# News Release

**For Immediate Release**

## New funding for tourism and cultural projects

**IQALUIT, Nunavut (July 23, 2015)** – Nunavummiut, Nunavut organizations and businesses can now apply for funding for tourism and cultural projects through the Department of Economic Development and Transportation (EDT)'s new Community Tourism and Cultural Industries Program.

The program strengthens community infrastructure and readiness for tourism, and enhances economic development in creative sectors such as music, digital media, writing and performing arts.

"The Community Tourism and Cultural Industries Program is a great example of how the Government of Nunavut is helping to strengthen economic growth across the territory," said Monica Ell, Minister of Economic Development and Transportation. "We support the economic development initiatives in *Sivumut Abluqta* by investing in Nunavut's exciting arts and tourism sectors."

Outfitters, tourist establishments, businesses, artist organizations, hunters and trappers organizations, artists, societies, studios or artist co-operatives and municipalities can apply for funding. Priority under these three funds will be given to organizations that do not receive core funding from EDT.

The Community Tourism and Cultural Industries Program has three streams:

- community tourism projects (Schedule A)
- cultural tourism projects (Schedule B)
- cultural industries projects (Schedule C)

For more information about the Community Tourism and Cultural Industries Program, and to apply for funding, please go to www.gov.nu.ca/edt/programs-services/community-tourism-and-cultural-industries-program.

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Backgrounder to follow

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# Backgrounder

### Community tourism projects (Schedule A)

This stream's objective is to add value to the tourism sector. The eligible activities are:

- Tourism planning and coordination in the community.
- Tourism product development and improvements.
- Market the community and its tourism activities, products and attractions.
- Projects to help communities benefit from cruise ship visits.
- Package tourism offerings so as to appeal to different tourist interests.
- Improve the community visitor centre and visitor welcome experience at Nunavut airports, and community beautification.
- Community engagement and development. This may include hiring a tourism coordinator to help a community develop its approach to tourism products or cruise ship visits.

### Cultural tourism projects (Schedule B)

This stream strengthens Nunavut's natural advantage in cultural tourism by providing funding that will support activities such as:

- Develop new and repair/upgrade existing arts and culture infrastructure that will be used by national and international visitors.
- Marketing community-specific artists' products and art-based tourism businesses.
- Investment in new facilities linking cultural industries and tourism.
- Packaging artists' offerings from multiple communities for cultural tourists.
- Organizational support to the arts economy:
    - Support for organizations that develop artists and markets in specific creative disciplines;
    - Technical and professional production support tailored to a specific creative discipline.
- Initiatives to develop markets for Nunavut's products and artists in a wider array of creative disciplines.
- Project operational costs.

- Support for organizations that develop artists and markets in specific creative disciplines.

**Cultural industries projects (Schedule C)**

This stream strives to add value to the cultural sector by funding activities such as:

- Technical and professional production support tailored to a specific creative discipline.
- Increase artists' knowledge of the tourist market's expectations.
- Initiatives to develop markets for Nunavut's products and artists in a wider array of creative disciplines.
- Projects that support innovation and risk-taking by established studios.
- Youth engagement in learning how to participate as artists.
- Residencies, mentoring and touring.