business;
- Have identified clear goals, objectives and measurable outcomes;
- Increase visibility, vitality and professionalism for arts organizations and/or cultural industry businesses;
- Create collaborations, partnerships, and strategic development opportunities that leverage new funding;
- Demonstrate diverse sources of revenue from other funders (including in-kind);
- Will not rely on recurring government funding and have clear plans for sustainability if applicable;
- Improve organizational or business capacity and stability;
- Demonstrate a long-term positive impact in the sector;
- Compensate professional artists at industry standard rates (if applicable).

**Assessment Criteria:**

Decisions pertaining to proposals will be made by Department staff on the basis of the following considerations, including (but not limited to):

- How well the proposal meets the program criteria AND Cultural Policy objectives;
- Clear objectives and measurable outcomes;
- Strategic merit and value for the investment;
- Available funding;
- Funding available to applicants from other programs/sources.

**How to Submit your Application:**

- Submit application electronically via email to [culture@qnb.ca](mailto:culture@qnb.ca).
- First-time applicants:
  - First-time non-profit organizations should submit a list of current Board members and a copy of the constitution or letters of incorporation.
- Incomplete applications will not be accepted.

**If you Receive a Grant:**

- Submit a final report using the official SIF final report form via email to [culture@gnb.ca](mailto:culture@gnb.ca) within 30 days following the completion of the project.
- Acknowledge the financial support of GNB in all promotional material produced for the project. Provincial logos can be downloaded [here](#).

**For your Information:**

- In the event of a disagreement involving the interpretation of its policies and guidelines, THC reserves the right to final interpretation of the intent and implementation of a program.
- If your project is cancelled or postponed for any reason, including COVID-19, please inform THC as soon as possible.
- Future grants may be withheld if a final report is not received or is overdue.
- THC reserves the right to revise the guidelines at any time without notice.

**Questions?**

First-time applicants are encouraged to contact the Arts, Culture and Commemorations Branch to discuss eligibility and application requirements.

- Telephone: (506) 453-2555
- Email: [culture@gnb.ca](mailto:culture@gnb.ca)
- Website: [www.gnb.ca/culture](http://www.gnb.ca/culture)
- Arts, Culture and Commemorations  
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