



Arts Development Branch

BOOK AND PUBLISHING DEVELOPMENT PROGRAM INDEPENDENT BOOKSELLERS TECHNOLOGY DEVELOPMENT GRANT

2011-2012 Guidelines

Description

This component provides eligible independent booksellers with funding to support their adaptation or expanded use of information technology to allow them to be more competitive on the global market via e-commerce.

Objective

There is one broad objective that this funding component is intended to serve:

- To support New Brunswick independent booksellers to be more competitive and adapt to changing trends in the book retail sector. (e.g. information technology)

Funding

Funding under this component will be in the form of a grant of up to 75% of the total project costs to a maximum of \$25,000 per year.

Note: Grants are limited to one per bookseller per year. A bookseller can qualify for more than one grant for the same project if that project spans two years. No more than two grants in total will be allocated for any given project.

Eligibility Criteria

The following conditions must be satisfied for applicants to be eligible for this funding:

Applicants must meet the definition of an independent bookseller:

- Primary activity is selling new books to the general public (and not narrow niche markets or special interest groups) in a variety of genres (fiction, poetry, non-fiction, essays, theatre, youth literature);
- Have been incorporated and in operation for a minimum of one year;
- Head office and the majority of its owners are located in New-Brunswick;
- Physical points of sale are readily accessible by the public and equipped with display units dedicated to books;
- Book sales represent more than 50% of its total sales;
- Opened year round.

Application Process

Proposals must contain the following information:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Project Description

- Expected Outcomes
- Partners
- Budget (funding from all partners must be included)
- Latest Financial Statement
- Timelines

First time applicants are strongly encouraged to contact the Program Officer to discuss their eligibility before applying for funding under this Program.

All Applicants who receive funding must provide a final report containing the following information within 30 days of the event being completed:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Outcomes Achieved
- Actual Funding Sources & Expenditures

Applications for projects occurring in the year that begins with **April 1st** must be received by the Arts Development Branch at least six weeks prior to the beginning of the project. Applications will be accepted until depletion of the budget for the current fiscal year.

Evaluation Criteria

All proposals being considered for funding under the *Independent Booksellers Technology Development Grant* component will be evaluated based on the following:

- The Applicant meeting the eligibility criteria;
- The proposal being completed as outlined in the **Application Process**;
- Soundness of the proposal;
- Financial investment by the Applicant;
- Level of innovation;
- Potential impact on book sales and growth.

Note

In the case of disagreement concerning the interpretation of its policies and programs, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a program.

The Department reserves the right to revise programs at any time without notice.

Contact Information

Rebekah Chassé
 Program Consultant
 Arts Development Branch
 Department of Wellness, Culture and Sport
 PO Box 6000
 Fredericton, NB E3B 5H1
 Tel: 506-453-5372
 Fax: 506-453-2416
 E-Mail: Rebekah.chasse@gnb.ca
 Website: www.gnb.ca (Keyword: Arts)