



DEPARTMENT OF TOURISM, HERITAGE AND CULTURE

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

Applications must be emailed to culture@gnb.ca

There are two components to the SIF fund – Market Access applicants should reference the Market Access guidelines.

Program Objectives:

The Strategic Growth & Development component is designed to:

- Encourage cultural and artistic projects that contribute to the visibility, vitality and professionalism of the province's arts and culture sector as outlined in the Cultural Policy;
- Strengthen the professionalism of New Brunswick's arts and cultural sector through projects that mobilize multiple partners and provide increased creative, economic and/or professional benefits for professional artists and cultural producers;
- Support digital and in-person projects that provide visibility and export opportunity for New Brunswick's professional arts and culture sector.

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 or 506-453- 2555.

Projects might include (but are not limited to):

Development of strategic planning/board enhancement for arts organizations:

- Strategic plans that help the organization attain greater professionalism;
- New programming and/or services relevant to the community;
- Improved staff and/or board performance and skills;

Leveraging of funds:

- Projects that help the applicant access new sources of revenues from Federal programs, the private

sector, foundations, etc.

Growth and Sustainability:

- Projects that stimulate growth and long-term sustainability, or that demonstrate a positive economic impact on the arts and culture sector in NB. These outcomes must be specific and measurable.

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.
- 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@qnb.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
- Website: www.gnb.ca/culture
- Arts, Culture and Commemorations
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