

Introduction

Creativity is a competitive advantage for the world's most advanced economies. Nova Scotia's Creative industries are driven to expand their markets, trade in intellectual property, and leverage ideas in order to expand the reach of the products they create and the stories they tell.

The Creative Industries Fund invests in private businesses, social enterprises, and not-for-profits in the creative industries to create rapid growth, foster innovation, deliver social impact, and assist participants to reach the next level of success.

Fund Objectives

When submitting an application to the Creative Industries Fund you will need to demonstrate how your project(s) will achieve the following objectives:

- Increased scale of operations in terms of capacity to export;
- Creation of value propositions that are recognized nationally and globally;
- Resilient firms which adapt to global market forces and trends;
- Increased export sales, and revenue growth through innovation;
- Expansion of global markets, and audiences;
- Broadened financial bases for industries, including private and foreign investment.

Activities Supported

Activities supported include, but are not limited to:

Market Access and Growth

- Developing global competitiveness by building strong connections to markets, clients and partners.

Innovation

- Advancing collaboration and partnerships to develop/market/distribute commercial creative product through innovation and convergence in technology and business models.

Content Creation

- Export product development, diversification and adaptability.

Eligibility

Eligible creative industries include, but are **not limited to**: Design/Clothing & Textile, Music, Performing (Touring) Arts, Production & Fine Craft, Visual Art & Applied Arts, and Written & Published Works.

Registered Nova Scotia businesses, and social enterprises can receive up to 50% of project costs through the fund. Registered Nova Scotia not-for-profits are can receive up to 75% of project costs.

Ineligible Costs

- Non-business case related hospitality and entertainment expenses
- Employees rewards or benefits
- Luxury travel or luxury accommodations when other options exist
- Living expenses
- Ongoing annual operational expenses
- Infrastructure construction initiatives

Levels of Funding

The Department’s contribution will not exceed 75% of eligible costs

Applicant Category	Eligible Funding
Registered Nova Scotia businesses, and social enterprises	Up to 50% of eligible project costs
Registered not-for-profit organizations, including the portion of activities undertaken to benefit Nova Scotia professionals by regional industry associations	Up to 75% of eligible project costs
Total public funding will not exceed 90% of total proposal costs.	

Measurement

Measuring the success of this investment is crucial for our Department’s analysis which will inform as to how we best support the continued development of this program. The program’s overall success will be measured by the return on our shared investment. The Department of Communities, Culture and Heritage will request that successful applicants return final reports to the department following the completion of the project(s). We will request data that relates to the relevant program objectives, including, but not limited to:

- 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 (F/P) creation.

All funded projects will be required to report in detail on these measures and others. A final report template outlining these questions will be provided as part of the conditions on funding.

Application Procedure

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

It is strongly recommended that the Department of Communities, Culture and Heritage Program Officer is contacted to discuss the proposed project and the application requirements before an application is submitted.

Applications are accepted on an ongoing basis and are to be submitted by email to: creativeindustries@novascotia.ca.

Notification of Results

Applicants will be informed of grant decisions by letter often within 45 days of submitting an application

Payment Conditions of Funding

Applicants who are approved for funding will 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.
- Contributions for projects which are approved prior to April 1, but which do not start until April 1 or later normally will be paid in full in late April.
- Successful applicants must submit a Final Report within 60 days of the project end.

Please Note: If your organization has received a grant 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 & Heritage
creativeindustries@novascotia.ca

For further information, contact

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