



DEPARTMENT OF TOURISM, HERITAGE, AND CULTURE

STRATEGIC INITIATIVES FUND (SIF) 2021-2022
STRATEGIC GROWTH & DEVELOPMENT 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 4 – CONTACT INFORMATION

Name of applicant organization/business: _____

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

Project title: _____

Proposed schedule of events (start/end): _____

Name of chairperson: _____

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 4 – PROPOSAL OUTLINE

Note: Proposals will be evaluated based on the following information. Please use the guidelines and suggested headings below to formulate your proposal. Do not exceed five pages.

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:
 - Improve the professionalism of your organization and/or the arts and culture sector?
 - Involve partners? What are their roles?
 - Involve professional artists? What are their roles?
 - Provide new visibility, develop a more sustainable audience, or create an export opportunity for your organization and/or its membership?
 - Develop new sources of funding or revenue for the organization?
3. Describe the potential economic impact of the initiative (where applicable).
4. Provide a timeline showing the major milestones of the initiative (where applicable).
5. Will this initiative depend on recurring funding from the Department of Tourism, Heritage and Culture to succeed? If yes, please explain how the project will evolve over time (e.g. create employment or increase revenues for artists; increase participation in artistic and cultural activities; etc.)
6. Please describe the long-term impact the initiative will have on your organization or the arts and culture sector.
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 3 of this form as a guide.
8. 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, number of volunteers and/or participation; or growth in attendance and/or participation;
 - If the initiative involves training/professional development/skills development for staff or board members, please describe how you will measure the impact of the training;
 - If the initiative involves the development of a strategic plan or business plan, please describe how the implementation and success of the plan will be monitored;
 - New sources of funding or revenues the initiative will help the organization access, and how these will be measured.

PART 3 OF 4 – 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.

PROJECTED EXPENDITURES	\$
Administrative expenses that relate to the coordination costs of the initiative. (should not exceed 10% of project expenses)	
<ul style="list-style-type: none"> • Salary and benefits • Stationary, copying, mailings, etc. • Travel / meetings • Telephone, fax, and other related costs 	
	TOTAL ADMIN
	\$
Artist fees	
Artist expenses (including travel, accommodation, and per diem)	
Technical, presentation and production fees	
Equipment rental	
Venue rental	
Security	
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)	\$

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 (including in-kind)	
Partners' contribution	
Private sector contribution	
Ticket sales	
Merchandise / Bar / Concessions' Sales	
In-kind donations (specify approx. value). Please indicate the origin of the in-kind donation.	
<ul style="list-style-type: none"> • Rental of premises or venue • Donation of material • Other (specify) 	
Total Revenues (Must equal total expenditures)	\$
Grant Requested (please record this amount on page 1 as well)	\$
NOTE: THE GRANT REQUESTED MUST NOT EXCEED 50% OF THE TOTAL ELIGIBLE EXPENDITURES.	\$

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 and Cultural Industries.

PART 4 OF 4 – 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 31st 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).