

Introduction

The Creative Industries Fund supports commercial creative and cultural practices through investment in Nova Scotia registered cultural businesses and not-for-profits. The program invests in both individual projects and sector support initiatives that are focused on developing export opportunities for Nova Scotian artists, makers and cultural content producers.

The Fund provides project support within the creative industries that enable applicants to undertake projects which have the potential to drive audience engagement, build brand awareness, diversify and/or increase the earned revenue streams and increase export potential for their product or work outside of Nova Scotia.

First Nation, African Nova Scotian, and newcomer/immigrant/ethnocultural creative industry organizations and businesses are strongly encouraged to apply.

Eligible Applicants

There are two general program streams administered within the Creative Industries Fund:

The Creative Industries Program and the Industry Development Program.

Creative Industries Program

The Creative Industries Program stream is open to eligible creative businesses in the following categories: Fashion/Design, Music, Performing Arts, Production and Fine Craft, Publishing and Visual and Applied Arts.

Funding is also available to Screen Industry (Film and Television) applicants under the **Creative Industries Program** stream of the Fund specifically as follows:

- Registered creative businesses operating within the Screen Industry may apply for funding to support in-market travel and attendance at recognized industry events, including attendance at major international festivals.

Creative Industries Eligibility:

- An eligible applicant organization is a creative industries non-profit society, co-operative, or business registered with the Nova Scotia Registry of Joint Stock Companies.
 - Notwithstanding the above, proposals from registered Nova Scotia businesses whose primary focus is not the creative industries may be considered where submitted in collaboration or partnership with individual artists or cultural groups, and where the outcomes are clearly aligned with the objectives of the Creative Industries Fund (below).

- Applicants must be engaged in, or have plans to engage in, commercial activities outside of Nova Scotia, with fully developed exportable product(s), service(s), and/or intellectual property
- Applicants must have a business plan and a strategy to sell products/services outside of Nova Scotia outlining the company's target market and distribution channels; including challenges in the target market and how they will be overcome.

Industry Development Program

The Industry Development Program of the Creative Industries Fund is available to registered not-for-profit sector support organizations operating in the creative industries. Projects must be of benefit to the creative sector, broadly, while also supporting the objectives of the Creative Industries Fund.

Industry Development Eligibility:

The Industry Development Program stream is open to eligible non-profit sector support organizations in the following categories: Fashion/Design, Music, Performing Arts, Production and Fine Craft, Publishing, Visual and Applied Arts and Film and Television.

Applicants to either stream are required to contact the Program Officer prior to submitting to ensure their proposal is eligible to be considered for funding under this program.

Submission Deadline

The Creative Industries Fund opens April 1 annually and will accept applications on an ongoing basis until **December 15, 2022**.

Fund Objectives

When you submit your proposal, you will need to demonstrate how your project will advance one or more of the following Fund Objectives:

- Increase your capacity to export
- Result in diversification of earned revenue streams for your business or organization
- Expand your markets and audiences globally
- Build brand awareness
- Advance the development of an equitable, diverse and inclusive creative sector
- Build and strengthen the export capacity of the province's creative sector
- Foster industry growth of the creative sector outside of Nova Scotia

Eligible Activities

- Business, strategic and marketing plans.
- Equity, Diversity and Inclusion (EDI) activities including consultations/engagement with a community, research, programming, training and/or governance.
- Market intelligence, research, business matchmaking or lead generation in new markets
- Digital marketing
- (Re) Branding for international markets
- E-commerce solution improvement
- Development plans for e-commerce platforms for markets outside of Nova Scotia
- In- market travel
 - Consult the appendix document “Travel Criteria and Eligible Costs” to determine project eligibility and view a list of eligible costs.
 - The applicant must adhere to all health protocols in all jurisdictions where the applicant is travelling. International travel is permitted with the understanding that applicants are expected to adhere to federal government guidance.
The applicant is responsible for all costs related to COVID-19 protocol compliance as well as any quarantine costs related to positive tests resulting in travel delays.
 - Screen Industry travel eligibility is restricted to attendance at recognized industry events and festivals.
- Touring (Music and Performing Arts)
 - Music: The CIF is open to applications from touring artists who qualify as ‘Artist III’ as well as established management companies/record labels who qualify as “Business III” under Music Nova Scotia’s applicant tiers: **Eligible Applicant Tiers June 2021** (musicnovascotia.ca)
 - Consult the appendix document “Travel Criteria and Eligible Costs”
- Costs related to use of Consultants and Service Providers
 - We encourage applicants to engage other Nova Scotia businesses for their project though choosing a consultant from outside Nova Scotia does not preclude an applicant from the application process.
 - To qualify as an eligible cost, all chosen consultants must be at arms’-length from the applicant.

Ineligible Activities

- Recurring or ongoing operational activities
- Employee wages
- Content creation
- Website maintenance and pre-existing hosting fees

- Monthly subscriptions (after initial implementation)
- Capital purchases (e.g., buildings, property, construction)
- Projects already funded through the Department of Communities, Culture, Tourism and Heritage or Arts NS.
- GST/HST/PST/QST
- Quarantine costs related to travel and touring

Project Proposal

Applicants are required to submit proposals using the Creative Industries Fund Application form. Proposals should clearly describe your initiative or project, what it is trying to achieve, and how you will measure success. In your proposal, carefully consider and clearly outline your responses to the following questions:

- What is the proposed activity and why is it a priority for your organization?
- Who is involved? Who are the partners or collaborators? If hiring a consultant, provide a copy of the statement of work.
- How does this project deliver on the objectives of the Creative Industries Fund?
- What is your organizational capacity to deliver this project (staff, skills, time and budget)?
- What are the expected outcomes and how will you measure them? Outline specifically: both quantitative and qualitative targets of your proposed activity.

Proposals must also include a detailed budget showing all relevant revenues and expenditures specific to the project being proposed, and which clearly identifies the eligible expenditures under the CIF program.

Level of Funding

Applicants may be approved for up to 50% of eligible costs generally up to a maximum of \$30,000.*

*See specific funding levels for In-Market Travel and Touring Support (Appendix A).

Application Procedure

Applications will be accepted on an ongoing basis beginning April 1. Applicants must contact the Program Officer prior to submitting application.

Assessment

Applications will be assessed on an ongoing basis by an internal panel of evaluators. The evaluation framework is included as Appendix B.

Notification of Results

Applicants are informed of funding decisions by email, often within 60 days of applying.*

*Time-sensitive proposals will receive priority consideration and all efforts will be made to assess these applications and provide notification of results in order to meet the client's project timeline.

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.

Measurement

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.

Final Reports are required from all successful applicants within 60 days of their project end date. Information (data/results) should directly relate to the program objectives identified in your proposal. A Final Report Form will be provided by the Program Officer.

Overdue Reports

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

Send completed application form to

Creative Industries Fund
Department of Communities, Culture Tourism and Heritage
creativeindustries@novascotia.ca

For further information

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Appendix A: Travel Criteria and Eligible Costs

In-Market Travel

The Creative Industries Fund will support applicant travel costs associated with attendance at in-market industry events, including film festivals, trade shows and showcases. Travel applications must align with the stated objectives of the Cultural Industries Fund.

Eligibility: Screen Applicants

Applications to fund travel by Nova Scotia producers will be considered for those applicant companies with:

- At least one on-air/screen production credit in the audiovisual industry;
- A television project (includes streaming content) for which there is a broadcast development or distribution deal or a feature film project that has received development funding from Communities, Culture, Tourism and Heritage or Screen Nova Scotia, or feature film funding agencies such as Telefilm Canada, Canada Media Fund or reasonable alternative; or
- A project that has been invited to screen at a recognized major market/festival.

Eligibility: Other Creative Industries

Eligibility guidelines for Fashion/Design, Music, Performing Arts, Production and Fine Craft, Publishing, Visual and Applied Arts applicants remains consistent with the general eligibility criteria of the Creative Industries Fund.

Eligible activities include:

Industry conference and event attendance, trade shows, trade missions and showcases at recognized festivals and events generally occurring at locations more than 300km outside of the applicant's geographical area. In certain circumstances travel may also be considered for attendance at industry meetings and business activities, including business development.

In all cases, applications to fund travel activities will be assessed in relation to the overall objectives of the Fund.

Financing

The Creative Industries Fund will support eligible applicants with the costs of attendance at industry events and in-market travel where there is a demonstrated potential for fulfilling the objectives of the Fund.

Funding may provide up to 50% of eligible in-market travel costs to a maximum of \$20,000.

The maximum travel assistance available to any one applicant is limited to \$30,000 per fiscal year.

Eligible Costs

Costs must be supported by actual receipts (with the exception of per diems):

- Destination travel and return

Eligible costs for airfare should be based on economy class booked 30 days prior to the date of departure; the value of flights booked by redeemed points is not an eligible cost;

- Local ground transportation (taxi, public transit) costs to a maximum of \$100/day
- Accommodation to a maximum of \$200/night in Canada and \$300 outside of Canada.
- Per diem for meals and incidentals at \$100/day for each approved traveler. Does not include the last day of travel or any portion of travel within Nova Scotia.
- Costs associated with the design and printing of marketing materials
- Travel visas where required
- Translators or interpreters, or the translation of marketing materials
- Event registration fees
- Standard floor space cost or virtual booth space
- Shipping costs (roundtrip)

Receipts are required for all eligible costs incurred during travel.

Funding for in-market travel will be pre-approved at a defined amount with 50% of funds released upon signing of a terms and conditions agreement. The remaining approved funding will be released upon submission of a final report and provision of receipts.

Touring Support

The Creative Industries Fund will support applicant costs associated with performing arts and music touring. Applications must align with the stated objectives of the Cultural Industries Fund.

Music Eligibility:

Touring: Minimum of 6 paid dates outside of Province

Showcase: for applicant music businesses who have confirmed invitation to participate in an official showcase at least 300km outside of their geographic area.

In all cases applicants must be prequalified under the Artist III or Business III tier at Music Nova Scotia:

Eligible Applicant Tiers June 2021 (musicnovascotia.ca)

Financing

Support is available for touring both domestically and internationally, as well as showcasing initiatives, at a rate of 50% of all eligible costs to a maximum of \$20,000/tour.

Maximum funding available to any single applicant is \$30,000/year.

Eligible Expenses (CIF funding is limited to a maximum of 50%)

Costs must be supported by actual receipts (with the exception of per diems):

- Artist Fees and performance fees
- Travel visas where required
- Graphic Design fees and other costs associated with design and printing of marketing materials
- Marketing and advertising (online and traditional)
- Travel Costs

Eligible costs for airfare should be based on economy class booked 30 days prior to the date of departure; the value of airfare booked by redeemed points is not an eligible cost;

- Accommodation to a maximum of \$200/night in Canada and \$300 outside of Canada.
- Per diem for meals and incidentals at \$100/day for each approved traveler. Does not include the last day of travel or any portion of travel within Nova Scotia.
- Essential crew fees
- Event registration fees
- Baggage fees directly associated with the production (instruments, etc)

Application Requirements

In addition to completing the Creative Industries Fund application, proposals for Touring Support must also include the following as part of their Detailed Project Information:

- Tour Plan
- Tour Schedule
- Performance Confirmations

Appendix B: Evaluation Framework

Applications to the Creative Industries Fund will be assessed according to the following framework:

Scale of Operations (20)

- The project increases applicant's commercial and export capacity and creates commercial opportunities for the applicant business and Nova Scotian creative content producers
- The project will result in expanded and diversified revenue streams for the business or organization

Impact on Export Competitiveness (20)

- The project will result in expansion of marketplace opportunities beyond Nova Scotia.
- The project positions the applicant competitively within the export marketplace

Business Case (20)

- Amount requested does not exceed 50% of total eligible project costs
- The proposal reflects the capacity of project team to fulfill the project as proposed
- The proposed project is grounded by research and analysis
- The project team possesses sufficient relevant experience and expertise
- The project team has a successful record of past performance

Sector Impact (20)

- The project provides opportunities for local artists and creatives
- The project increases the capacity of local creative workers in the export economy
- The project engages the expertise of local consultants and businesses in support of the project

Equity, Diversity and Inclusion (20)

- The project provides meaningful opportunities for underrepresented artists, contractors and/or cultural workers
- The project furthers the objectives of the Creative Industries Fund in supporting the development of an equitable, diverse and inclusive creative sector.