



News Release

New Funding for Artists Will Help Maintain Culture and Livelihoods

IQALUIT, Nunavut (January 14, 2009) - Minister of Economic Development & Transportation Peter Taptuna, announced today the *Arts & Crafts Development Program*, a new program providing financial support for the growth and development of the arts & crafts economic sector.

“Our arts & crafts strategy and this new implementation funding demonstrate the government’s increased commitment to this important part of our economy,” said Minister Taptuna. “At the same time, we are helping the artists who maintain our culture and traditions.”

The *Arts & Crafts Development Program* will provide \$425 thousand annually in additional financial support through two new funds: the *Sanannguaqti* Fund and the *Sanannguaqti Katujjiqatigiingit* Fund.

The two funds will provide support for activities including:

- the purchase of art materials, supplies and equipment
- business training for artists
- website development, promotion, marketing tools and training
- investments by artists in wholesale and retail
- workshops for artists

The new program is part of the implementation plan for the Department of Economic Development & Transportation’s *Sanaugait: A strategy for growth in Nunavut’s arts and crafts sector*.

“This new funding will help artists and the work they do to promote the culture of Nunavut,” Minister Taptuna said. “With this new support comes an opportunity for artists to do more of what they do best: create breathtaking works that capture the art buyer’s eye and at the same time provide income for families in Nunavut.”

Information about how to apply for support and application forms are available at www.edt.gov.nu.ca. Artists can also call the department toll-free at 1-888-975-5999, or contact their Community Economic Development Officer in their communities, or the Advisor, Arts & Traditional Economy, at the Economic Development & Transportation office in their region.

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For more information, contact:

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Backgrounder: Arts & Crafts Development Program

Artists and arts organizations are expected to supply supporting documents to receive funding for eligible activities. Here is a list of the different activities that can be supported and what you need to include in your application.

SCHEDULE A: INVESTING IN *SANANNGUAQTI* FUND

Eligible Activities, Funding Limits, and Required Documentation

- **Activity:** The purchase of arts materials, supplies and equipment. Equipment for quarrying is also eligible under this fund.
Project Requirement: The department will fund 100% of costs up to \$2500 for purchasing basic arts materials, supplies, and equipment, plus 50% of any costs in excess of this amount up to a total annual contribution of \$5,000.
Documentation: Artists should provide cost quotations of the equipment they intend to buy. Artists will have to complete a one page follow-up report.
- **Activity:** Participation in business training or aftercare programs.
Project Requirements: For programs offered in Nunavut funding is limited to a maximum of 80% of eligible costs. Where no relevant services are offered in Nunavut, support for services purchased from outside of Nunavut is limited to a maximum of 70% of eligible costs.
Documentation: Applicants should provide a quote of the costs involved in participating in the program, as well as brochures, advertisements, or application forms detailing the program. Artists will have to complete the standard one page follow-up report.
- **Activity:** Individual artist's marketing support which may include website development, promotion, and marketing tools and training.
Project Requirements: Applicants must present a three year marketing plan which shows how the proposed contribution will help the applicant to penetrate a new market for a product. The plan must include measurable indicators and provisions for progress reports. Level of funding will depend on the project's return on investment. The level of funding will depend on the project's return on investment, with a maximum contribution of \$5,000.
Documentation: Applicants must complete the standard one-page follow up report.
- **Activity:** Funding for assistance for investments in wholesale and retail aspects of the value added chain.
Project Requirements: Applicants must identify how funding will allow the artist to receive a greater percentage of the value of their artwork. Levels of funding will depend on the project's return on investment, to a maximum contribution of \$10,000.
Documentation: Applicants must complete the standard one-page follow up report.

- Activity:** Participation in the creation of an arts curriculum.

Project Requirements: Artists must have written support from the Department of Education. Projects must be well defined and must be a part of an ongoing curriculum development project. The maximum contribution is \$5,000.

Documentation: Artists must complete the standard one-page follow up report, and include copies of the curriculum work completed.
- Activity:** The enrichment of youth summer programming to include an emphasis on *sanaugaq*.

Project Requirements: The program must include professional *sanannguaqti* in a teaching and leadership capacity. Programs must have significant hands-on work for youth that will directly develop the skills and creativity needed to work in the industry. Maximum funding is \$10,000.

Documentation: Applicants must provide an estimate of enrolment including the minimum enrolment required for project success. Applicants must also complete the standard one-page follow-up report.
- Activity:** Travel to galleries and exhibitions to support sales and to develop alternative national and international markets.

Project Requirements: Applicants will have to provide a flat contribution of \$500 for travel to the applicant's designated gateway city. The program finance the balance plus 50% of travel costs beyond the applicant's designated gateway city.

Documentation: Applicants must submit the name of the gallery displaying their art, and the date of the exhibition. All receipts for the trip must be received within 30 days of the return date. Applicants will be required to complete the standard one-page follow up report.
- Activity:** Artistic Innovation. Many successful projects within the world of arts have potential precisely because they are 'thinking outside the box,' and yet the novelty of the project will often make it ineligible for funding support. The Government of Nunavut's Arts and Crafts Program therefore includes artistic innovation as a special funding item in order to realize the potential of projects that may not fit into existing funding categories.

Project Requirements: Projects must not fit into other eligible activities within the policy. Applicants must submit an extensive business plan that demonstrates the innovative nature of the project and its expected benefits. Funds will be determined on a case-by-case basis.

Documentation: The required documentation will be determined appropriate to the nature of the project and the level of approved funding.

SCHEDULE B: INVESTING IN *SANANNGUAQTI KATUJJIQATIGIINGIT* FUND

Eligible Activities and Requirements

- **Activity:** Funding for shared studios to create affordable workspace.
Project Requirements: Organizations provide details of the minimum number of studio members required to achieve feasibility, the type of organization (co-operative, society, sole proprietorship or joint partnership), signed commitments from artists to use the studio, and the required criteria for membership. Funding is available up to \$25,000 per applicant.
- **Activity:** Training and Workshop Fund - To provide funding for arts training and/or workshops in Nunavut by arts organization.
Project Requirements: Organizations must show how this workshop relates to the goals of *Sanaugait*. It must be of direct benefit to the artists of Nunavut through teaching of new skills or improving upon existing ones. Artist travel to the workshop would not qualify under this fund, which should be used for fees directly related to the implementation of a workshop. The maximum level of funding is \$15,000.
- **Activity:** Marketing Support for Arts Businesses
Project Requirements: Business must show a concrete marketing plan that will directly increase sales or quality of life for the artists who work for the business. Funding will be based on return on investment, up to a maximum of \$15,000.
- **Activity:** The establishment, improvement, or expansion of internet based art-industry resources or direct marketing of artwork on the Internet
Project Requirements: Projects must complement or improve upon existing marketing strategies, or internet-based industry resources. Proposals must include signed commitments from artists to use the website to sell their product, the proportion of revenue that the artists will receive, and the minimum number of artists needed for project success. Funding is available up to a maximum of \$15,000.
- **Activity:** Assistance for artists to invest in the wholesale and retail aspects of the value-added chain in the arts sector.
Project Requirements: Funding, up to \$15,000, will be provided as an accountable advance that meets the following criteria:
 - Artists must be the prime beneficiaries of any proposed project.
 - At the end of the project artists must receive a higher percentage of the value of their artwork.
 - Multi-year projects must include indicators that can be evaluated on an annual and ongoing basis.