



Department of Wellness, Culture and Sport

PARTNERSHIP PROGRAM FOR COMMUNITY CULTURAL ACTIVITIES

GUIDELINES

The Partnership Program for Community Cultural Activities is intended for arts and cultural organizations that wish to enable the growth of a more diverse audience, thus contributing to a more vibrant arts community in New Brunswick in terms of creativity and cultural action.

1. OBJECTIVES

- To support initiatives that help to increase awareness of, access to, and participation in arts activities in New Brunswick communities;
- To encourage arts and cultural organizations to partner with each other, or with the private and/or public sector, in organizing arts activities in the community;
- To support innovative activities in a number of traditional or non-traditional venues throughout the province, such as schools, hospitals, nursing homes, and daycares.

2. TARGET OUTCOMES

- Diversify the range of arts and cultural activities offered to New Brunswickers.
- Develop a broader, more regular audience that is more aware of the importance of culture.
- Offer emerging artists opportunities to perform before a New Brunswick public.
- Promote our various cultures and our cultural heritage.

3. ELIGIBILITY CRITERIA

- Must be a local community arts or cultural organization legally incorporated in New Brunswick or a municipality with a cultural policy that encourages, promotes, presents, organizes, or develops arts activities in the community.
- Must have presented performances, readings, or exhibitions and been in operation for 12 months prior to the application.
- Events funded under this program are not eligible for funding under the Arts Festivals Program of the Arts Development Branch. However, they may receive funding under our other programs, particularly the New Brunswick/Quebec Cooperation Agreement.

Note: For-profit organizations, recreational organizations, foundations and private art schools are not eligible.

4. DEADLINES

Applications must meet one of the following two deadlines:

- a) A project starting between April 1 and September 30 of the fiscal year under way must be submitted by April 15.
- b) A project starting between October 1 and March 15 of the fiscal year under way must be submitted by October 15.

Applications must be received before the start of the activity and the project must be completed no later than March 15th of the fiscal year under way. Results will be communicated within six (6) weeks following the deadline.

5. ELIGIBLE COSTS

- Coordination costs, stationery, postage, travel, telephone, fax, and other related expenses.
- Costs related to production (artist fees, travel, and accommodation), equipment rental, costumes, sets, venue, and other production-related expenses.
- Costs related to promotion and marketing of the activity, including advertising, brochures, posters, and the program.

The grant may not exceed 75% of the eligible costs, to a maximum of \$5,000.

6. EVALUATION CRITERIA

The project will be evaluated on the basis of the following criteria:

- Description and strategic merit of the project, demonstrating how the project meets the program's objectives and target outcomes. **(10 points)**
- Description of the project's marketing and promotional strategy, explaining how the project will reach the target public. **(4 points)**
- Description of the nature of the participation of emerging artists in the project (if applicable). **(6 points)**
- Description and profile of applicant organization. If this is the first application submitted by the organization under this program, please attach a list of the current board members and a copy of the constitution or letters of incorporation. In addition, please describe the arts activities undertaken during the last 12 months. **(4 points)**
- Profile and role of partners. **(4 points)**
- Ability of applicant organization to raise complementary funds towards the project. To that end, the applicant organization must submit a complete balanced provisional budget of expenditures and revenues, including the grants/contributions from all partners and public and private funders for the project, as well as the other possible funding sources. **(6 points)**
- Completeness of application. **(2 points)**

Note: Only projects scoring at least 18 points (maximum 36 points possible) may receive a grant.

7. ANNOUNCEMENT OF RESULTS

Applicants will be notified of the results no later than six weeks after receipt of the application by the Department of Wellness, Culture and Sport (the Department).

8. NOTE

In the case of disagreement concerning the interpretation of policies and programs, the Department reserves the right to final interpretation of the intent and implementation of a program.

The Department reserves the right to revise programs at any time without notice.

A final report must be submitted after the project is completed (***form available on our website in PDF format***). No new application from an organization will be processed until the final report relating to a previously funded activity is received.

An organization may present only one funding application per year under this program.

9. FOR FURTHER INFORMATION:

Note: Applications must be sent to:

Arts Development Branch
Department of Wellness, Culture and Sport
P.O. Box 6000
Fredericton, N.B.
E3B 5H1

Tel.: 506-453-2555
Fax: 506-453-2416
E-mail: Artsnb@gnb.ca
Website: www.gnb.ca (keyword: Arts)