

## Introduction

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The Creative Industries Fund invests in Nova Scotia registered cultural businesses that are focused on global exporting; and supports not-for-profits and social enterprises focused on development of the culture sector outside of Nova Scotia.

The fund supports activities that are about building profile, expanding opportunities, and making sales. Cultural business may be rooted in Nova Scotia, but marketplaces and audiences are global. We want to infuse the culture sector with more of the entrepreneurship, innovation, and creativity that drive our province's most successful businesses.

## Fund Intent and Objectives

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Your proposal must demonstrate how your project will achieve the following objectives:

- Furthers the objectives of Nova Scotia's Culture Action Plan: Creativity and Community [novascotia.ca/culture](http://novascotia.ca/culture)
- Increases your capacity to export
- Increases your export sales and revenue growth
- Expands your global markets and audiences
- Foster industry growth of Nova Scotia's creative sector outside of Nova Scotia

## Eligible Applicants

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Eligible creative industries include, but are not limited to, Fashion/Design, Film and TV, Music, Performing Arts, Production and Fine Craft, Visual Art and Applied Arts, and Publishing.

## Ineligible Costs

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- Non-business-case related hospitality and entertainment expenses
- Luxury travel or luxury accommodations when other options exist
- Living expenses
- Ongoing annual operational expenses
- Infrastructure construction or capital maintenance expenses
- In-kind revenues and expenses
- Administration fees

## Project Proposal

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Your proposal should clearly describe your initiative or project, what it is trying to achieve, and how you will assess success.

In your proposal, carefully consider and clearly outline your responses to the following questions:

- What is your project? What work needs to be done (the Effort) and how and when will it be carried out?
- How does this project align with the goals of Nova Scotia's Culture Action Plan?
- Who is involved? Who are the partners or collaborators? What does each contribute to the project's success?
- What are you hoping to achieve (the Outcome/s)?
- How will you know that the initiative has been successful (the Results), and how will you measure this?
- How much do you need? What funding is required? What are partners contributing?

## Measurement

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Measuring the success of this investment is crucial for our department's analysis, which informs the continued development of this program. The program's overall success is measured by the return on our shared investment.

Successful applicants must return final reports to the department upon completion of the project.

We may request data that relates to the relevant program objectives, including, but not limited to, the following:

- The amount of export revenue generated as a result of this project
- Details on new markets to which your company has expanded as a result of this funding
- The number of new contacts/sales that you generated from this investment
- Details on new job creation (F/P)

All funded projects may be required to report in detail on these measures and others.

## Levels of Funding

The department may contribute up to 50% of eligible costs.

## Application Procedure

It is strongly recommended that an application be submitted at least 6 weeks prior to the start date of the proposed activity.

Applicants must discuss the proposed project and the application requirements with program staff before submitting an application.

Applications are accepted by email on an ongoing basis: [creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca)

## Notification of Results

Applicants are informed of funding decisions by letter, often within 60 days of submitting an application.

## Payment Conditions of Funding

Applicants who are approved for funding 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.
- If the project is not undertaken after payment of the grant has been made, the recipient must return the funds to the department.
- Successful applicants must submit a Final Report by the date indicated in the terms and conditions document.

## Overdue Reports

If your organization has received funding through any of the Culture & Heritage Development Division's or Arts Nova Scotia's project funding programs for which the Final Report is overdue, no funds can be released for any subsequent grant approved through the Culture & Heritage Development Division or Arts Nova Scotia programs until the overdue report has been received.

## Send completed application form to

Creative Industries Fund  
Department of Communities, Culture and Heritage  
[creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca)

## For further information, contact

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