



POLICY STATEMENT

The Department of Economic Development and Transportation is committed to improving the viability and sustainability of the Tourism and Cultural Industries sectors. This funding policy will build on and add value to the development of these important sectors.

The *Community Tourism and Cultural Industries Policy* establishes the general terms and conditions by which the Department will support efforts to improve and support the sectors through the following funding schedules:

Schedule A: Getting Started, Creation and Training

Schedule B: Product Development and Marketing

Schedule C: Infrastructure Improvements

PRINCIPLES

This policy is based on the following Inuit Societal Values and guiding principles:

- *Pijitsirniq*: (serving and providing for family and community) Self-reliance of individuals, families and communities will be enhanced by the development of the applicant's talents and skills. A sustainable community tourism and cultural industries sector is one that respects the environment and motivates youth – the future generation – to become involved with the community tourism and cultural industries sector.
- *Pilimmaksarniq/Pijariuqsarniq*: (development of skills through observation, mentoring, practice, and effort) Applicants will be empowered to develop their skills through practice, effort and action.
- *Piliriqatigiinniq/Ikajugtigiinniq*: (working together for a common cause) The growth of the community tourism and cultural industries sector depends on a shared mission and commitment between the Department and stakeholders in the industry.
- *Aajiqatigiinniq*: (decision making through discussion and consensus) Funding must complement existing funding structures and deliver effective support to the community tourism and cultural industries sector. The results of community tourism and cultural industries funding must be measured and reported in order to support future decision making discussions.

DEFINITIONS

The following terms apply to this policy:

Arts Organizations

Formally established organisations, regardless of structure, which exist primarily to promote and support Artists and their work.

Artist

An individual who has specialized training (traditional and/or academic) and practical experience in making art; has made a serious commitment to his/her arts practice and considers it a major part of his/her working life; and is recognized by peers or experts in his/her area of arts practice as “an artist”. This includes all types of arts producers in creative arts and cultural industries, including, but not limited to literature, music, film, performing arts, visual arts, publishing, design and fashion.

Artist Groups

An Artist Group is composed of at least two Artists, each maintaining an arts practice.

Community Tourism

Community Tourism includes local activities and services intended for visitors to a Nunavut community. This includes community based tourism outfitters and establishments with a demonstrated commitment to serving leisure travellers, and tourism activities organized by municipalities, local Hunters and Trappers Organizations as well as community not-for-profit organizations whose missions aligns with tourism.

Community Tourism can take many forms including leisure, value-added business travel, eco-tourism, cultural presentations, and tourist services such as hotels. All activities should demonstrate economic benefit to the community.

Contribution Agreement

A contractual agreement between the Department and the applicant which outlines the value of the contribution, the obligations and reporting responsibilities of the parties involved.

Contribution

A conditional transfer payment made to a recipient from whom the Government of Nunavut will not receive any goods or services. Contribution payments are conditional on performance or achievement and are subject to audit or other financial reporting requirements.

CTCI Evaluation Committee

Chaired by the Director of Tourism and Cultural Industries, this committee is responsible for rendering funding decisions for contributions above \$50,000. In addition to the Director of Tourism and Cultural Industries, at least two other departmental employees will be appointed by the Assistant Deputy Minister of Economic Development and Transportation.

Cultural Industries

Cultural Industries include a range of activities, such as arts, crafts, film, music, performance, and presentation, among others. Activities should reflect Inuit culture, and demonstrate economic benefit to Nunavummiut.

Department

The Department of Economic Development and Transportation.

Honoraria

Interpreted consistent with Financial Administration Manual Directive 810.

Tourist Accommodation

Business' operating accommodation services targeted at tourists. Including Hotels, Bed-and-Breakfasts and remote wilderness lodges.

In-kind

Contributions paid in goods, commodities, or services instead of money which are evaluated in monetary terms.

Projected Economic Return on Investment

The proportional increase in profits estimated to result from the contribution. The rigor of this estimation and analysis will reflect the size of the contribution. For smaller contributions Project Assessors may infer the economic benefits resulting from social improvements.

Nunavut Small Business

A for-profit entity operating in Nunavut that has below \$500,000 in annual gross sales.

Municipalities

Nunavut municipalities incorporated under the *Cities, Towns and Villages Act* or the *Hamlets Act*,

Project Assessor

Department staff engaged in reviewing, assessing, and recommending individual project applications for funding.

Per-diem

An allowance, available at the discretion of the Project Assessor, which covers the added costs incurred by individuals traveling outside of their home communities as part of a project funded under this program. Per-diem amounts shall not exceed those set in the Government of Nunavut's Duty Travel Rates, consistent with Financial Administration Manual Directive 820-1.

Small Capital

Fixed tangible assets other than promotional material.

Societies

Societies registered under Nunavut's *Societies Act* and not-for-profit corporations registered under the *Canada Not-for-profit Corporations Act*, whose mission aligns with departmental tourism, cultural and arts objectives.

ROLES AND RESPONSIBILITIES

Minister of Economic Development and Transportation

Each year the Minister will table a summary of contributions in the Legislative Assembly detailing the amount of each contribution, the investment being supported, the name of the recipient and the community. Prior to renewal of this policy, the Minister shall undertake an evaluation of the policy.

The Minister delegates authority to implement this policy to the department head.

Department

The department head, or their designated lead senior official, shall establish and communicate clear and transparent procedures and criteria for allocation of funds under this policy. This will include guidelines that address:

- Appeals Process
- Application Process
- Evaluation Criteria
- Terms and Conditions

The department head, or their designated lead senior official, may prioritize specific industry sectors or subsectors in accordance with the Government of Nunavut's Strategic Goals. Such priorities shall be clearly communicated to potential applicants.

Funding decisions under this policy will be made as follows:

- i) Regional Community Operations Directors will be responsible for assessing and approving applications up to \$50,000.
- ii) For Projects above \$50,000, the Tourism and Cultural Industries division will review, assess and make recommendations to The CTCI Evaluation Committee for approval.
- iii) For Pan-Nunavut projects up to \$50,000 the Tourism and Cultural Industries division will review, assess, and make recommendations to the Director, TCI for approval.

The Department may:

- a. Conditionally approve multi-year projects, subject to the availability of funds in subsequent years;
- b. Set aside funds for selected program areas for a specified period of time within a fiscal year. This requires a communication plan to announce a predetermined

amount of funding will be reserved for a specific program area and that there is a deadline by which to apply for this funding;

- c. Request that applicants submit additional information appropriate to the nature and amount of the requested assistance; and/or
- d. Where appropriate, seek third-party expertise to assist in selection and review of submitted applications.

PROVISIONS

General Conditions

- I. All relevant provisions of the *Financial Administration Act* and the Financial Administration Manual will apply to the financial administration of contributions issued by the department under this policy.
- II. Funding recipients must report any amounts owing to the government, under legislation or an agreement. Such amounts may be set-off against amounts owing to the government.
- III. Funding recipients must repay advances, overpayments, interest on overdue amounts, unexpended balances and disallowed expenses. Such amounts constitute debts due to the Government.
- IV. In prioritizing applications, the Project Assessor will consider an applicant's previous record of compliance with reporting and other requirements under prior agreements.
- V. The Government's liability is limited to the amount of funding authorized and the Government will not be responsible for any shortfalls or deficits.
- VI. Eligibility for funding under this policy does not guarantee approval of financial assistance of any kind. Financial assistance will be limited to amounts allocated to this policy within the main estimates of the budget.
- VII. Successful proponents under this program may receive a contribution is less than the amount sought.
- VIII. 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.
- IX. Recipients who access funding may be required to provide acknowledgement to the Government of Nunavut. Specific terms will vary depending on the project and will be contained in the Contribution Agreement.
- X. Projects funded under this program must meet the necessary approvals by regulatory, municipal and other authorities. This may include meeting health and safety standards, environmental standards, acquiring land use approval, or any other approvals deemed necessary for the project to proceed.
- XI. By providing written notice of such to the applicant, the department may terminate the agreement and withdraw from the project if the original objectives are not being met. No further expenses will be allowed.

- XII. Prior to issuing payment, the recipient of a contribution shall sign a Contribution Agreement, which contains their project goals and objectives, guidelines for allowable expenditures, completion timeline, and financial reporting and accounting requirements.

AUDIT

The Department has 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 related to the project, and to obtain any other information necessary for ensuring compliance with the Contribution Agreement or evaluating the success of the project.

APPEALS

- A. An applicant for a contribution has the right to appeal a denial of funding.
- B. Appeals will be reviewed by the Deputy Minister of Economic Development, or designate, and should be submitted in accordance with the guidelines for the Community Tourism and Cultural Industries Policy.

PREROGATIVE OF THE EXECUTIVE COUNCIL

Nothing in this policy will in any way be construed to limit the prerogative of the Executive Council to make decisions or to take actions, respecting business and/or funding contribution or any other form of business and/or funding assistance, either direct or indirect, outside the provisions of this directive.

STACKING

Stacking of funding (the use of more than one funding program to support a project) is permitted. Such requests will receive a more rigorous demonstration-of-need analysis.

PAYMENT

Specific payment terms and Financial Administration Manual compliant conditions will be contained in the Contribution Agreements. In the event that eligible costs are less than that set out in the Contribution Agreement, the balance will be repayable to the Department within 60 days of the completion of the project in accordance with Financial Administration Manual Directive 908.

For larger projects audited Financial Statements should be required within 90 days of the recipients year end.

Payments will be made by installment, as outlined in the contribution agreement. The payments will specify the appropriation to which they will be charged.

APPLICATION PROCESS

Applicants are required to submit funding proposals in accordance with the guidelines.

Applications can be submitted on or prior to each of the following deadlines:

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

Received applications will typically be assessed after each deadline and will be assessed through a competitive process.

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.

REVIEW PROCESS AND TIMELINE

The Department will review applications and provide a preliminary response to the applicant within 30 working days of the relevant application deadline.

Project Assessors will complete the necessary review and analysis.

Funding decisions will be rendered by the appropriate authority outlined in the Roles and Responsibilities section.

SUPPORTING DATA

The following pieces of information must accompany an application:

- Project Description;
- Support for the Project (including letters of support and/or demonstration of 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; and
- On a case-by-case basis, any other supporting data deemed necessary by the Project Assessor.

ACCOUNTABILITY

Applicants must submit a final project report which must include at minimum:

- Copies of receipts for approved incurred project costs; and
- Final reporting on project outcomes.

At minimum annual interim project reports, including unaudited financial statements, shall be required for Contribution Agreements which provide for multi-year funding.

Contributions at or above \$50,000 will at minimum require unaudited financial statements as part of the final project reporting.

Additional reporting requirements will be included bases on the project's goals and complexity.

Term

Contributions are generally one-time only, with a reporting period from April 1 to March 31 of each fiscal year. Multi-year contribution agreements may be for a period greater than one fiscal year.

Schedule A: Getting Started, Creation and Training

Purpose

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

Eligible Applicants

- Nunavut Small Businesses licenced as outfitters, or seeking to begin outfitting;
- Municipalities;
- Artists or Artist Groups;
- Arts Organizations; and
- Societies.

Eligible Activities

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

Eligible Costs

The following expenditures are eligible under the program:

- Raw materials, supplies, and equipment;
- Outfitter Insurance during any of the first three years of operation;
- Training and development unique to a specific product or community that is not otherwise available from either Nunavut Tourism or Nunavut Arctic College;
- Transportation, accommodation and per diem expenses for instructors and participants when outside of their home communities;
- Instructor and artists-in-residence salary costs; and
- Space rental.

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

Ineligible Costs

- Honoraria for trainees; and

- Double-funding of costs funded through other funding programs offered by government or non-governmental organizations.

Amount

- Minimum contribution of \$1,000.
- Maximum per project per annum of \$35,000.

Artists must contribute at least 10% of the project costs for which funding is provided. All other applicants must contribute at least 20% of the costs of any activity for which funding is provided. This may include an in-kind contribution or cash contribution.

Schedule B: Product Development and Marketing

Purpose

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

Eligible Applicants

- Nunavut Small Businesses which are either licensed tourism outfitters licensed tourism establishments Municipalities;
- Artists or Artist Groups; and
- Societies.

Eligible Activities

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

Eligible Costs

The following expenditures are eligible under the program:

- 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; and
- Tourism planning and project management.

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

Ineligible Costs

- Honoraria or artists fees;
- Small Capital;

- Recordings for fundraising projects; and
- Double-funding of costs funded through other funding programs offered by government or non-governmental organizations.

Amount

- Minimum contribution of \$5,000.
- Maximum per project per annum \$100,000.

Artists must contribute at least 10% of the project costs for which funding is provided. All other applicants must contribute at least 20% of the costs of any activity for which funding is provided. This may include an in-kind contribution or cash contribution.

Schedule C: Infrastructure Improvements

Purpose

Infrastructure Improvements Schedule 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.

Eligible Applicants

- Tourist Accommodations;
- Municipalities;
- Societies; and
- Artist Groups with shared studio space or intending to establish shared studio space.

Eligible Activities

- Develop new and repair/upgrade existing arts, culture and tourism infrastructure;
- Improving visitor centres and visitor welcome displays at Nunavut airports;
- Develop new and repair/upgrade shared arts studio space;
- Community beautification; and
- Producing Art for public spaces.

Eligible Costs

The following expenditures are eligible under the program:

- Capital expenses to improve facilities available to visitors;
- Costs for renovations, construction, or safety upgrades to publicly available spaces; 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.

Ineligible Costs

- Transfer or Refinancing of existing infrastructure; and
- Double-funding of costs funded through other funding programs offered by government or non-governmental organizations.

Amount

- Minimum contribution of \$25,000 (for Tourist Accommodations, \$50,000).
- Maximum per project per annum of \$100,000.

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

Tourist Accommodations must contribute at least 50% of the Eligible Costs. This may not include in-kind contributions.