

This fund has three distinct application forms. This form is for Creative Businesses. If you are looking for the application forms for Non-profit Organizations, visit our [website](#).

Applicants are encouraged to contact the Program Officer to discuss their project before applying. Refer to the grant guidelines to ensure you are eligible for this grant, based on your industry, objectives, and total project costs.

**Accessibility:** If you encounter any barriers or need accessibility support during the application process, contact program staff at least two weeks before the application deadline for assistance.

**Annual Application Period:** April to December, Rolling Intake.

## Section 1 Applicant Information

### Business Information

Legal Name of Applying Business: \_\_\_\_\_

Nova Scotia Registry of Joint Stock (RJS): \_\_\_\_\_

Sole proprietors without RJS number; leave blank and contact the program officer.

Federal GST Number: \_\_\_\_\_

Telephone (Primary): \_\_\_\_\_ Telephone (Alternate): \_\_\_\_\_

Business E-mail: \_\_\_\_\_

Business Website: \_\_\_\_\_

### Business Mailing Address

Street Address: \_\_\_\_\_

Unit/Suite: \_\_\_\_\_ PO Box: \_\_\_\_\_ City/Town/Community: \_\_\_\_\_

County: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

### Contact Information

Name of Business Owner: \_\_\_\_\_

Telephone (Primary): \_\_\_\_\_ Telephone (Alternate): \_\_\_\_\_

E-mail: \_\_\_\_\_

### Contact Information for Project Lead (if different)

Name: \_\_\_\_\_

Telephone (Primary): \_\_\_\_\_ Telephone (Alternate): \_\_\_\_\_

E-mail: \_\_\_\_\_

### Equity, Diversity, Inclusion, and Accessibility (EDIA)

Communities, Culture, Tourism and Heritage (CCTH) is committed to ensuring our programs and services are equitable, accessible, and inclusive. Understanding the demographics of our clients and people we serve will help us determine whether our programs, funding allocations, and processes are inclusive of Nova Scotia's diverse communities.

Does your organization have a specific mandated or primary focus to serve any of the following underrepresented and/ or underserved communities?

Select all that apply:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 2SLGBTQIA+           | <input type="checkbox"/> Immigrants/Newcomers/<br>Refugees | <input type="checkbox"/> Racialized Groups/Communities              |
| <input type="checkbox"/> Acadian/Francophone  | <input type="checkbox"/> Mi'kmaq                           | <input type="checkbox"/> Prefer not to answer (If an individual)    |
| <input type="checkbox"/> African Nova Scotian | <input type="checkbox"/> Persons of African Descent        | <input type="checkbox"/> None of the above                          |
| <input type="checkbox"/> Gaelic/Gaels         | <input type="checkbox"/> Persons Living with Disabilities  | <input type="checkbox"/> If not identified above, specify:<br>_____ |
| <input type="checkbox"/> Indigenous           |  |   |

**Optional:** (if none of the above)

If serving one or more of the following underrepresented and/or underserved communities is not your primary mandate or focus, but you do offer some programs, services, or outreach initiatives specifically targeted toward any of these groups, briefly describe those programs, services, or initiatives:

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### Data Statement

The information you provide will help us identify and prioritize applications supporting underrepresented and/or underserved communities and learn if our programs and processes are inclusive of Nova Scotia's diverse population. It will be handled in accordance with applicable privacy and confidentiality regulations.

## Section 2 Application Information

### Proposal Information

Project Name: \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Project End Date: \_\_\_\_\_

Travel Locations (if applicable): \_\_\_\_\_

Amount Requested: \_\_\_\_\_ Total Project Costs: \_\_\_\_\_

What is the primary discipline of your proposal:

Published Work       Screen       Visual/Applied Arts       Performing Arts

Music       Fashion/Design       Production and Fine Craft

Other creative discipline, specify: \_\_\_\_\_

Choose the relevant project type(s):

Business/Strategic/Marketing Plans

Marketing Campaign (including digital marketing)

Market Research

Rebranding for International Markets

E-commerce Solutions and Strategy

Music Touring (See Appendix B)

Other Touring

Travel to trade shows and markets

Screen Travel - Screenings/Awards/  
Industry Marketplaces (see Appendix B)

Other creative industries export activity,  
specify: \_\_\_\_\_

The lists of project examples provided are not exhaustive. Applicants should contact the program officer about the eligibility of proposed activity prior to submitting an application.

### Project Details

The Creative Industries Fund (CIF) helps creative businesses improve their export capacity. Projects must be designed to help your business reach customers and/or markets outside of Nova Scotia to be considered for this fund.

Applicants are expected to review the CIF program guidelines prior to submitting. You can find the following information in the guidelines:

- **Appendix A** lists eligible and ineligible expenses
- **Appendix B** provides details on eligibility and funding caps for Music Touring and Screen Travel.
- **Appendix C** provides the eligibility criteria that applicants should address when developing their application.

Provide a brief description of your business. (Maximum 40 words)\*

Briefly outline the activity you are undertaking and the export market(s) you plan to reach. (Maximum 40 words)\*

### Mandatory Written Response and Supporting Material

The following should be provided in a separate document. Number your responses 1–6 as they appear in this form.

#### Business Case

##### 1. Project Rationale

Demonstrate how the project will expand your business into markets beyond Nova Scotia.

In doing so, address as many of the following questions as possible:

- Why is this project important to your business's export growth?
- What market research, industry trends, or data supports this project?
- What past export activity or market experience demonstrates your ability to succeed in this project?
- Why is this the right time for your business to pursue this export initiative?
- Are you working with expert consultants, service providers, or collaborators that will benefit this project?
- If travelling, explain the choice of destination(s), and provide a rationale if there is more than one traveller (excluding performing bands and theatres on tour).

## 2. Timeline

Provide a clear timeline outlining your project's key phases, including:

- Start and end dates
- Preparation and follow-up
- Travel dates
- Event dates
- Sales meetings
- Key milestones for export activity

## Alignment with Objectives

### 3. How does your project support the programs' export objectives?

Explain how this project strengthens your export potential by addressing one or more of the following:

- 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 increase revenue streams
- increase the export potential for Nova Scotian cultural products outside of Nova Scotia

## Impact

### 4. What outcomes do you expect to achieve?

Describe the business benefits you anticipate from the project, such as:

- New partnerships or meetings
- Sales growth or new revenue channels
- Audience development in other regions
- Showcases, touring, or industry opportunities
- Describe how the project supports other creatives or aligns with your EDIA policies.

### 5. List at least three measurable goals for this project

Examples can include (but are not limited to):

- Number of meetings with out-of-province buyers or partners
- Revenue or sales targets in new markets
- New distribution or licensing agreements
- Increases in website/social engagement from target regions
- Streams/views/followers from specific markets
- Newsletter sign ups from new regions
- New partnerships or collaborations

### Financial Capacity and Budget

#### 6. Financial Capacity - Use this section to:

- provide an explanation if the budget shows a deficit or surplus
- demonstrate a contingency plan
- provide detail on revenues status: unconfirmed, pending, confirmed or projected
- demonstrate how you ensured value for money by comparing costs and selecting options that best support strong outcomes.

### Budget

Using the budget template provided, or your own spreadsheet, submit a comprehensive project budget that includes:

#### a. Expenses: All project costs with clear calculations and details

Examples:

- “2× accommodations at \$250/night for one person”
- “1× return flight Halifax–Toronto with checked baggage”

#### b. Revenues: list all confirmed, pending, or estimated revenue sources; indicating how remaining costs will be covered.

#### c. Projected revenues from the project (such as product sales or non-guaranteed ticket sales, etc.) cannot be used as part of the applicant’s contribution. You must be able to fund your portion of the project independent of these funds.

### Supplementary Materials

- Include estimates, quotes, statements of work, or bios as separate documents if you are working with consultants, service providers, or collaborators.
- Include business or marketing plans, invitations, letters of acceptance if referenced in the application.

### Final reporting acknowledgment

#### Final Reporting

I understand that a final report will be required for all successful submissions, detailing the outcomes of the project and gauging success against the measurable goals stated in my application. This report will be due 60 days after the project is complete. A template for this report is available at <https://www.novascotia.ca/creative-industries-fund-final-report>.

### Submitting Your Application

Send your completed application form and supporting material by email to [creativeindustries@novascotia.ca](mailto:creativeindustries@novascotia.ca) with the subject line: “CIF Application -” and your Business Name.

Ensure that your business name is on all files. All files must be in Word, Excel or PDF format.

## Section 3 Consent and Declaration

### Consent

- I consent to the sharing of information provided by me in this application with other government departments, organizations or contractors that the Department of Communities, Culture, Tourism and Heritage (including African Nova Scotian, Acadian Affairs and Francophonie, and Gaelic Affairs) or Arts Nova Scotia has a data sharing agreement with.
- I consent to the Department of Communities, Culture, Tourism and Heritage (including African Nova Scotian, Acadian Affairs and Francophonie, and Gaelic Affairs) or Arts Nova Scotia to adding my name, mailing address and e-mail to a distribution list to receive updates on programs, services, news and events.

### Declaration Statement

As a representative of a business:

- I have carefully read the application guidelines and eligibility criteria for this program, and I confirm that the business I represent meets the eligibility criteria to the best of my understanding.
  - I am aware that all overdue final reports, where applicable, for previously funded applications must be submitted and approved before any additional requests or applications for funding can be considered.
  - I understand that my current application may not be eligible if any of my final reports have not been submitted and approved.
  - I will act as the representative of the organization and will keep all participants informed of the application content and any funding decision.
  - I am aware that the information provided in this application form is subject to the Freedom of Information and *Protection of Privacy Act*.
  - I am aware that information regarding successful applicants, their respective counties, and the amounts awarded for each fiscal year will be publicly disclosed.
- I accept all the consent and declaration statements above that are applicable to me as a representative of an business. I understand that not accepting these statements as true may affect eligibility for this funding application.
- By checking this box and typing my name below, I confirm that I am electronically signing this application. I declare that the information provided is accurate and complete to the best of my knowledge. I understand that this electronic signature has the same legal effect as a handwritten signature.

Print Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Date (dd/mm/yyyy): \_\_\_\_\_ Signature of Signing Authority: \_\_\_\_\_

## Questions and Application Support

Jennifer Smith, Creative Industries Coordinator

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