

## 2018-2019 Nova Scotia Mineral Resources Development Fund (MRDF)

### Terms and Conditions for a Marketing Grant

Please study these Terms and Conditions carefully before you apply. Omission of critical information may lead to an application being rejected.

#### Marketing Grant

- Marketing Grants are available to provide support to prospectors and industry associations for promoting mineral opportunity and attracting investment into Nova Scotia.
  - **Tier 1:** MRDF Marketing Grants are available to help prospectors to participate, promote and market highly prospective properties at national and international industry events, such as conferences and trade shows.
  - **Tier 2:** MRDF Marketing Grants are available for industry associations to promote mineral opportunity and attract mining companies and investment into the province through organizing and hosting conferences and events held in Nova Scotia.

#### Tier 1:

#### Eligibility

- The applicant must be a registered prospector in Nova Scotia.
- The licence must be in good standing in accordance with the *Mineral Resources Act* and *Regulations*.
- Applicants must be the licence holder of the property being promoted or marketed.
- Applicants are permitted to apply for more than one marketing grant each fiscal year.
- If the applicant is being represented by another individual who will be marketing or promoting the property, a signed agreement for this representation must be accompanied with the application.

#### Eligible Expenses

- Reasonable (at the discretion of the MRDF Review and Evaluation Committee) expenses for:
  - transportation.
  - accommodations.
  - meals.

- incidentals.
- booth and furnishing rentals.
- promotional materials.
- conference registration.

## **Responsibilities**

- Grant recipients must follow travel and travel expense rules defined within the Government of Nova Scotia's travel policy (reference: <https://novascotia.ca/treasuryboard/manuals/PDF/200/22601-06.pdf>).
- Grant recipients will be required to demonstrate fiscal responsibility while managing MRDF grant funds.
- Grant recipients are required to submit original paid receipts for re-imbursement of expenses by the deadline, as stated in the Approval Letter.
- The grant recipient must record and report results (see Marketing/Promotion Results form) and option agreements made as a result of the promotional activity that was supported by the MRDF marketing grant.

## **Application Procedure**

- Applications for Tier 1 grants must be submitted using the application form provided to the MRDF Manager at [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca).
- Applications will be accepted throughout the fiscal year starting on April 6, 2018.

## **Deliverables**

- Within one month of the end of the promotional activity the grant recipient must submit a report (see Marketing/Promotion Results form) to the MRDF manager outlining the result of the event and how their attendance at the event was useful or not useful to the promotion of their properties.
- The report must also contain information on any option agreements made as a result of the promotional activity.
- The MRDF manager may request an update on the results and option agreements made as a result of the promotional activity at any time within three years following the event.

## **Application Review and Evaluation**

Applications will be evaluated by the MRDF Review and Evaluation Committee based on:

- the promotional and marketing merit of the project, including whether the marketing and promotion plan is well conceived and likely to achieve the stated goals on the application.

- the forecast budget for the marketing and promotion activities.
- past performance of applicant if they have received previous Nova Scotia Mineral Incentive Program (NSMIP) grants.
- The MRDF Review and Evaluation Committee may not fund a grant application if the applicant failed to provide the required report for a previous marketing grant or failed to provide an update on the results of a previous grant, as requested by the MRDF manager.

## **Response Process**

- Successful applicants will receive an approval letter by e-mail confirming that their application has been approved for funding and the amount of funding that is approved. Only approved expenses listed in the approval letter will be eligible for re-imbursement under the MRDF.
- Rejected applications will be considered closed files and decisions made by the Review and Evaluation Committee may not be appealed. Applicants are welcome to re-apply with a revised application. Resubmissions will be considered new applications and be reviewed on a first-come, first-served basis, if funding remains available.
- Any changes to the application or activities proposed must be submitted by e-mail to the MRDF manager, and the manager's approval returned by e-mail. Failure to do so will mean activities related to those changes may not qualify for re-imbursement.

## **Fund Disbursement**

- Funds will be paid after original expense receipts are received at the NSDNR, Attention: MRDF manager, 1701 Hollis Street, Halifax, NS, B3J 2T9 by the stated deadline in the approval letter and approved by the MRDF manager.

## **Withdrawal of Funding**

- If the MRDF manager, in consultation with the MRDF Review and Evaluation Committee, receives clear evidence that the marketing and promotion activity is not going to proceed, or the expense receipts are not approved, the funding will not be paid or the funding amount will be adjusted. The grantee may be required to attend a meeting with the MRDF committee members and fund manager to explain cancellation of the marketing and promotion activity.

## **Tier 2:**

### **Eligibility**

- Tier 2 of MRDF funding is exclusive to geoscience and mining industry associations.

- Proposals for funding to organize and host a conference or event must be submitted by a director or officer of the association.
- Applicants are permitted to apply for more than one marketing grant each fiscal year.

## **Eligible Expenses**

NOTE: All venue costs over \$5,000 require three quotes/estimates, unless this requirement is waived by the MRDF manager. Exceptions may be considered where there is a lack of available venues for that specific proposed activity/event. The request for an exemption for providing three quotes on a cost over \$5,000 must be included in the proposal. If requesting sole-source contracts, please include the reason.

Eligible expenses include, but are not limited to:

- All reasonable (at the discretion of the MRDF Evaluation Committee) expenses and costs (excluding alcoholic beverages) for organizing and hosting a conference or trade show event in Nova Scotia.
- Hiring of a subject matter expert or professional services required to work on the project/event. Please include this information in your proposal.
- Hiring of guest speakers, instructors for the event.
- Costs associated with advertising, and designing and printing promotional or other material for the event.

## **Ineligible Expenses**

Ineligible expenses include, but are not limited to:

- staff wages.
- wage(s) of applicant(s) or anyone with a vested interest in the project/event.
- capital purchases.
- alcoholic beverage expenses.
- expenses not approved in the signed contract/Acceptance Letter.
- Harmonized Sales Tax (HST). HST is excluded as an eligible grant expense for applicants eligible for federal government reimbursement of the tax. Please check web page link: <http://novascotia.ca/sns/paal/tax/paal050.asp> for requirements for an HST number.

## Responsibilities

- Grant recipients must follow travel and travel expense rules defined within the Government of Nova Scotia's travel policy (reference: <https://novascotia.ca/treasuryboard/manuals/PDF/200/22601-06.pdf>).
- Grant recipients will be required to demonstrate fiscal responsibility while managing MRDF grant funds.
- The grant recipient shall keep and preserve all books, accounts and records relating to the event, and keep them available for examination and audit by the Minister for a period of not less than two years after receipt of funding.

## Application Procedure

- Written proposals will be accepted and continue to be evaluated by the MRDF Review and Evaluation Committee throughout the year, providing funding remains available.
- Proposals for a Tier 2 Marketing Grant must include:
  - An executive summary, clearly stating how the marketing/promotion project to be funded will promote mineral opportunity and attract mining companies and investment into the province.
  - A project plan and a statement of project/event objectives (both strategic and tactical). This must include a tool or plan for the evaluation and effectiveness of the project/event.
  - A detailed description of the project/event timelines including a detailed work plan for event planning duration, the applicability and relevance of the event to the mining industry, and its planned outcomes for measuring success and potential impact on the target audience or group.
  - A detailed budget, including a detailed list of activities required to complete the project/event and an estimate of time required for each activity. Unit costs for each activity must be stated to support the total proposed budget for the project/event.
  - Key performance indicators:
    - Proposals must provide a timeline from project commencement to completion that includes the key milestones in the progression of the project. This includes a detailed work plan for the duration of the project/event.
    - Proponents must commit to a date, prior to February 28, 2019, for submission of deliverables to the MRDF manager.

- The name of the project lead/s, their qualifications, organizational affiliation, and contact information.

## Deliverables

- Expected deliverables will depend on the scope and nature of the conference or trade show event, but would include the following:
  - A Final Report due on or before February 28, 2019, describing the event, education/outreach/engagement activities and its success. If the Final Report can't be completed by February 28, 2019, because the event date is too close to the Final Report deadline, the recipient may request an extension by e-mail to the MRDF manager.
  - A contribution to the Nova Scotia Department of Natural Resources (NSDNR) Geoscience and Mines Branch "the Geological Record" newsletter.
  - Information from this report may be used as part of a contribution to the Nova Scotia Department of Natural Resources (NSDNR) Geoscience and Mines Branch annual publication "Report of Activities" (each year of the grant) by the MRDF manager.

Proposals must be submitted to the MRDF manager at: [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca).

- Proposals will be accepted starting April 6, 2018.

Please study the Terms and Conditions carefully before you apply. Omission of critical information may lead to an application being rejected.

***Novascotia.ca e-mail accounts can only receive 30MB of data per e-mail; if the application and data exceed this, please send multiple e-mails. (It is recommended you check with your e-mail provider to inquire about size limits for sending e-mails with large data amounts).***

## Proposal Review and Evaluation

Proposals will be evaluated by the MRDF Review and Evaluation Committee based on:

- clarity of the proposal (clearly communicated and well drafted).
- significance of the proposal's objectives (quality and feasibility of the proposed plans, goals and objectives, and themes).
- the underlying rationale of hosting the event.
- the promotional and marketing merit of the event, including whether the marketing and promotion plan is well conceived and likely to achieve the stated goals in the proposal.

- feasibility of the proposed approach.
- applicability and relevance to the mining industry in Nova Scotia.
- budget estimation for the conference or trade show event (reasonable with an adequate level of budget detail).
- external factors that could affect success of the event.

## **Response Process**

- Successful applicants will receive a Contribution Agreement (to be signed by the applicant) confirming that their project has been approved and listing the expenses that will be covered under the MRDF. Only approved expenses incurred starting April 1, 2018, will be eligible for re-imbursement under the MRDF.
- Unsuccessful applicants will receive a letter stating that their project has not been approved for funding. Rejected applications will be considered closed files and decisions made by the Review and Evaluation Committee may not be appealed. Applicants are welcome to re-apply with a revised application. Resubmissions will be considered new applications and be reviewed on a first-come, first-served basis, if funding remains available.

## **Fund Disbursement**

- Seventy five percent (75%) of the awarded funds will be issued to the applicant upon receipt of the signed Contribution Agreement by the MRDF manager.
- The remaining twenty five percent (25%) of the awarded grant money will only be issued when the final report, expense statement, paid receipts, and digital data obtained using MRDF funds have been received and approved by the MRDF manager. These funds will not be released until the Final Report, digital data, expense statement and paid receipts are approved. All invoices submitted for re-imbursement for work allowed under the terms of the Contribution Agreement must be fully paid for, and dated no earlier than April 1, 2018.
- Unspent funds at the completion of a project can be re-allocated at the discretion of the MRDF manager, in consultation with the MRDF Review and Evaluation Committee.

## **Withdrawal of Funding**

- If the MRDF manager, in consultation with the MRDF Review and Evaluation Committee, receives clear evidence that the project or event is not going to proceed, or the expense receipts are not approved, the funding will not be paid or the funding amount will be adjusted. The grantee association director may be required to attend a

meeting with the MRDF committee members and fund manager to explain cancelation of the marketing and promotion activity.

## **Reporting Requirements**

### **Final Report**

- A Final Report is to be submitted digitally at a date agreed upon between the grantee association and the MRDF manager.
- The Final Report must include a clear statement of only eligible MRDF costs and receipts totaling 100% of grant funding. We require official receipts from vendors confirming payment of invoices directly related to the costs incurred. Receipts are only eligible for work that commenced on or after April 1, 2018. Please make sure that work submitted to be reimbursed under the MRDF is allowable under the Contribution Agreement.
- All data must be conveyed electronically.
- The Final Report, expense statement, any digital data obtained using MRDF funds, and scanned receipts are to be sent to the MRDF manager at [mrdf@novascotia.ca](mailto:mrdf@novascotia.ca). Receipt of the Final Report and any additional data will be confirmed by the MRDF manager by e-mail.
- Final payment will not be issued until the MRDF manager has given approval that the Final Report and additional data are satisfactory.
- Please ensure that the final report and any media releases note that the project was partially funded by the MRDF.

### **Notes**

- Any changes to the proposed budget or work proposal must be submitted by e-mail to the MRDF manager, and the manager's approval returned by e-mail. Failure to do so will mean work related to those changes will not qualify for re-imbursement.