



DEPARTMENT OF INDUSTRY, TOURISM AND INVESTMENT

ARTIST TO MARKET PROGRAM POLICY

1. STATEMENT OF POLICY

The Department of Industry, Tourism and Investment (ITI) advances the Northwest Territories (NWT) creative sector by investing in NWT artists and providing financial support to drive economic growth in the NWT.

2. GOALS AND OBJECTIVES

- Increase economic development opportunities for artists by expanding their presence at markets and events beyond NWT borders;
- Create space for NWT artists to showcase their talents and sell their work as a cohort of northern artists, provide professional development to prepare for the opportunity, and be supported before, during and after the opportunity;
- Provide funding for chosen artists to participate in the cohort opportunity;
- Facilitate networking opportunities that will help artists connect with potential clients, collaborators, and supporters for future work and projects; and
- Raise the profile of art and fine craft made in the NWT and increase the demand for these works in the marketplace.

3. PRINCIPLES

- The Government of Northwest Territories (GNWT) should encourage economic development for artists by providing financial incentives to NWT residents who participate in commercial art production;



- Programming and support for the arts and creative sector should be available and accessible to people of all abilities and identities in all NWT communities; and
- Government investment in the arts and creative sector should be allocated in a fair, transparent, and accountable manner, based on standards of merit and by positive contributions to the lives of individuals and communities in the NWT.

4. SCOPE

This policy applies to NWT residents engaged in commercial art production.

5. DEFINITIONS

(1) Minister

The Minister responsible for the Department of Industry, Tourism and Investment.

(2) Deputy Minister

The Deputy Minister is accountable to the Minister for the administration of this Policy and all funding programs established under this Policy.

(3) Assistant Deputy Minister

The Assistant Deputy Minister – Economic Development, Department of Industry, Tourism and Investment.

(4) Contribution Agreement

A legal and binding commitment by the recipient to undertake a specific project within a defined timeframe. General terms and conditions for a contribution will be specified. Specific terms and conditions will vary



according to the nature of the contribution and the project or activity being supported and will be attached as a schedule.

(5) Commercial Art Production

The creation of artwork with the primary intention of selling or promoting products, services, or ideas.

(6) Fiscal Year

The period beginning on April 1 in one year and ending on March 31 in the next calendar year.

(7) Good Standing

An applicant is in good financial standing if they have no delinquent debts owing and no debts currently with Corporate Credit and Collections with the Department of Finance at the time of application. Related parties who are not in good standing may be considered when determining an applicant's eligibility for funding.

(8) NWT Resident

An individual who has resided in the NWT for six months prior to date of application for funding and continues to reside in the NWT for the duration of the project.

6. ACCOUNTABILITY AND AUTHORITY

1. General

This policy is issued in accordance with Financial Management Board direction to delegate to Ministers authority to establish grants and contributions policies. Authority and accountability are further defined in *Financial Administration Manual* directive 805, and as follows:

a) Minister

The Minister is accountable to the Financial Management Board for the administration of this policy. The Minister will table annually in the



Legislative Assembly a summary report of contributions, providing the amount of each contribution, the projects being supported, and the names of the recipients.

b) Deputy Minister

The Deputy Minister is accountable to the Minister for the administration of this policy.

2. Specific

1) Minister

a. Policy Authority

This Policy is issued under the authority of the Minister.

b. Operational Guidelines

The Minister has the authority to prescribe operational guidelines for the policy that includes setting limits on individual contributions, designating policy categories and other procedural matters.

c. Changes

The Minister has the authority to approve changes to this policy.

d. Approvals

The Minister has the authority to approve grants and contributions according to the terms and conditions outlined in this policy.

e. Authority to Delegate

The Minister may delegate authority to approve contributions, to prescribe operational guidelines for the policy that include setting limits on individual contributions, and to rule on appeals and decisions.



2) Deputy Minister

- a. The Deputy Minister is accountable to the Minister for the administration of the policy and, if delegated, may prescribe operational guidelines for the policy.
- b. If delegated, the Deputy Minister may further delegate authority to approve contributions and to rule on appeals and decisions.

3) Assistant Deputy Minister

- a. The Assistant Deputy Minister is accountable to the Deputy Minister for overseeing the operational aspects of the policy and may be delegated authority to rule on appeals related to contributions.

7. PROVISIONS

- 1) The meeting of eligibility criteria, in and of itself, does not guarantee financial support.
- 2) Applications for funding will be received based on the opportunity identified and based on the criteria referenced in Section 8 below.
- 3) Applicants that receive funding must complete their funded activities within the same fiscal year that they receive funding.
- 4) Successful applicants may receive up to a maximum of \$10,000 in funding.
- 5) Applicants may only receive funding once every five years.

8. APPLICATION PROCESS AND FUNDING

Application forms, guidelines, and any other relevant application information for the Artist to Market Program can be found on the ITI website at: <https://www.iti.gov.nt.ca/>



1) Intake

Applications will be accepted as opportunities are identified. The call for applications will clearly outline the deadline for and manner of application. Expenditures made prior to the date of application approval will not be considered.

2) Evaluation

Completed applications will be evaluated by a selection committee according to a published grading rubric. The rubric will indicate which criteria will be used to prioritize applications when the applications exceed available resources. Final review and approval will be completed through the regional panel.

Applicants must score at least 1.0/3.0 in the grading rubric to be considered for opportunities through this program. A score less than 1.0 will be deemed ineligible.

3) Notification

Applicants will be informed in writing within ten (10) business days of the review of the application whether approval of the application has been granted. Successful applicants will be notified of the pre-approved amount followed by a contribution agreement.

4) Funding

ITI will finalize the contribution agreement, including the funding schedule which outlines the deliverables and requirements.

5) Eligible Applicants

Applicants must be in good financial standing with the Government of Northwest Territories, demonstrate that they are an NWT resident and reside in the NWT at the time of application.

Applicants must be registered in the NWT Arts Program to exemplify their commitment toward producing art for commercial/economic purposes.



Applicants have not received funding in the previous five years.

6) Eligible Expenses

- a) Standard accommodations.
- b) Lowest available airfare, return. Where applicants choose to drive, funding will not exceed the lowest available airfare. Costs are based on the GNWT private car kilometer rates plus hotel costs in transit.
- c) Registration/booth fees.
- d) Extra baggage/shipping related to the project.
- e) Ground transportation fees related to the project, including
 - i. Taxi/public transit to/from home to airport.
 - ii. Taxi/public transit to/from airport to hotel.
 - iii. Taxi/public transit to/from hotel to venue.

7) Ineligible Expenses

- a) Goods and Services Tax (GST).
- b) Provincial Sales Tax (PST).
- c) Harmonized Sales Tax (HST).
- d) Per diems (meals) and incidentals.

8) Appeals

- a) An applicant who is not satisfied with the decision of the approving authority may appeal to the Deputy Minister who may delegate authority for reviewing the appeal to the appropriate official.
- b) Appeals must be in writing and received by the Deputy Minister no later than thirty (30) days following the date that the applicant has received notification of the decision.
- c) The delegated authority may vary or set aside the decision if, in his or her opinion:
 - i. the applicant has presented new information that materially affects the application and became known to the applicant



between the date the completed and signed application was forwarded to ITI and the date the application was reviewed; or

- ii. it is determined that the provisions of this Policy were not fairly and adequately applied.

9. FINANCIAL RESOURCES

Financial resources required under this policy are conditional on approval of funds by the Legislative Assembly and there being a sufficient unencumbered balance in the appropriate activity for the fiscal year for which the funds would be required.

10. PREROGATIVE OF THE MINISTER

Nothing in this policy shall in any way be construed to limit the prerogative of the Minister to make decisions or take actions respecting grants or contributions. In this regard, the Minister may make a special exception to the rules set out in this policy. Any exception will require substantiation in writing and must be recorded with the Department.

Caroline Wawzonek
Minister
Industry, Tourism and Investment

Date