

Community Tourism and Cultural Industries Program Guidelines

The program is designed to support development activities for up to three years under the following three schedules. Find which program schedule applies best to your project:

Schedule A: Getting Started, Arts Creation and Training

Funds may be available for:

- Purchase of raw materials, art supplies and equipment;
- Artist-in-residence;
- Arts training, mentoring, and workshops, including youth-based initiatives;
- Innovation in the Tourism and Arts sectors;
- Small Business Tourism Planning and Coordination; and
- Business skills training opportunities, including guide training for tourism businesses.

Schedule B: Product Development and Marketing

Funds may be available for:

- Recording;
- Exhibition, Shows, touring presentations, attending showcases;
- Collaborative initiatives involving multiple artists from one or several disciplines for cultural tourists;
- Product development and improvements, including packaging offerings;
- Developing marketing strategies;
- Marketing tourism activities, products and attractions; and
- Community engagement and development. This may include hiring a community tourism coordinator, developing a tourism plan, or aiding in preparation for cruise ship visits.

Schedule C: Cultural Tourism and Small Asset Improvements

Funds may be available for:

- Develop new and repair/upgrade existing arts, culture and tourism infrastructure;
- Improving the community visitor centre and visitor welcome displays at Nunavut airports;
- Develop new and repair/upgrade shared arts workspaces/studios;
- Community beautification; and
- Producing Art for public spaces.

Please be advised that only Nunavut residents are eligible to apply for these funding schedules. Priority under these three funds will be given to organizations who do not receive core funding from Economic Development and Transportation.

The next sections describe these three program schedules in greater detail. Eligibility and application requirements are different for each of these program schedules, so please read the relevant section carefully.

SCHEDULE A: GETTING STARTED, ARTS CREATION AND TRAINING

The Getting Started, Arts Creation and Training stream supports government's commitments to education and training in keeping with the guiding principle of Pilimmaksarniq/Pijariuqsarniq (development of skills through practice, effort and action). This stream supports small businesses, individuals, organizations and municipalities that seek to start, build upon, or enhance their service delivery capacity and/or hone their artistic ability.

What kind of projects will be considered under Schedule A?

- Purchase of raw materials, art supplies and equipment;
- Artist-in-residence;
- Arts training, mentoring, and workshops, including youth-based initiatives;
- Innovation in the Tourism and Arts sectors;
- Small Business Tourism Planning and Coordination; and
- Business skills training opportunities, including guide training for tourism businesses.

Who's eligible for Schedule A funding?

- Licensed tourism outfitters;
- Licensed tourist establishments;
- Municipalities;
- Artists or Artist Groups;
- Arts Organizations; and
- Societies and not-for-profits with tourism, cultural and arts objectives.

What can I receive funding for under Schedule A?

- Raw materials, supplies, and equipment;
- Tourism planning and project management;
- Training and development unique to a specific product or community;
- Transportation, accommodation and per diem expenses for the instructor(s);
- Instructor salary costs; and
- Space rental.
- This schedule may provide support to multi-year projects, subject to the availability of an appropriation for the program, receipt of funding one year is not a guarantee of future funding.

Travel can be included as part of an eligible activity's overall costs, but cannot be the sole reason for the activity.

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SCHEDULE B: PRODUCT DEVELOPMENT AND MARKETING

The Product Development and Marketing stream supports the department's commitment to developing Nunavut's Arts, Cultural and Tourism Sectors. This stream provides assistance to Nunavut Businesses, organizations, individuals, and municipalities that have identified promising product and marketing opportunities.

What kind of projects will be considered under Schedule B?

- Recording;
- Exhibition, Shows, touring presentations, attending showcases;
- Collaborative initiatives involving multiple artists from one or several disciplines for cultural tourists;
- Product development and improvements, including packaging offerings;
- Developing marketing strategies;
- Marketing tourism activities, products and attractions; and
- Community engagement and development. This may include hiring a community tourism coordinator, developing a tourism plan, or aiding in preparation for cruise ship visits.

Who's eligible for Schedule B funding?

- Licensed tourism outfitters;
- Licensed tourism establishments that qualify as Nunavut Small Businesses;
- Municipalities incorporated under the Cities, Towns and Villages Act or the Hamlets Act;
- Artists or Artist groups; and
- Societies and not-for-profits with cultural tourism or cultural industries objectives;

What can I receive funding for under Schedule B?

- Studio recording time, recording, mixing and editing costs;
- Specialized services in marketing (web site, software development and electronic applications that display tourism and/or cultural products), including improving product presentation;
- Development of promotional items (business cards, brochures, information sheets, portfolios);
- Other Arts or Tourism marketing activities identified in the guidelines;
- Tourism planning and project management; and
- Consulting fees, including planning, project management, tourism program development, human resource development and marketing.

Travel can be included as part of an eligible activity's overall costs, but cannot be the sole reason for the activity.

SCHEDULE C: CULTURAL TOURISM AND SMALL ASSET IMPROVEMENTS

The Cultural Tourism and Small Asset Improvements stream supports infrastructure development and will add value to the cultural and tourism sectors. Funding is targeted towards small businesses, artist studios, municipalities, and other organizations and will support community visitor centre improvements and the installation of public art displays.

What kind of projects will be considered under Schedule C?

- Develop new and repair/upgrade existing arts, culture and tourism infrastructure;
- Improving the community visitor centre and visitor welcome displays at Nunavut airports;
- Develop new and repair/upgrade shared arts workspaces/studios;
- Community beautification; and
- Producing Art for public spaces.

Who's eligible for Schedule C funding?

- Licensed tourist establishments which qualify as a Nunavut Small Business;
- Municipalities incorporated under the Cities, Towns and Villages Act or the Hamlets Act;
- Societies and not-for-profits with cultural tourism or cultural industries objectives;
- Artists with shared studio space or artists intending to establish a shared studio space.

What can I receive funding for under this program?

- Capital expenses to improve facilities or services provided to visitors;
- Costs associated with renovations, construction, or safety upgrades; and
- Costs for developing, manufacturing and installing public displays.

Travel can be included as part of an eligible activity's overall costs, but cannot be the sole reason for the activity.

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HOW DO I APPLY?

Acquire an application form from the Department of Economic Development and Transportation. These can be found online at www.gov.nu.ca/edt or at your regional EDT office. The application form is a simple request for information to ensure that your proposal includes all of the required information. Completed application forms should be sent to your regional EDT office.

You will need to develop a proposal that supports your signed application form. The proposal should include:

- Project Description and timeline;
- Support for the Project (including letters of support and/or funding from other sources);
- Project Budget (including quotes from a supplier where applicable, costs above \$10,000 are normally supported by at least two competitive arms-length quotes);
- Expected Outcomes;
- Projected Social and/or Economic Return on Investment;
- A history and description of your organization, including its mandate and the services/products provided (municipalities are exempt from this requirement);
- Copy of your organization's Legal Status (if applicable);
- Rationale/need for the project: Explain how the proposed project will support the local tourism sector and/or cultural industries, and how it will contribute to building the local economy (in the case of municipalities this explanation must be made in reference to the Community Economic Development Plan);
- Project Management: Outline the management structure of the proposed project and include details of the relevant experience of the key personnel who will be involved in the project;
- Supporting documentation of project costs, e.g. cost quotations, labour quotes, fee proposals, etc.;
- Any potential positive or negative environmental impact; and
- On a case-by-case basis, any other supporting data deemed necessary by the Project Assessor.

APPLICATION SUBMISSION DEADLINES

Applications can be submitted on or prior to the following dates:

- April 15th
- August 15th (if funding is available)
- December 15th (if funding is available)

Applications will only be assessed after each deadline and will be assessed through a competitive process.

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Applications received after the April 15th and August 15th deadline dates may be deferred to the next application deadline.

Applications assessed for either the August 15th or December 15th deadlines may be declined due to lack of funding.

For the 2017/18 fiscal year the April 15th deadline will be May 31st.

HOW MUCH ASSISTANCE CAN I EXPECT?

Applicants may be required to make a minimum contribution to the project's total cost in order to be eligible for funding. This will vary depending on whether you are a small-business or a medium- or large-business and the type of schedule you are applying to.

A medium and large Nunavut business is one that generates more than \$500,000 in annual gross sales or employs 10 or more employees.

A Nunavut small business includes any of the following:

- Nunavut business, typically with less than \$500,000 in annual gross sales or fewer than 10 employees;
- Artist, craftsperson or performing artist who makes all or part of their income through the sale of products they produce or plan to produce; or
- A Nunavut outfitter with a licence, with less than \$500,000 in annual gross sales.

Under **Schedule A: Getting Started, Arts Creation and Training**, a minimum of \$1,000 and a maximum of \$35,000 is available per project (per annum, if applicable).

Artists must contribute at least 10% of the project costs for which funding is provided.

All other applicants, excluding hamlets, must contribute at least 20% of the costs of any activity for which funding is provided. This may include an in-kind contribution or equity cash contribution.

Under **Schedule B: Product Development and Marketing**, a minimum of \$5,000 and a maximum of \$100,000 is available per project (per annum, if applicable).

Artists must contribute at least 10% of the project costs for which funding is provided.

All other applicants, excluding hamlets, must contribute at least 20% of the costs of any activity for which funding is provided. This may include an in-kind contribution or equity cash contribution.

Under **Schedule C: Cultural Tourism and Small Asset Improvements**, a minimum of \$25,000 and a maximum of \$100,000 is available per project (per annum, if applicable).

Artists must contribute at least 10% of the project costs for which funding is provided.

All other applicants, excluding hamlets, must contribute at least 20% of the costs of any activity for which funding is provided. This may include an in-kind contribution or equity cash contribution.

WHAT CONDITIONS ARE ATTACHED TO FUNDING?

Please read the following conditions carefully, as one or more of these may apply to you.

- Eligibility for funding under this policy does not guarantee approval of financial assistance of any kind;
- Proposals selected to receive contributions under this program may be funded at a level below the amount requested;
- The department retains the right to conduct an audit of funding recipients and projects, even though an audit may not always be undertaken;
- All recipients of contribution assistance must permit the department access to the project site or premises, to inspect all books and other financial statements, and to obtain any other information related to the project;
- Contributions may not be provided if a financial analysis indicates that there is no need for assistance from the government and the proposed project has a reasonable expectation of success without assistance;
- Stacking of funding (i.e. the use of more than one departmental source of funding to support a project) may be permitted provided there is no double-funding of costs funded by either government or non-governmental programs;
- Recipients who access funding may be required to provide acknowledgment to the Government of Nunavut;
- Management fees must be no more than a maximum of 10% of the total requested funding; and
- Projects funded under this program must meet the necessary approvals by regulatory, municipal and other authorities.

CAN I APPEAL A DECISION?

Yes. You have the right to appeal a denial of funding.

If you would like to appeal contact your regional Community Operations Department. Appeals will be reviewed by the Assistant Deputy Minister of Economic Development.

ARE THERE COSTS THAT WILL NOT BE FUNDED?

- Costs funded by other departmental programs.
- If funding is more eligible under the Small Business Support Program or other GN programs.
- Duplication of costs funded through other funding programs offered by government or non-governmental organizations.

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CONTACT INFORMATION

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Our website can be found at: www.gov.nu.ca/edt