



Tourism, Culture and Heritage

Culture Division

WTCC
1800 Argyle Street, Ste. 601
PO Box 456
Halifax, NS B3J 2R5

Bus: 902 424-6397
Fax: 902 424-0710
Web: www.gov.ns.ca/dtc
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Industry Growth Program

Application Deadlines: April 15, September 15 and January 15

Introduction

Nova Scotia's culture sector is recognized as fast growing with potential to diversify our economy and stimulate job creation. Our cultural products attract local, national and international interest with significant potential for growth. This program is designed to encourage that growth – growth that will translate into opportunities for individuals, businesses and communities throughout this province.

Program goals

This program supports the following goals:

Cultural Industry Growth

The department recognizes that creativity is an important part of cultural identity and it is expressed in many ways. These expressions are often produced, copied and distributed. In fact, much of the culture acquired by people today comes from our cultural industry. This industry includes people involved in design, film and video, new media, production crafts, publishing, and sound recording or any business involved in the manufacture of products that express ideas or values, provide entertainment, or have a functional or decorative use. Individually and collectively, these cultural products are a very important economic resource for Nova Scotia. The division recognizes that a focused and successful effort to grow these industries can only be achieved through partnerships. The department, therefore, will partner with cultural industries in Nova Scotia to:

- enhance out-of-province sales of Nova Scotia's cultural products
- enhance market readiness of cultural producers
- improve technical and export capabilities of a product, skill or facility
- expand market opportunities, earned revenues and earned revenue potential.

Artistic Development

Government has a long history as patron of the arts. It recognizes, supports, and celebrates the creative work of artists and the diversity of artistic expression within the cultural community, which includes fine crafts, literary, visual, media, and performing arts. Artistic creation and expression are fundamental because they reflect who we are. The work of artists lies at the foundation of the culture sector. The goals in the area of artistic development are to:

- support people at all levels of artistic involvement
- support artistic expression and the pursuit of excellence and innovation
- promote learning in the arts for people of all ages through education and participation
- develop new audiences for the arts and maintain existing audiences.

Community Cultural Development

The department recognizes that involvement in cultural activities contributes to the social, economic, educational and spiritual life of a community. It aims to support opportunities for

people to participate in and build community cultural life. The goals in the area of community cultural development are to:

- develop new and strengthen existing relationships among groups and organizations engaged in cultural activities
- encourage more cultural activities that explore and/or celebrate a community's or a cultural sub-sector's identity
- encourage more participation in and access to cultural activities
- encourage the development of Nova Scotia's cultural diversity
- support activity which contributes to the long-term development of the cultural sector

Activities Assisted

The Industries program offers support for specific projects related to export development. Examples of supported activities include:

- participation in sector-related trade shows and showcases
- marketing initiatives to attract new out-of-province clients
- touring with the intent to sell product in new markets
- bringing sector-recognized buyers to Nova Scotia.

The development of product, the purchase of capital equipment, and hospitality and reception expenses are not eligible project costs.

Eligibility

The following are eligible under the program:

- Organizations incorporated under the Societies Act of Nova Scotia
- Consortia of at least three registered businesses

A consortium is defined as:

A group of three or more privately owned companies, organizations or institutions that unite (legally or informally) to undertake a project for the specific purpose of growing cultural exports that will benefit the sector.

- Individuals

Level of funding

The department's contribution will not exceed 75% of eligible costs and normally will not exceed a maximum of \$10,000. As well, the combination of provincial and federal funding for the project should not exceed 75% of project costs.

Application procedure

It is strongly recommended that an application be submitted to a deadline which is at least 8 weeks prior to the start date of the proposed activity.

It is strongly recommended that the Program Officer is contacted to discuss the proposed project and the application requirements before an application is submitted.

Applications can be delivered by hand, couriered or sent by regular mail but in all cases must be either received in the Culture Division office by 4:30 pm on the deadline date or be post-dated no later than the deadline date. If the deadline date should fall on a weekend or holiday, applications that are postmarked for the following business day will be accepted.

Applicants should not submit application materials bound in folders, binders or plastic sleeves because materials must be duplicated to circulate to Assessment Panel members.

Completed application forms must be signed and dated.

Registered Societies

Registered societies are required to complete Form A and to enclose the following information:

- copies of incorporation documents including the Memorandum of Association, Certificate of Incorporation and By-laws
- a current list of the Board of Directors with indicated executive positions

Consortium

A consortium is required to complete Form B and the Consortium Partners Agreement.

Individuals

Individuals are required to complete Form C.

Application deadlines and activity start and end dates

Deadlines for applications are: January 15, April 15 and September 15

Projects can start no earlier than the deadline date, with the exception of the January 15 deadline for which activity can start no earlier than April 1. Projects normally should be completed by March 31 in the year following the deadline to which you successfully applied.

Note: If an opportunity arises between deadlines from January 15 and September 15 to participate in an event or undertake an activity which must start prior to the next deadline, an application can be submitted provided it is received by the department prior to the event or activity start date.

An application submitted between April 15 and September 15 will be reviewed following the September 15 deadline.

An application submitted between January 15 and April 15 will be reviewed by the panel which assesses applications received by the April 15 deadline.

Applications cannot be received between September 15 and January 15.

There is no guarantee that applications submitted in this circumstance will be approved for funding. Applicants must be prepared to cover all costs.

Application assessment

Projects will be assessed against their ability to support the Culture Division's goals:

- cultural industry growth
- community cultural development
- artistic development

And especially the following factors:

- enhance out-of-province sales of Nova Scotia's cultural products

- enhance market readiness of a cultural product
- improve technical and export capabilities of a product, skill or facility
- expand market opportunities, earned revenues and earned revenue potential.

Notification of Results

Applicants will be informed of grant decisions by letter usually within 60 days of the application deadline.

Payment and Conditions of Funding

Applicants which are approved for funding will receive a letter outlining the terms and conditions of funding. Funding recipients must meet the following conditions:

- Non-repayable contributions must be used for the activity as described in the application.
- The department must be notified in advance of any changes in the activity, including start and end dates, location, or any other significant changes.
- Applicants who do not receive the amount they requested may be required to submit a revised budget based on the approved amount.
- Organizations which receive grants must submit a **Final Report** within 60 days of the project end date.

Please note: If the **Final Report** becomes overdue no funds can be released for any subsequent grant approved through the Culture Division's programs until the overdue report has been received.

- The department's support must be recognized as outlined in the "Requirements for Acknowledging Funding" which accompany the Terms and Conditions letter.
- Funding recipients are subject to provincial audit. Please retain all receipts.

Program evaluation

The expected outcomes associated with the Industries Program include:

- increased out-of-province sales of Nova Scotia's cultural products
- increased earned revenues; and increased employment.

Send completed application form to:

Industry Growth Program
Department of Tourism, Culture & Heritage

In person/courier:
World Trade and Convention Centre
1800 Argyle Street, Suite 601
Halifax, NS B3J 3N8

By regular mail:
Culture Division
PO Box 456
Halifax, NS B3J 2R5

For further information, call (902) 424-6397



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Industry Growth Program

Form A

ORGANIZATIONS INCORPORATED UNDER THE SOCIETIES ACT OF NOVA SCOTIA

Name of Organization: _____

Registration #: _____

Mailing address: _____

Fax number: _____

Website address: _____

Chairperson/President: _____

Chairperson telephone: (Work) _____ (Home) _____

E-mail address: _____

Executive Director/
General Manager: _____

ED/GM telephone: (Work) _____ (Home) _____

E-mail address: _____

Project name: _____

Expected dates of
project: ___/___/___ to ___/___/___
(Month/Day/Year) (Month/Day/Year)

Amount requested: _____ Total project costs: _____

The undersigned acknowledge that this project is achievable and beneficial to the applying organization.

Chair (or President) Executive Director (or General Manager)

Date Date

Industry Growth Program Form A

Please enclose the following information with your application:

- a completed Form A
 - copies of incorporation documents including the Memorandum of Association, Certificate of Incorporation and By-laws (if not previously submitted)
 - a current list of the Board of Directors with indicated executive positions (if not previously submitted)
- (1) Provide a short summary of the project (no more than 2 sentences).
 - (2) Provide a full project description.
 - (3) Describe how this project supports the division goals stated on page one of the program guidelines:
 - Cultural Industry Growth
achieving at least one of the following objectives:
 - Enhance out-of province sales of Nova Scotia's cultural products
 - Enhance market readiness of a cultural product
 - Improve technical and export capabilities of a product, skill or facility
 - Expand market opportunities, earned revenues and earned revenue potential
 - Community Cultural Development
 - Artistic Development
 - (4) Provide detailed employment information describing if employment will be sustained or new employment created.
 - (5) Provide information about key participants - persons or companies/organizations - outlining the experience and expertise each one will bring to the project.
 - (6) Describe partnerships that have been or may be formed to carry out this project.
 - (7) Provide a critical path showing pertinent dates and tasks, include anticipated completion date.
 - (8) Describe the outcomes and benefits that will result from this project and how they will impact the organization, including anticipated resulting sales and job creation, and serve to achieve the program goals.
 - (9) Describe how the outcomes and benefits will be measured.
 - (10) Provide A detailed project budget:
 - Itemized revenues such as support from other government programs, the private sector and other organizations
 - revenues must include the amount requested under this program
 - Itemized expenses
 - in-kind contributions (include in both revenues and expenses)



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Industry Growth Program
Form B
CONSORTIUMS

Please enclose the following information with your application:

- (1) A completed Form B
(2) A signed copy of the Consortium Partners Agreement

Name of Project Leader:

Mailing address:

Phone:

(Work)

(Home)

Fax number:

E-mail address:

Website address:

Project name:

Expected dates of project:

____/____/____
(Month/Day/Year)

to

____/____/____
(Month/Day/Year)

Amount requested:

Total project costs:

Answer the following questions and attach to your application.
Number each answer to correspond to the question number.
Number the pages on which you provide the answers to these questions.
Use 8.5 x 11 inch white paper, black type no smaller than 10 point, and printed on one side only.
Do not submit application materials bound in binders, folders or plastic sleeves.
Please note: assessment panel members face a substantial volume of reading.
Please be concise and to the point in your answers.

- (1) Provide a short summary of the project (no more than 2 sentences).
(2) Provide a full project description.

- (3) Describe how this project supports the three division goals stated in this application:
 - Cultural Industry Growth
achieving all, any, or at least one of the following objectives:
 - Enhance out-of province sales of Nova Scotia's cultural products
 - Enhance market readiness of a cultural product
 - Improve technical and export capabilities of a product, skill or facility
 - Expand market opportunities, earned revenues and earned revenue potential
 - Community Cultural Development
 - Artistic Development
- (4) Provide detailed employment information describing if employment will be sustained or new employment created.
- (5) Provide information about key participants - persons or companies/organizations - outlining the experience and expertise each one will bring to the project.
- (6) Describe the role each consortium partner will have and the contribution each one will make.
- (7) Describe other partnerships that have been or may be formed to carry out this project.
- (8) Provide a critical path showing pertinent dates and tasks, include anticipated completion date.
- (9) Describe the outcomes and benefits that will result from this project and how they will impact each consortium partner, including anticipated resulting sales, and serve to achieve the program goals.
- (10) Describe how the outcomes and benefits will be measured.
- (11) Provide a detailed project budget:
 - Itemized revenues such as support from other government programs, the private sector and other organizations
 - revenues must include the amount requested under this program
 - Itemized expenses
 - In-kind contributions (include in both revenues and expenses)

Please enclose a signed copy of this Consortium Partners Agreement with your application to the Industry Growth Program.

CONSORTIUM PARTNERS AGREEMENT

Each consortium applying for consideration under the terms of the Industries Program must complete and sign the Consortium Partners Agreement.

We, the undersigned designate _____
(Name of Project Leader – must be a Consortium Partner)

to be the spokesperson for this application and we acknowledge and permit this person to receive on our behalf all funds dispersed from the Nova Scotia Department of Tourism and Culture for the sole use and in the name of our project and each of the partners identified in documentation below.

Name of Project: _____

Consortium Partners:

1. Name _____

Organization/Company/Institution: _____

Role and Contribution: _____

Phone: (Work) _____ (Home) _____

Fax number: _____

E-mail address: _____

Website address: _____

2. Name _____

Organization/Company/Institution: _____

Role and Contribution: _____

Phone: (Work) _____ (Home) _____

Fax number: _____

E-mail address: _____

Website address: _____

3. Name _____
Organization/Company/Institution: _____
Role and Contribution: _____

Phone: (Work) _____ (Home) _____
Fax number: _____
E-mail address: _____
Website address: _____

Applicant's signature _____ Date _____



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Industry Growth Program
Form C
INDIVIDUALS
(Unincorporated as businesses)

Name: _____

Mailing address: _____

Phone: _____ (Work) _____ (Home)

Fax number: _____

Website address: _____

E-mail address: _____

Project name: _____

Expected dates of project: ___/___/___ to ___/___/___
(Month/Day/Year) (Month/Day/Year)

Amount requested: _____ Total project costs: _____

Signature

Date

Answer the questions on page 2 and attach to a completed Form C.

**Answer the following questions and attach to Form C.
Number each answer to correspond to the question number.
Number the pages on which you provide the answers to these questions.
Use 8.5 x 11 inch white paper, black type no smaller than 10 point, and printed on
one side only.**

Do not submit application materials bound in binders, folders or plastic sleeves.

**Please note: assessment panel members face a substantial volume of reading.
Please be concise and to the point in your answers.**

- (1) Provide a short summary of the project (no more than 2 sentences).
- (2) Provide a full project description.
- (3) Describe how this project supports the division goals stated on page one of the program guidelines:
 - Cultural Industry Growth
 - achieving at least one of the following objectives:
 - Enhance out-of province sales of Nova Scotia's cultural products
 - Enhance market readiness of a cultural product
 - Improve technical and export capabilities of a product, skill or facility
 - Expand market opportunities, earned revenues and earned revenue potential
 - Community Cultural Development
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- (4) Provide detailed employment information describing if employment will be sustained or new employment created.
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- (6) Describe partnerships that have been or may be formed to carry out this project.
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- (9) Describe how the outcomes and benefits will be measured.
- (10) Provide A detailed project budget:
 - Itemized revenues such as support from other government programs, the private sector and other organizations
 - revenues must include the amount requested under this program
 - Itemized expenses
 - in-kind contributions (include in both revenues and expenses)