

## New Brunswick Touring and Presenting Grants Program – Touring Component

### Guidelines for 2010-2011

#### Application deadlines:

Applications can be submitted before one of the following deadlines:

- a) Applications for projects starting between April 1<sup>st</sup> and September 30<sup>th</sup> of the current fiscal year must be postmarked no later than August 31<sup>st</sup>.
- b) Applications for projects starting between October 1<sup>st</sup> and March 15<sup>th</sup> of the current fiscal year must be postmarked no later than October 15<sup>th</sup>.

*Note: The Department will consider applications for projects that extend into two fiscal years.*

#### Goals:

The goal of the Touring Component is to improve access to performances and exhibits by Francophone non-profit artistic groups and professional Francophone artists from New Brunswick, and to develop greater audience awareness and appreciation for the artistic works of New Brunswick artistic groups and professional artists.

#### Objectives

By offering grants to eligible Francophone, non-profit artistic groups, this component seeks to meet the following objectives:

- Increase the availability of, and access to, Francophone artistic performances and exhibits throughout the province;
- Increase the touring opportunities for Francophone, non-profit artistic groups from New Brunswick
- Contribute to better audience awareness and appreciation of artistic works from a variety of disciplines;
- Encourage different types of programming opportunities for Francophone, non-profit artistic groups from New Brunswick;
- Encourage Francophone, non-profit artistic groups from New Brunswick to include more risk-based (financial and/or artistic) content in their programming;
- Prolong the duration of artistic performances and exhibits by enhancing the conditions for them to be toured throughout New Brunswick.

### Component Structure :

This component provides grants to Francophone, non-profit artistic groups based on the evaluation of the touring activities for a given period. Funds may not be used for the creation/production of the performance or exhibit, i.e. grants apply only to the touring of completed works.

Grants will be allocated at the following rates:

- 50% of eligible costs, up to a maximum of \$25,000, for artistic groups who wish to tour a performance or exhibit in the disciplines of theatre, music<sup>1</sup>, or the literary arts;
- 75% of eligible costs, up to a maximum of \$25,000, for artistic groups who wish to tour a performance or exhibit in the disciplines of dance visual/media arts.

### Eligibility

This component is open exclusively to Francophone, non-profit artistic groups legally constituted in New Brunswick<sup>2</sup> who meet the following criteria:

- The principal mandate of the organization consists of creating and/or producing artistic performances and/or exhibits in one or several artistic disciplines (dance, music<sup>3</sup>, theatre, literary arts including readings and spoken word creations, visual and/or media arts, cinema).
- The staff and/or volunteers of the organization have professional training and/or related experience in the areas of creating/producing artistic performances and/or exhibits of one or several artistic disciplines;
- The organization is recognized by its peers as a professional artistic group (for example, the organization employs staff and artists whose primary responsibilities consist of creating, producing and performing artistic works).

**Note :** The following groups are not considered eligible : Schools, school groups or ensembles, non-professional or community artistic groups, community theatre groups and community choirs.

### Eligible touring activities or projects

To be considered eligible, the touring project must meet the following criteria:

- Be presented in a minimum of three different municipalities of New Brunswick, each at least 50 km from the group's home community. **Exception:** Art galleries and/or visual/media arts exhibits can submit a project that includes their home community and a minimum of one other location outside the home community.

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<sup>1</sup> Music projects that receive funding from the Music Industry Development Program of the Department of Wellness, Culture and Sport are not eligible for this funding component.

<sup>2</sup> Non-incorporated artist collectives who wish to tour their work must form a partnership with an incorporated artistic group who can submit the application on the collective's behalf.

<sup>3</sup> See note 1.

## **Evaluation criteria**

Applications will be evaluated by staff of the Department of Wellness, Culture and Sport. Grants will be allocated based on the merit of the application's response to program criteria, in comparison with other applications; and based on availability of funds. Applications must demonstrate:

- The artistic merit of the proposed touring project;
- The financial and/or artistic risk associated with the touring project; and the measures the organisation will undertake to mitigate that risk;
- The strategic importance of the tour in terms of reinforcing the organization's sustainability and increasing audience awareness and appreciation of the organization's works;
- The audience development activities the organization will undertake to promote the tour, increase attendance and generate awareness;
- A clear, well-defined and well-timed marketing and promotion strategy for the proposed tour.

## **Requirements for completing the application:**

- Organizations must complete the application form and attach all requested support material.
- Grant recipients must acknowledge the financial support of the Government of New Brunswick and the Government of Canada (Canadian Heritage) in all promotional material produced for the tour for which a grant was received.

*Note* : In the case of disagreement concerning the interpretation of its policies, funding programs and their respective components, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a funding component.

The Department reserves the right to revise programs or their respective components at any time without notice.

## **Notification of results**

Applicants will be notified of the results in writing a few weeks following the application deadline.

## **Additional information**

The Department of Wellness, Culture and Sport must be notified immediately of any change in the initial project or budget for which an application was submitted.

Applicants must keep the guidelines and a copy of their application for their records.

The Department of Wellness, Culture and Sport is subject to the Right to Information Act and the Protection of Personal Information Act.

## **Contact Information and Mailing Address**

Should you have any questions or require any assistance please contact Rebekah Chassé, program consultant with the Arts Development Branch of the Department of Wellness, Culture and Sport. Complete applications must be mailed to the following address:

Rebekah Chassé  
Ministère du Mieux-être, de la Culture et du Sport  
250, rue King  
Fredericton (N.-B.) E3B 5M9  
Tél.: 506-453-5372  
Télec.: 506-453-2416  
[Rebekah.Chasse@gnb.ca](mailto:Rebekah.Chasse@gnb.ca)