



DEPARTMENT OF TOURISM, HERITAGE AND CULTURE

STRATEGIC INITIATIVES FUND (SIF) 2021-2022
STRATEGIC GROWTH & DEVELOPMENT

FINAL REPORT

Initiative Information:

Project Title:

Grant received:

Applicant Information:

Name of applicant:

Please identify as either:
 Non-profit organization First Nations group
 For-profit cultural business Municipality

Contact person:

Address (if changed):

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):
 - Did the initiative contribute to increased professionalism for your organization and/or the arts and culture sector?

- What partners were involved and what was the outcome of their involvement?
 - What were the benefits for professional artists involved with the initiative?
 - How did the initiative contribute to your organization's visibility or development of a more sustainable audience?
 - Was there an export opportunity created for your organization and/or its membership?
 - If a strategic plan or business plan was developed, what are the plans for implementation?
 - Where new sources of revenue or funding for the organization identified? This can include in-kind support.
3. 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. Will the initiative be pursued again by the organization? If yes, please describe the phases that will advance the project and what the expected medium- to long-term impacts of the initiative are.
 5. Please provide the success indicators you measured (as indicated in your original application). These may include:
 - Attendance
 - Volunteer participation
 - Skills/professional development/training provided to board and/or staff, and how it will be use
 - If a strategic plan or business plan was developed, please explain how it will be implemented
 - New sources of funding and/or revenues: Please specify potential amounts
 - If export opportunity was developed, number of invitations to present or showcase at events outside the Maritimes
 6. Include a final budget table showing all actual expenses and revenues. Please use the budget table provided in the application form.
 7. Additional documents: Please enclose a copy of any relevant support documents (Strategic or Business plan; media clippings; promotional materials developed, etc.)

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