

Department of Tourism, Culture and Heritage  
Heritage Division

**STRATEGIC  
DEVELOPMENT  
INITIATIVE**

2009-10

## Support for Heritage Stewardship in Nova Scotia 2009-10

The Strategic Development Initiative (SDI) encourages “partners-in-heritage” to develop projects that build on a community’s assets and strengths. SDI is a \$200,000 initiative aimed at archives, community museums, municipal governments, not-for-profit groups, regional development authorities and other bodies that are exploring common heritage objectives. To maintain its important heritage stewardship role in the province, the sector must revitalize and strengthen itself, in creative and innovative ways, through community partnerships.

<p>What is the role of Heritage Division?</p>	<p>The role of the Heritage Division is to promote conservation and development of Nova Scotia's heritage by providing advice, technical assistance, and strategic investments to the heritage community; and through administration of the Heritage Property Act, Special Places Protection Act and the Cemeteries Protection Act. It offers support to the heritage sector through the Community Museum Assistance Program (CMAP), the Strategic Development Initiative (SDI), the Heritage Property Program (HPP), and Research Grants .</p>
<p>What are the key areas targeted by the Strategic Development Initiative in order of priority?</p>	<ol style="list-style-type: none"> <li>1) develop and expand retail operations to encourage the sale of arts and crafts ‘made in Nova Scotia’ and to increase earned income</li> <li>2) develop new revenue sources to increase community financial support</li> <li>3) improve leadership and programming skills of heritage-related boards and workers through training in targeted areas such as: fund raising, tourist market readiness, strategic planning/developing business plans, program evaluation, interpretation planning, site development and renewal planning, and marketing studies</li> <li>4) develop new audiences to expand the heritage sector’s service base in targeted areas such as: development of new exhibits (based on a formal interpretative plan), improved on-line resources, etc.</li> <li>5) increase heritage/community cooperation</li> </ol>
<p>Who qualifies?</p>	<p>Archives, community organizations, heritage associations, municipal governments, or regional development authorities and other heritage related bodies working for the benefit of Nova Scotian heritage. <u>Applications that include multi-partners are given preference.</u></p>
<p>Are there any stipulations?</p>	<ol style="list-style-type: none"> <li>1. Initiative funding can provide up to a maximum contribution of 75% of eligible costs. Federal funding cannot be utilized to top up provincial funds above 75%. Where federal funding is available, it should be leveraged to reduce the provincial contribution to less than the 75% maximum. Evaluation of project proposals will give higher consideration to initiatives where both federal and provincial contributions are less than 75%.</li> <li>2. Applicants <u>must</u> contribute a minimum of 25% towards eligible project costs. This can include local contributions from the private sector, municipalities and RDA's. The 25% must be made up of 10% cash from the project sponsor to demonstrate commitment and sustainability. In-kind support can only be used when there is an incremental and quantifiable value to the service.</li> <li>3. Proposals should emphasize how the project will contribute towards greater sustainability in the future.</li> <li>4. Funding must:             <ol style="list-style-type: none"> <li>a) support projects not operating costs</li> <li>b) not duplicate other existing, reduced or eliminated programs</li> <li>c) not be used for purposes other than those outlined in the project</li> <li>d) be returned to SDI if not completely used for the project</li> </ol> </li> <li>5. Once funding has been provided, no substantial changes can be made to the project without the written consent of the CMAP Program Officer.</li> <li>6. Monies are dispersed in 2 installments, 75% at approval and 25% upon completion.</li> </ol>
<p>Is there anything not funded?</p>	<p>Projects to publish or republish local histories, cookbooks, etc. are ineligible for funding. However, publications that would benefit the heritage sector on a provincial scale may be considered for support.</p>

<p>Who can I talk to about a potential project &amp; where do I apply?</p>	<p>Applicants <u>must submit 7 complete copies plus the original and an electronic version</u> of their proposal (the cover and budget pages and <u>all</u> required information are parts of a proposal) to:</p> <p>Paul Collins, Co-ordinator Heritage Division 1747 Summer Street Halifax, NS B3H 3A6</p> <p>Tel. (902) 424-6466 Fax: (902) 424-0560 Email: <a href="mailto:collinps@gov.ns.ca">collinps@gov.ns.ca</a></p>
<p>What are the deadlines?</p>	<p>Applications are accepted and reviewed once each year. Seven hardcopies, plus the original (signed and dated) and an electronic version must be received no later than <b>4:00 p.m. on August 31, 2009</b>. Projects <u>should be completed by March 31, 2010</u>.</p> <p>However, the completion deadline can be extended if required, upon staff review and approval of a written request, prior to the March deadline.</p>
<p>How are proposals evaluated?</p>	<p>Proposals are reviewed by a peer committee consisting of a representative from each of the province's 4 heritage regions. As well, a representative from the Association of Nova Scotian Museums and the Council of Nova Scotia Archives review proposals. The committee, chaired by a regional representative, makes recommendations to the Heritage Division. Applicants are advised of the results within 6 weeks of deadline.</p>
<p>What criteria is used to evaluate proposals?</p>	<p><b>Quality:</b> - reflects a clear organization, methodology and project management structure</p> <p><b>Context&amp;Goals:</b> - are clear, realistic and achievable. Evaluation methods proposed will adequately measure outcomes</p> <p><b>Costs:</b> - appear complete and reasonable for expected results. Other financial support is confirmed.</p> <p><b>Relevance:</b> - is under one of the five categories outlined above and will help the heritage sector respond to change</p> <p><b>Collaboration, Partnership&amp; Interchange:</b> - demonstrates partnership, promotes the interchange of knowledge and other resources within the heritage sector</p>
<p>What proposals get priority?</p>	<p>Proposals that:</p> <ul style="list-style-type: none"> <li>• contribute to government priorities</li> <li>• demonstrate regional or provincial impact</li> <li>• include an evaluation framework</li> <li>• are innovative</li> <li>• have a multi-partner approach</li> </ul>
<p>Proposals <b>MUST INCLUDE</b> completed cover and budget pages (see attached), + details on separate, double-spaced pages (to a max. of 7) grouped under these headings:</p>	
<p>Objective:</p>	<p>Clearly define objectives that expand on one or more key areas targeted by SDI, and explain how you will achieve these objectives.</p>
<p>Description:</p>	<p>Describe the project briefly but comprehensively. Describe how it pertains to the funding category. Name project personnel and collaborating institutions. Attach resumes of principals, letters of commitment, or information from other organizations as appendix.</p>
<p>Outcomes:</p>	<p>Describe what will be achieved in measurable terms and how you will know when you have realized your goal.</p>
<p>Evaluation:</p>	<p>Describe how the success of the project will be measured (evaluation framework) and include applicable evaluation documents.</p>
<p>Budget:</p>	<p>Provide a detailed budget with specifics (see example provided) about income and expenditures.</p>

**Heritage Division  
Strategic Development Initiative 2009-10  
Proposal Cover**

The Department of Tourism, Culture and Heritage is subject to the *Freedom of Information and Protection of Privacy Act*. This means that certain information provided for the purpose of this application may be accessible to anyone under the *Act*.

When appropriate, you will be informed of such a request and provided an opportunity to present your views on the possible disclosure of information that may affect your interests.

ONLY COMPLETE PROPOSALS WILL BE ELIGIBLE

**Applicant(s):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Category:**  develop and expand retail operations to encourage the sale of arts and crafts 'made in Nova Scotia' and to increase earned income
- develop new revenue sources to increase community financial support
- improve leadership and programming skills
- develop new audiences to expand the heritage sector's service base in targeted areas such as: development of new exhibits (based on a formal interpretative plan), improved on-line resources, etc."
- increase heritage/community cooperation

**Proposal Summary:**

**Proposal Costs:**

**Estimated Begin Date:**

**Estimated End Date:**

**Institution Responsible for Proposal:**

Institution Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_  
Date Phone

Address: \_\_\_\_\_  
Street

City

PROVINCE

