

## Introduction

The Creative Industries Fund invests in Nova Scotian creative businesses and not-for-profit organizations that are focused on developing the export capacity of Nova Scotian artists and creative producers.

The Fund is available to eligible creative businesses in the following sectors:

- Fashion and Design
- Production and Fine Craft
- Screen
- Publishing
- Music
- Visual and Applied Arts
- Performing Arts

## Objectives

The objectives of the Creative Industries Fund are as follows:

- Promote distribution of creative content to national and international markets;
- Increase the exports of Nova Scotian creative products;
- Build brand awareness and increase audience engagement in new markets;
- Diversify and/or increase applicant earned revenue streams; and
- Increase the export potential for Nova Scotian cultural products outside of Nova Scotia.

## Communities, Culture, Tourism and Heritage's Commitment to EDIA

- Communities, Culture, Tourism & Heritage supports our communities to thrive by promoting active living, tourism, and Nova Scotia's diverse culture, heritage, and languages. We pride ourselves in helping to grow communities and organizations by providing programs and services that support these areas.
- We are committed to ensuring that our programs and services are free of discrimination and barriers, and value equity, diversity, inclusion, and accessibility (EDIA). By applying this lens, and ensuring it is a core value in our programs and decision-making processes, we are taking steps to address the long-standing systemic barriers that impact many communities in our province.
- Communities, Culture, Tourism, and Heritage is committed to advancing equity, diversity, inclusion, and accessibility across Nova Scotia, and we support partners who share in this commitment

## How To Apply

### Step 1: Determine Your Stream

If you are a not-for-profit organization, please refer to the **Development Stream**. All other potential applicants will be assessed under the **Export Stream** and can refer to that section for further information.

### Step 2: Eligibility Check

Prior to applying, applicants are required to contact the Program Officer to ensure their proposal is eligible to be considered within the Creative Industries Fund. **Please contact the Program Officer by sending an email to [creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca).**

### Step 3: Apply to the Fund

After receiving confirmation of your project's eligibility by the Program Officer, you may apply to the fund. Please ensure that the application form, budget & any accompanying supporting documentation is submitted to **[creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca)** prior to the deadline of your applicable stream.

## Funding Streams

Program Details	
<b>Export Stream</b>	Nova Scotian creative businesses with eligible projects can apply anytime between <b>April 1st - December 1st</b>
<b>Development Stream</b>	Nova Scotian not-for-profit organizations with eligible projects can apply anytime between <b>April 1st – December 1st</b>

*\*Please note: streams may close prior to December 1<sup>st</sup> if all available funds have been invested.*

## Export Stream

Apply between April 1<sup>st</sup> – December 1<sup>st</sup>

### Level of Investment

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

*Please note that certain individual eligible costs are capped based on the activity (Refer to the Eligible Activities section below for details).*

### Eligibility

The following is required for your project to be eligible under the **Export Stream**. These criteria will be assessed during your Eligibility Check to determine if your project is a fit:

- **Creative Business.** The applicant business/organization operates within the eligible sectors of the fund (reference Introduction section for list of eligible sectors)
- **Registered Business.** The applicant is an eligible creative industries business registered with the Nova Scotia Registry of Joint Stock Companies;
- **Export Project.** The applicant's proposed project must be related to commercial activities outside of Nova Scotia, with fully developed exportable product(s), service(s), and/or intellectual property;
- **Business Plan.** Applicants must have a business plan for the proposed project and a strategy to sell products/services outside of Nova Scotia outlining the company's target market and distribution channels;
- **Final Reports.** For returning applicants, all outstanding final reports for previous projects must be submitted prior to receiving any future investment;
- **Funding Sources.** Proposed project activities must not be funded by other programs within the Department of Communities, Culture, Tourism and Heritage, Arts NS or Invest Nova Scotia's Export Development Program.

*Funding is available to Screen Industry (Film and Television) applicants under the Export Stream specifically as follows:*

- **In-Market Travel.** Projects that support in-market travel and attendance at recognized industry events, including attendance at major international festivals.
- **Training and Mentorship.** Selection-based immersions, training and mentorship initiatives designed to increase the professional capacity of NS producers and filmmakers.

### Eligible Activities (Export Stream)

- Business, strategic and marketing plans.
- Equity, Diversity & Inclusion (EDI) activities including consultations 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
  - Photography & videography costs supporting re-brand (maximum eligible costs of \$10K total)
- E-commerce solution improvement
- Development plans for e-commerce platforms for markets outside of Nova Scotia

- Consultants and Service Providers
  - We encourage applicants to engage other Nova Scotia businesses for their project however a consultant from outside Nova Scotia is eligible. To qualify as an eligible cost, all chosen consultants must be at arms'-length from the applicant
- In-market Travel
  - **Please reference Appendix A: Travel Criteria and Eligible Costs** to determine project eligibility and view a list of individual eligible travel costs.
- Touring (Music and Performing Arts)
  - Please reference **Appendix A: Travel Criteria and Eligible Costs** to determine project eligibility and view a list of individual eligible touring costs.

### Ineligible Activities (Export Stream)

- Production costs/content creation costs
- Recurring or ongoing operational activities
- Employee wages not directly related to the project
- Administration costs
- Website maintenance and hosting fees
- Monthly subscriptions (after initial implementation)
- Capital purchases (e.g., buildings, property, construction, software)
- Projects or project components already funded through the Department of Communities, Culture, Tourism and Heritage, Arts NS or Invest Nova Scotia's Export Development Program
- GST/HST/PST/QST
- Quarantine costs related to travel and touring

## Development Stream (Not For Profit Organizations)

Apply between April 1<sup>st</sup> – December 1<sup>st</sup>

### Level of Investment

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

*Please note that certain individual eligible costs are capped based on the activity (Refer to the Eligible Activities section below for details).*

### Eligibility

The following is required for your project to be eligible under the **Development Stream**. These criteria will be assessed during your Eligibility Check to determine if your project is a fit:

- **Not For Profit Organization.** The eligible applicant for this stream must be registered as a not for profit organization with the Nova Scotia Registry of Joint Stock Companies;

- **Export Development.** Eligible projects must directly support the commercial/marketplace development, and/or export of work by Nova Scotian artists and creative content producers.
- **Business Plan.** Applicants must have a business plan for the proposed project and a strategy to sell products/services outside of Nova Scotia outlining the company's target market and distribution channels;
- **Final Reports.** For returning applicants, all outstanding final reports for previous projects must be submitted prior to receiving any future investment;
- **Funding Sources.** Proposed project activities must not be funded by other programs within the Department of Communities, Culture, Tourism and Heritage, Arts NS or Invest Nova Scotia's Export Development Program.

### Eligible Activities (Development Stream)

- Business, strategic and marketing plans
- Sector professional development initiatives
- Sector marketplace development initiatives
- Sector industry growth initiatives
- Market intelligence, research, business matchmaking or lead generation in new markets
- Equity, Diversity & Inclusion (EDI) activities including consultations with a community, research, programming, training and/or governance.
- Consultants and Service Providers
  - We encourage applicants to engage other Nova Scotia businesses for their project however a consultant from outside Nova Scotia is eligible. To qualify as an eligible cost, all chosen consultants must be at arms'-length from the applicant
- In-market Travel
  - **Please consult Appendix A: Travel Criteria and Eligible Costs to determine project eligibility and view a list of individual eligible travel costs.**

### Ineligible Activities (Development Stream)

- Production costs/content creation costs
- Recurring or ongoing operational activities
- Employee wages not directly related to the project
- Administration costs (Maximum 10% of total costs)
- Website maintenance and hosting fees
- Monthly subscriptions (after initial implementation)
- Capital purchases (e.g., buildings, property, construction, software)

- Projects or project components already funded through the Department of Communities, Culture, Tourism and Heritage, Arts NS or Invest Nova Scotia's Export Development Program
- GST/HST/PST/QST
- Quarantine costs related to travel and touring

## Application Details

For either the *Export* or *Development* stream, an application can only be submitted **after** you have received approval from the Program Officer that your project is eligible (please reference How to Apply section).

### Requirements

Applicants are required to submit the following:

- Creative Industries Fund Application Form
- Creative Industries Fund Budget Template
- All applicable supporting documents (quotes/statements of work for consultants and services, letters of support, event invitations, etc)

Applications will be accepted on an ongoing basis according to the deadlines of the specific stream you are applying for. Please reference the Funding Streams section for specific deadline information.

Your application should describe your project, what it is trying to achieve, and how you will measure success.

### Please clearly address the following:

- **Description of Project (Business Case).** What is your organizational capacity and rationale for undertaking this project? Include information such as past performance and experience, measurable goals (quantitative and qualitative), timeline of project with key dates (Critical Path) and a list of contributors (consultants, services, collaborators) and their role in the project.
  - If hiring a consultant, please provide a copy of the statement of work and CV with your supplementary information
  - Business Plans, Marketing Plans and other supporting information should be submitted as supplementary information
  - If applying for Touring support, please provide copies of your Tour Plan, Tour Schedule, Performance Confirmations and Marketing Plan with your supplementary information
- **Alignment with Creative Industries Fund Objectives.** How does this project deliver on the objectives of the Creative Industries Fund? (Please reference the Introduction section for the program Objectives). Include specific information such as target markets/regions and any additional research that has led you to pursue this initiative.

- **Sector Impact.** Explain how the project provides opportunity for local artists and creatives. Include any local expertise or consulting you may be using, state opportunities this project provides for underrepresented artists/contractors/cultural workers, and demonstrate presence of policies/initiatives that support practices of equity, diversity and inclusion within the project/organization.
- **Financial Capacity.** Demonstrate how you will fund the other 50% of the project costs. Indicate any additional confirmed funding sources and provide a contingency plan for any stated funding that is still pending.

### Assessment Criteria

Applications will be assessed on an ongoing basis by an internal panel of evaluators. Please reference **Appendix B: Evaluation Criteria** for additional details.

## Notification of Results

Applicants are informed of funding decisions by email, often within 80 days of applying.

## Payment Conditions of Investment

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.

## Final Reporting and Measurement

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. **You can find the Final Report Template on our website.**

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.

## Overdue Final Reports

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

## Submission

### Send completed applications to:

Creative Industries Fund, [creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca)

*Please note that applicants will receive an email confirming receipt of their application materials within 2 business days. Applicants who have not received confirmation should contact the program officer directly. It is the responsibility of the applicant to ensure that their application has been received.*

### For further information:

email [creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca), Web: [cch.novascotia.ca](http://cch.novascotia.ca)

## Appendix A: Travel Criteria and Eligible Costs

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.

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.

## In-Market Travel

### 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 deal, 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 from 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.

Individual producers/production companies are generally restricted to a maximum of \$5,000 per request.

### 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 (except for 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 (taxis, public transit) costs to a maximum of **\$100/day**
- Accommodation to a maximum of **\$300/night**
- 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 (maximum 30% of the total costs of each activity)
- 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.

## Touring

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

### Performing Arts Touring

#### Eligibility and Financing

General eligibility and financing for performing arts touring applications will be assessed under the terms and conditions of the **Export Stream**. Application budgets should generally adhere to the eligible expenses listed below.

### Music Touring

#### Eligibility

- Touring artists who qualify as '**Artist III**' or management companies/record labels who qualify as '**Business III**' under Music Nova Scotia's applicant tiers: **Eligible Applicant Tiers** ([musicnovascotia.ca/wp-content/uploads/2021/06/Eligible-Applicant-Tiers-June-2021.pdf](https://musicnovascotia.ca/wp-content/uploads/2021/06/Eligible-Applicant-Tiers-June-2021.pdf))
- A tour with a minimum 6 paid dates outside of Nova Scotia or a **showcase** with a confirmed invitation to participate at least 300km outside of their geographic area

#### Financing

Support is available for touring both domestically and internationally, as well as showcasing initiatives, at a rate of **50%** of all eligible costs, generally to a maximum of **\$20,000** per tour. Music touring investment is limited generally to a maximum of **\$30,000 per year** per applicant.

#### Eligible Expenses

Costs must be supported by actual receipts (except for 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;

- Accommodations to a maximum of **\$300/night**
- 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)

### **Additional Application Requirements**

In addition to completing the Creative Industries Fund application, proposals for Touring Support must also include the following attachments:

- Tour Plan
- Detailed Tour Schedule
- Performance Confirmations

## **Appendix B: Evaluation Criteria**

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

### **Description of Project (Business Case) (30pts)**

- The proposal reflects the capacity of project team to fulfill the project as proposed
- The proposed project is grounded by research and analysis including:
  - Applicants rational for project and capacity to complete project as suggested
  - Clear, achievable and measurable objectives and strategies
  - Critical Path of project
  - Key contributors with adequate support (quotes, proof of work, letters of support)

### **Alignment with Program Objectives (25pts)**

- Promotes distribution of Nova Scotian creative content to national and international markets;
- Increases the exports of Nova Scotian creative products;
- Builds brand awareness and increase audience engagement in new markets;
- Diversifies and/or increases applicants earned revenue streams; and
- Increases the export potential for Nova Scotian cultural products outside of Nova Scotia.

### **Sector Impact (30pts)**

- 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
- The project provides meaningful opportunities for underrepresented artists, contractors and/or cultural workers in positions of senior leadership, staff and/or contracted parties
- The applicant demonstrates presence of and adherence to policies/initiatives that support practices of equity, diversity and inclusion within their business/organization.

### **Financial Capacity (15pts)**

- The project demonstrated the ability to fund the balance of the costs
- The project has additional confirmed funding supports
- The project is not reliant on pending funding or has demonstrated adequate contingency plans for unconfirmed funding