



## 2024-2025 BUSINESS PLAN

# New Brunswick Arts Board (artsnb)

*Facilitates and promotes the creation, production, enjoyment, awareness and understanding of the arts, as well as administers funding programs for professional artists in the province. Works as an arm's length agency that provides advice to the government on matters relating to the arts.*

### **Address**

Boîte postale 20336 PO Box, Kings Place PO  
Fredericton NB E3B 0N7 Canada

[artsnb.ca](http://artsnb.ca)

# MESSAGE FROM ARTSNB CHAIR

**Honorable Tammy Scott-Wallace  
Minister Tourism, Heritage and Culture  
Government of New Brunswick**

Madam Minister,

It is with due diligence that I send you the New Brunswick Arts Board’s (artsnb) 2024-2025 business plan for the fulfillment of its mandate and the implementation of programs and activities that help "facilitate and promote the creation and production of art" in New Brunswick.

We are responsible by the *Accountability and Continuous Improvement Act* in the preparation of this plan and the achievement of the specific goals and objectives set out therein.

The 2022-2027 strategic plan is guiding artsnb on a path of growth and development for the next five years.

Let me reiterate the Board's desire to continue to excel in its responsibilities, and “to provide advice to the government, through the Minister, on policy development respecting the arts and on matters relating to the arts”.

Please note that the New Brunswick Arts Board thanks you for your continued support.



**Domenic Bro**  
Chair, New Brunswick Arts Board

# PREAMBULE

## LAND ACKNOWLEDGEMENT

As a provincial entity, the New Brunswick Arts Board acknowledges that it carries out its work on the traditional unceded territory of the Wolastoqiyik, Mi'kmaq, and Peskotomuhkati peoples. This territory is covered by the "Treaties of Peace and Friendship" which these nations first signed with the British Crown in 1726. The treaties did not deal with the surrender of lands and resources, but in fact recognized Mi'kmaq and Wolastoqiyik title and established the rules for what was to be an ongoing relationship between nations. We, the staff and members of the board, pay respect to the elders, past and present, and descendants of this land. We honour the knowledge keepers and seek their guidance as we strive to develop closer relationships with the Indigenous people across New Brunswick.

## EQUITY STATEMENT

The New Brunswick Arts Board strives to co-create an equitable, diverse, and inclusive world in which all people have fair access to the tools and resources they need to bring to light their creative vision. We are committed to working with equity-seeking communities to remove systemic barriers based on race, gender, sexuality, disability, belief, age, geography, and language. artsnb acknowledges that this is a living statement, and we expect it to evolve as the world changes and our consciousness matures.

## LEGISLATED MANDATE

artsnb's mandate as defined in the *New Brunswick Arts Board Act* is:

- (a) to facilitate and promote the creation and production of art;
- (b) to facilitate and promote the enjoyment, awareness and understanding of the arts;
- (c) to provide advice to the government, through the Minister, on policy development respecting the arts and on matters relating to the arts;
- (d) to promote and advocate for arts excellence;
- (e) to celebrate artistic excellence through the development and administration of awards programs to recognize high achievement in the arts;
- (f) to develop and administer programs on behalf of the Minister to provide financial support to individuals and arts organizations for artistic creation and professional development opportunities;
- (g) to establish and operate a system of peer assessment, a jury system or other methods of evaluation relating to:
  - i) the artistic merit of works, projects and proposals submitted to the Board or to the Minister, and
  - ii) the selection of new acquisitions, including acquisitions for the New Brunswick Art Bank; and
- (h) to carry out such other activities or duties in relation to the arts as the Minister may direct or approve.

## **MISSION**

artsnb manages public funds and engages with a network of partners in support of a diverse, thriving, and sustainable arts ecosystem across New Brunswick. We encourage and celebrate the work of New Brunswick artists working in a broad range of disciplines, and empower them to share their work throughout the province and beyond.

## **VISION BY 2027**

- artsnb equips the arts ecosystem to create great work, share a diversity of stories in many languages, and contribute to the vibrancy of communities throughout the province;
- We nurture lasting relationships with artists and partners, provide appropriate resources to the New Brunswick arts community, and we are a driving force at the heart of an arts network throughout the province;
- More funding is accessible to a growing number and a broader, more diverse range of artists living and working in communities across New Brunswick;
- The arts community is recognized as a significant contributor to the economy, to quality of life, to linguistic and cultural vitality, and to the social fabric of New Brunswick;
- Artistic expression is widely appreciated and celebrated in all its forms;
- The work of New Brunswick artists is recognized locally, nationally, and internationally.

## **VALUES**

- At artsnb, we cherish and promote empathy, openness, and harmony;
- We continuously evolve, adapt, and respond to change in order to better serve and support creative and cultural expression;
- We strive for efficiency, transparency, and accountability in all our endeavours;
- We use our ears to listen and to learn, and our voice to speak, educate, and celebrate.

# STRATEGIC PLAN 2022-2027

The New Brunswick Arts Board's (artsnb) strategic plan for 2022-2027 - "A New Beginning" - charts the course for the next years. While the 2018-2021 plan focused on rebuilding our organization in response to significant budget cuts, this new plan offers a more outward-looking vision and is based on the principles of inclusion, diversity, equity, and accessibility (IDEA). Of course, the post-pandemic recovery and status of the artist recognition is also embedded in "A New Beginning."

artsnb's main goals are to increase artsnb's engagement and outreach with our partners, to improve the understanding of the arts ecosystem of all stakeholders based on data and analysis, and to secure access to funding and resources for a growing number of New Brunswick artists.

While the range of stakeholders consulted was broad and diverse - nearly 120 individuals and arts organizations over the course of an entire year - many similar concerns were expressed by many. To name a few:

- Instill diversity in all aspects of the organization;
- Focus on equity and accessibility;
- Reaching out to historically marginalized communities;
- Reaching out to all communities, where they live and work, and online;
- Informing and providing tools for success through forums and workshops.

We are fully committed to these principles, as well as to continuing to seek increased funding and resources to continue to provide excellent services, conduct research, analyze data, and publish the results of our findings to increase relevant information and better guide decision-making. We will also continue to work with our partners and government to close the gaps in certain arts disciplines and produce activities that benefit from collaboration between groups and communities.

# PRESENTATION OF THE 2024-2025 BUSINESS PLAN

## CONTEXT

In its 2022-2027 Strategic Plan *Setting a New Course*, the New Brunswick Arts Board (artsnb) sets the following vision:

- More funding is accessible to a growing number and a broader, more diverse range of artists living and working in communities across New Brunswick;
- The arts community is recognized as a significant contributor to the economy, to quality of life, to linguistic and cultural vitality, and to the social fabric of New Brunswick.

artsnb helps artists excel in their work while supporting the growth of the province's creative economy by administering eight funding programs and one award for professional artists to further their careers.

Artists are the foundation of a more than 609-million-dollar sector in New Brunswick in 2022, according to the Cultural Satellite Account, which also created 7,311 jobs. Hill Research Strategies analyzed data from the 2021 Canadian Census and identified **2,700 artists in New Brunswick**, which represents 0.6% of the province's labour force. In Canada, artists represent 1% of all the labour force.

"This analysis relates to professional artists, but with a very specific concept of professional:

- i.e., people who worked more hours as an artist than at any other occupation between May 1 and 8, 2021,
- plus people who were not in the labour force at that time but had worked more as an artist than at another occupation between January of 2020 and May of 2021."

It should be noted that many artists are still not captured by Statistics Canada's methodology; due to the precarity of artistic work and the gig economy, many artists need to hold multiple jobs to bolster their income. This means that some artists make less revenue from artistic sources than from other sources and therefore are not identified as artists even if they create and present artwork in a professional context.

Hill Strategies Research explains that "Part-time artists who spent more time at another occupation in May of 2021 would be classified in the other occupation. We know that many artists compile multiple activities into a portfolio career, or at least into a bundle of gigs that (hopefully) earn them a living income. Because many of these artists would be counted in their other job(s), I have always noted that the census tends to undercount artists."

The Federal, Provincial and Territorial Ministers Responsible for Culture and Heritage agreed in 2021 on a five-year strategic framework (2021–2026) to focus their governmental collaboration upon three strategic priorities:

- Strengthening the creative economy,
- Strengthening the culture and heritage resources in Canada, and
- Strengthening engagement and promotion in the culture and heritage sectors.

*Creative Futures— A Renewed Cultural Policy for New Brunswick*, the province's 2014-2019 cultural policy, provides the government some key actions to better support professional artists:

- Provide strategic support for artistic creation, market access, dissemination, and professional development for New Brunswick artists;
- Encourage, support, and promote post-secondary education and training opportunities in the cultural sector. (P.17)

Researchers, the Culture Satellite Account, and governmental bodies identify these ten occupational groups as "artists", per the North American Industry Classification System (NAICS):

- Actors, comedians, and circus performers,
- Artisans and craftspersons,
- Authors and writers (excluding technical writers),
- Conductors, composers, and arrangers,
- Dancers,
- Musicians and singers,
- Other performers,
- Painters, sculptors, and other visual artists,
- Photographers,
- Producers, directors, choreographers, and related occupations.

This is an overview of the arts and culture sector in New Brunswick.

# PRINCIPAL ACTIONS FOR 2024-2025

## a) ARTSNB'S GRANT PROGRAMS

The New Brunswick Arts Board utilizes the \$2,700,000 from the Arts Development Trust Fund to facilitate and promote the creation of art by administering funding programs for professional artists in the province.

The entire amount received from the Arts Development Trust Fund is invested through the grant programs to artists.

More details for these programs are provided in the appendix.

## Trends in applications to all artsnb grant programs between 2015 and 2024

The following graphs illustrate participation in all grant programs over the past eight full years, as well as in 2023-2024.

There is a clear trend of the increasing number of applications submitted and amounts requested. It must be noted that the year 2023-2024 is record-breaking – in terms of the number of applications received and the amounts requested.

Program	Fiscal Year	Awarded	Merit	Not Recomm.	Total
All Programs	18/19	208	94	152	454
All Programs	19/20	183	114	205	502
All Programs	20/21	262	93	229	584
All Programs	21/22	248	116	157	521
All Programs	22/23	265	118	173	556
All Programs	23/24	319	176	253	748

\* does not include the Lieutenant-Governor Awards

Note: Number of applications per fiscal year that were awarded, merit, and not recommended, along with the total number of applications received. These numbers do not include the applications for the Lieutenant Governor's Awards for High Achievement in the Arts and the Accessibility and Equity programs.

Awarded	Shortfall	Merit	Not Recomm.	Total Requested	Fiscal Year
\$ 830 000	\$ 81 739	\$ 633 255	\$ 906 718	\$ 2 451 712	17/18
\$ 939 924	\$ 83 107	\$ 594 745	\$ 913 952	\$ 2 531 728	18/19
\$ 795 258	\$ 100 215	\$ 510 094	\$ 1 103 138	\$ 2 508 705	19/20
\$ 1 288 212	\$ 200 868	\$ 636 145	\$ 1 481 949	\$ 3 607 174	20/21
\$ 1 268 668	\$ 113 446	\$ 621 693	\$ 894 733	\$ 2 898 540	21/22
\$ 1 208 753	\$ 164 601	\$ 632 738	\$ 1 156 174	\$ 3 162 266	22/23
\$ 1 496 858	\$ 121 997	\$ 1 217 324	\$ 1 689 789	\$ 4 525 968	23/24

\* does not include the Lieutenant-Governor Awards

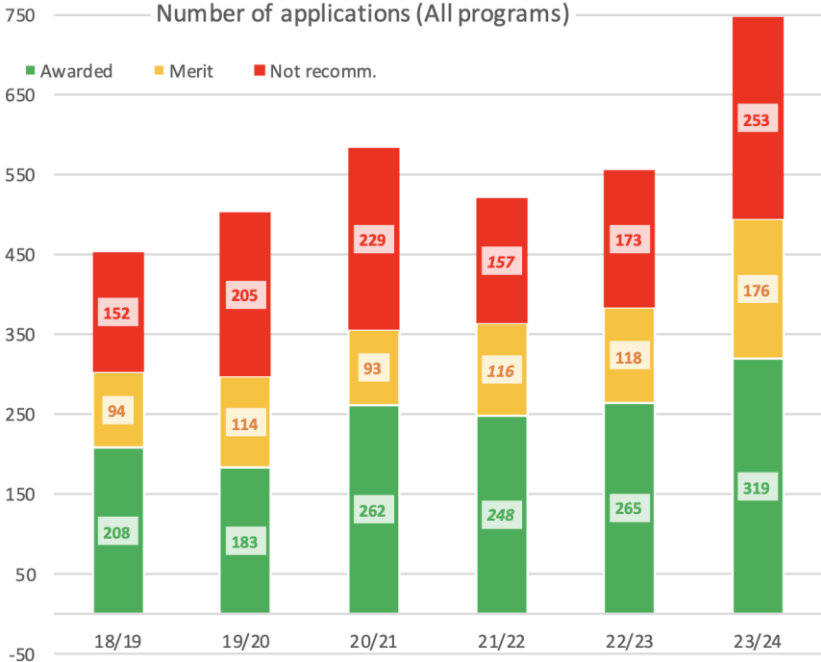


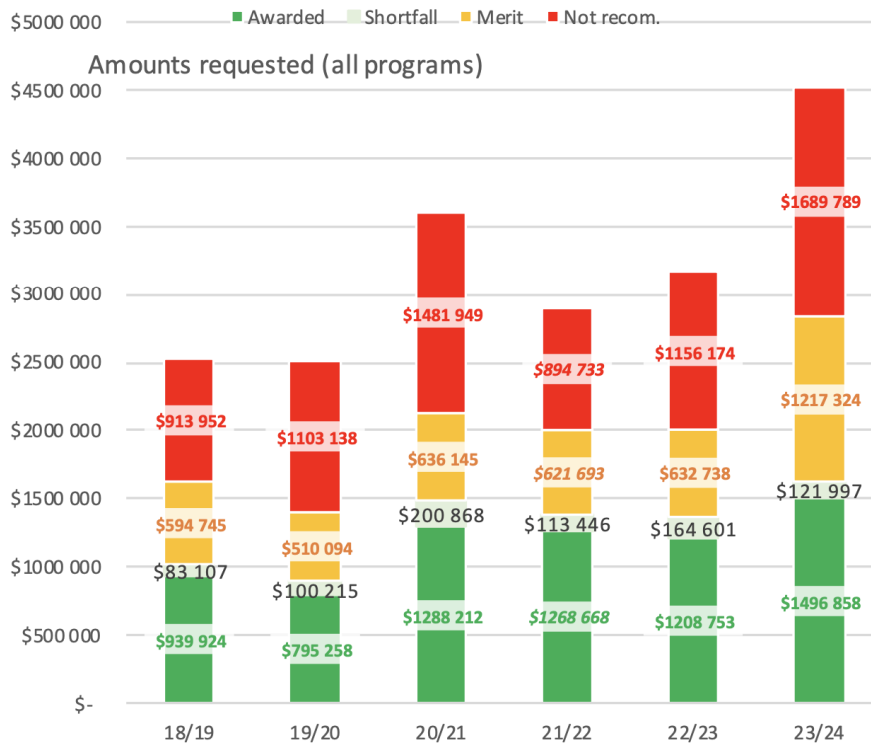
*Note: Amounts per fiscal year that were awarded as grants, amounts that were shaved off from grants requested (shortfall), amounts of meriting and not recommended applications, as well as total amounts requested in all grant programs. These numbers do not include the applications for the Lieutenant Governor’s Awards for High Achievement in the Arts and the Accessibility and Equity programs.*

In general, the number of applications submitted to artsnb increases each year, in addition to the funding amounts requested in each application. The marked increase in 2020-2021 is directly related to the onset of the pandemic and the \$500,000 increase in the budget through the Arts Development Trust Fund.

Since then, interest in artsnb’s programs has continued to increase steadily.

The increase to the Arts Development Trust Fund announced in the 2024-2025 provincial budget is a welcome addition to the programs and will considerably help increase the success rates, decreasing the shortfall that was noticed these past years and offering augmented maximum amounts.





*Note: These numbers may vary slightly with the numbers communicated in the annual report due to changes in individual artist's projects which resulted in reimbursements.*

For the 2023-2024 year, the data shows a clear trend that confirms what has been observed in the past:

- The number of applications received for 2023-2024 has surpassed the number of total applications for 2022-2023 or in any of the previous years;
- The amounts requested for 2023-2024 have greatly surpassed the amounts requested in the last fiscal year or in any of the previous years.

## Undue pressure from inflation

Rampant inflation since 2020 is putting additional pressure on artists. Inflation is reducing the value of the grants artsnb provides to artists and organizations through its programs. For example, between February 2020 and February 2024, the inflation of 15.57% reduced the value of a grant from \$10,000 to \$8,653.

## Consumer Price Index

Year-over-year percentage change



*Source: Main Inflation Indicators and Target Range, Bank of Canada, information obtained on 23 August 2024.*

## Artist residencies and Status of the artist

In 2023, a \$360,000 investment from the Government of New Brunswick through the Status of the Artist Report accelerated the revision of artsnb's three artist residency programs, which have now been condensed into a single program called Artist in Residence, where applicants can apply as an individual artist or as an organization wishing to host an artist.

In response to the recommendations of the Report of the Prime Minister's Task Force on the Status of the Artist (2021), artsnb is now helping achieve Recommendation 15:

Create new and enhance existing artist-in-residence programs.

That the Government of New Brunswick:

- a) implement an artist-in-residence program model aimed at inviting New Brunswick artists to contribute in their own way to various spheres of government;
- b) substantially increase funding to the New Brunswick Arts Board to better support its artist-in-residence program and to give it the means to develop cross-residencies with other provinces and countries.

Increasing the number of artist residencies here in New Brunswick, as well as increasing the number of New Brunswick artists who participate in residencies elsewhere in the country or in the world, is a concrete action to increase the mobility of artists, particularly in times of post-pandemic economic recovery.

Organizations that are eligible to this program are non-profit arts organizations, but also municipalities, band councils, businesses, universities, and colleges.

This increased investment **from the Government of New Brunswick has helped fulfil the recommendation and generate interest** for the artist in residency program. In 2024-2025, artsnb will continue delivering this program with a sustained investment from government. Measurable objectives have been developed with the participation of THC.

## **Lieutenant Governor's Award**

To standardize budgets from year to year, as the Lieutenant Governor's Awards (LGAs) are awarded every two years, we generally budget for half of all LGA costs each year.

In direct response to its 2022-2027 Strategic Planning, artsnb Board of Directors voted in October 2022 to create a 4th award that would recognize artistic excellence by an Indigenous artist. A sponsorship deal was secured over two years for a portion of the Lieutenant Governor's Awards for Excellence in the Arts. artsnb is therefore pleased to recognize UNI Coopération financière as Presenting Partner of the 2024 LGAs.

## **Continued review of artsnb programs**

artsnb is amid a comprehensive review of its grant programs. This multi-year exercise made it possible to standardize the grant program guidelines, simplify the online application system, while creating more transparency and efficiency in the grant process. This revision also allows artsnb to identify which programs or types of activities are increasing in demand, and which programs are facing decreased success rates and amounts granted, to better serve the sector's evolving needs.

The Creation program, artsnb's flagship program, which also has the largest budget envelope, currently has three categories for funding:

- Category A for Established Artists
- Category B for Mid-career Artists
- Category C for Emerging Artists

For many reasons, including ensuring equity among artists of varying experience levels, this three-tier system will progressively be replaced by a two-Category system which will be for Professional Artists and for Early-career Professional Artists. Details will be confirmed during the 2024-2025 year.

## **b) ARTSNB'S OPERATIONS**

For 2024-2025, artsnb had submitted arguments to request additional operational funding to help with its increased operating costs.

artsnb is an arm's-length arts funding agency with a legislated mandate to facilitate and promote the creation of art as well as administering funding programs for professional artists in the province. Therefore, it needs the necessary resources to properly attain its mandate.

Due to the continual increase in number of applications, 35% more in 2023-2024 than in 2022-2023, more resources are being focused on the assessment of applications, while the need for outreach is growing in the province, notably because of the growing population and number of professional artists in the province.

Additional operating funds were requested to increase jury reading fees as they are asked to assess a greater number of applications, and to increase jury base fees to meet the standards set by other provincial arts boards when paying their assessment committees.

The goal was also to enhance the fees paid to Board of Directors and Circle of Elders members who contribute time, knowledge, and expertise to the New Brunswick Arts Board. The fees are currently below national average for similar type of commitment in other arts boards.

In late 2023-2024, artsnb was informed that the long-term lease held by the government on the office space allotted to artsnb free of charge was not being renewed, and in 2024-2025 artsnb began paying rent for a new office space. This new expense is added to the growing list of extra expenses that artsnb has had to assume through the years, like translation costs, independent financial audit, and the annual report printing.

Due to all these factors, artsnb is currently operating beyond its means and will require additional operational funds to continue to meet its mandate.

# NOTABLE ACTIONS FOR 2024-2025

With performance targets specific to the goals and results

**Definitions:**

<b>Equity-seeking communities</b>	<b>Diversity</b>
includes Indigenous, BPOC, 2SLGBTQIA+ communities, Deaf and disabled artists, and newcomers to New Brunswick <i>Strategic Plan 2022-2027 p.15</i>	"gender, age, artistic discipline, residential community, aboriginal representation and the linguistic duality of the Province" <i>New Brunswick Arts Board Act (6(1.3))</i>

**GOAL 1: Keystone Principles: Inclusivity, Diversity, Equity, and Accessibility (IDEA)**

We subscribe to the principles of **Inclusivity, Diversity, Equity, and Accessibility (IDEA)** in everything we do. They are the foundation of all our other strategic goals.

Result	Action	Measure	Target
Enhance inclusivity, diversity, equity, and accessibility in structures, operations, programs, decisions, and interactions.	Increase diversity on board, and juries	Percentage of individuals on the board of directors that identify with equity-seeking communities and New Brunswick diversity.	2026-2027: 33% of board members identify with equity-seeking communities
		Number of individuals on juries that identify with equity-seeking communities.	2026-2027: One person on three jury members (33%) identifies with equity-seeking communities (through Voluntary Self Identification or VSID)

**GOAL 2: Engagement, Outreach, and Partnerships**

artsnb will reach out and engage with its wide and diverse range of partners and stakeholders, so that they are more aware of what funding and resources we offer; in turn, we will have a better understanding of the needs of the community.

Result	Action	Measure	Target
Increase artsnb’s presence and engagement in communities across New Brunswick, with particular attention to Indigenous communities and marginalized groups.	Be physically present throughout the territory, engaging with clients and stakeholders  Offer workshops and participate in forums	Number of visits and workshops	2026-2027 3 outreach visits in multicultural associations 8 visits First Nation communities 3 visits in a 2SLGBTQIA+ associations 2 visits with other community associations 3 visits in regions of New Brunswick
		Number of board meetings in regions	3 board meetings in regions outside Fredericton

Increase outreach to artists and provide them with the information they need to thrive and succeed in the long run.	Continue an awareness campaign	Number of visitors and subscribers online on web site, newsletter, social media	2024-2025: 5% increase per year
		Number of participants at Lunch and Learn, Speed-Consulting, presentations.	2024-2025: 5% increase per year
Celebrate and showcase the work of New Brunswick artists.	Highlight the work and practice of artists who receive artsnb funding and who are recognized locally, provincially, nationally, or internationally.	Number of featured artists in <i>featured artists series</i> on website	2024-2025: 9 featured artists
		Number of visits on <i>featured artist series</i> on web site	2024-2025: 5% increase in number of visits per year
		Number of persons who read or hear the stories of the four awardees	2024-2025: First year of collect

**GOAL 3: Data, Research, and Reporting**

artsnb will rely on research and data to guide its decisions in order to better serve its wide range of clients and stakeholders, and will publish its findings regularly to keep them better informed and better equipped.

Result	Action	Measure	Target
Refine artsnb’s understanding of the activities and practices supported by artsnb through research and analysis.  Enhance inclusivity, diversity, equity, and accessibility in structures, operations, programs, decisions, and interactions.	Increase the overall success rate of our programs	Overall success rate to our programs	2024-2025: increase by 2% the overall success rate of our programs per year
	Increase the proportion of grants applications by artists from equity-seeking communities	Percentage of artsnb grant applicants who identify with equity-seeking communities and New Brunswick diversity.	2024-2025: collect and analyze the data from VSID, and aim to match Census and Statistics Canada surveys data about artists  2026-2027: match Statistic Canada data on artists
	Increase the proportion of grants awarded to applicants from equity-seeking communities	Percentage of artsnb grant recipients who identify with equity-seeking communities and New Brunswick diversity.	2024-2025: collect and analyze the data from VSID, and aim to match Census and Statistics Canada surveys data about artists  2026-2027: match Census data for New Brunswick

**GOAL 4: Funding, Resources, and Access**

artsnb will continue to work with its partners and government to ensure that it has the financial, technological, and human resources to support the broad arts ecosystem of New Brunswick so that it can thrive.

Result	Action	Measure	Target
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Boost artsnb’s capacity, training, and resources to better serve the arts community, aiming to optimize staff workload and leverage board contribution.	Optimize staff workload through the use of the FAQ	Number of visits on FAQ web page	2024-2025: 5% increase per year
	Optimize staff workload through the use of collective Jury feedback	Number of visits of collective jury feedback page on web site	2024-2025: 5% increase per year
Improve artsnb's programs and streamline our processes to enhance access to funding and resources for creation, production, and presentation of art	Consult with artists and stakeholders about artsnb programs	Number of consultation sessions with artists and stakeholders for program revision	2024-2025: 5 consultations with stakeholders and artists and ongoing program revision
	Increase support through Access Support program	Amounts invested through the Access Support program	2024-2025: increase of 25% per year
Maintain a rapid turnaround for results after program deadlines	Applicants receive an answer 2 months after the deadline for programs Career Development and Artist in Residence, and 3 months for other programs.	Competition results turnaround	2024-2025: 100% of results turnaround respects established timelines





## FINANCIAL OVERVIEW FOR 2024-2025

March 31, 2024

	<b>2024-2025</b>
<b>REVENUE</b>	<b>\$</b>
Arts Development Trust Fund	2,700,000
Tourism, Heritage and Culture (THC) - Base Funding	535,000
THC (Artist in Residence / Status of the Artist)	360,000
Canada Council for the Arts	50,000
Deferred Revenue (Indigenous Outreach + LGA)	47,100
Sponsorship	25,000
Investment revenues	17,575
<b>TOTAL</b>	<b>3,734,675</b>
<b>EXPENSES</b>	
Grants, Scholarships & Awards	3,010,000
Juries	55,175
Board & Committees	29,400
Salaries & Benefits	452,760
Administration (excl. salaries)	85,615
Lieutenant Governor Awards Gala	12,125
Indigenous Outreach	39,600
Canada Council for the Arts project	50,000
<b>TOTAL</b>	<b>3,734,625</b>

## BOARD OF DIRECTORS

### DOMENIC BRO, CHAIR



**Domenic Bro** is an Acadian filmmaker and content creator from Tracadie. Mostly self-taught, Domenic formed, with his brother François Pierre, the duo Les frères Breau, which has created a few

hundred videos since 2010 that have been seen around the globe, online, on TV, and on the big screen (documentaries, series, music videos, short films, etc.). In a short time, he has become a significant figure in Acadian contemporary arts and culture.

### DARREN MCLEOD, 1st VICE-CHAIR



**Darren McLeod** lives in Saint John where he serves as senior development and fundraising professional at the University of New Brunswick. He has broad experience in development,

fundraising, communication, marketing, and stakeholder engagement for the not-for-profit sector. He has previously worked at the New Brunswick Medical Education Foundation, Saint John Regional Hospital Foundation, Atlantic Ballet Theatre of Canada, Beaverbrook Art Gallery, and the Canadian Council on Learning. His voluntary board work has included AIDS New Brunswick and the City of Saint John Community Arts Board where he served as chair for three years.

### JASON GUERRETTE, 2ND VICE-CHAIR



**Jason Guerrette** is a classically trained singer-songwriter and a founding member of the ECMA-nominated band Spoutnique. He has performed as soloist in several operas in NB, was part of Star Académie

cohort in 2012, is a recipient of MusicNB's People's Choice award, and has participated in the touring production *L'Acadie, un pays qui se raconte*. Currently recording his first solo album, Jason is also president of Productions 11 Inc.

### VANESSA MOELLER, TREASURER



**Vanessa Moeller's** poems and short stories have appeared in numerous periodicals and anthologies, and her first collection, *Our Extraordinary Monsters*, has been published. She has worked on *Qwerty*

and *The Fiddlehead*, for Goose Lane Editions and was artsnb Deputy Director for several years. Vanessa currently sits on the board of the Frye literary Festival and works as Senior Creative Writer at m5 Marketing Communications. She completed her MA in creative writing at the University of New Brunswick.

## JENNIFER BÉLANGER



**Jennifer Bélanger** (Moncton) is a professional artist, cultural worker and associate professor of visual arts at the Université de Moncton. Her artistic practice, although mainly focused

on printmaking, is interdisciplinary and includes drawing, video and painting. Her work has been presented in solo and group exhibitions across Canada. She has been guest curator at the Owens Art Gallery at Mount Allison University, the Louise-et-Reuben-Cohen Art Gallery, the Musée acadien de l'Université de Moncton and the Confederation Centre of the Arts in Prince Edward Island. She also worked as program coordinator at Galerie Sans Nom and as director of the Imago printmaking studio from 2000 to 2019. Bélanger holds a BFA from the Université de Moncton and an MFA from the Nova Scotia College of Art and Design.

## PHYLLIS GRANT



**Phyllis Grant** is a Mi'gmaq artist from Pabineau First Nation. Her works include animated films, poetry and music, as well as paintings and illustrations. She has exhibited her work

nationally and internationally. Her film credits include, among many, *Maq and the Spirit of the Woods* with the NFB as director, writer and animator, and *I Place You Into the Fire* as illustrator. She is the founder of the Welneweg Arts Collective, and has served as juror for the Polaris Music Prize and the Prism Prize. Phyllis holds a Bachelor of Integrated Studies from UNB with a certificate in Leadership Studies.

## JALIANNE LI



**Jalianne Li** is a multidisciplinary artist with a focus in dance. Of mixed Chinese and Scottish descent, she is based in Moncton. After obtaining her bachelor in science, she studied dance at Trinity Laban

and apprenticed with Springs Dance Company (both in London, England) and founded surFace Dance in 2012. An artist in dance, theatre, and circus, she has also performed with Satellite Théâtre, Theatre New Brunswick, Connection Dance Works, Circus Stella, and Danse En L'Air. Jalianne is currently the Dance representative for the Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick.

## CÉSAR SUÁREZ



Dr. **César Suárez** is a Venezuelan Canadian classical musician, with a doctorate from Michigan State University. He has more than thirty-five years of successful performing, teaching experience and orchestra

conducting in different countries. In Venezuela, César was notably the Orchestra Conductor, viola and violin teacher of Sistema Monagas and the Monagas State Symphony Orchestra Conductor in the city of Maturín from 2009 to 2017. Since 2017, César has resided in Canada where he has worked as the orchestra conductor of Sistema New Brunswick and the Saint John Youth Orchestra.

## YSABELLE VAUTOUR



**Ysabelle Vautour** is a visual artist who is also the founder of the NB Disability Art Collective. Ysabelle has served as artist in residence at the Fredericton Arts Alliance, Fredericton Botanical Gardens,

Connexion Artist-Run Centre, and Hammock Residency in Vancouver. Recipient of the Jane Leblanc Award in Visual Arts, she also starred in an episode of the AMI-tele documentary series titled *100% Passion*. Ysabelle is an alumna of Festival Inspire Muralist Training Program, Sync Leadership, and Catapult Art Accelerator.

## **APPENDIX**

### **BOARD OF DIRECTORS**

Domenic Bro, Chair

Darren McLeod, 1<sup>st</sup> Vice-Chair

Jason Guerrette, 2<sup>nd</sup> Vice-Chair

Vanessa Moeller, Treasurer

César Suárez

Jalianne Li

Ysabelle Vautour

Phyllis Grant

Jennifer Bélanger

Lori-Jean Wallace, Director, Arts and Culture, Department of Tourism, Heritage and Culture (ex-officio)

Jean-Pierre Caissie, Executive Director, New Brunswick Arts Board (ex-officio)

### **COMMITTEES**

Executive and Finance Committee

Program & Juries Committee

Partnerships Committee

Nominations Committee

### **CIRCLE OF ELDERS**

Hubert Francis

George Paul

Judie Acquin

Barb Nicholas

Phyllis Grant (Board representative)

### **STAFF**

Tilly Jackson, Program Officer

Rebecca Salazar, Program Officer

Dominique Léger, Program Assistant

Audrée Hamelin-St-Amour, Communications Officer

Cheryl Lavigne, Administrative Assistant

Jean-Pierre Caissie, Executive Director

## OVERVIEW OF PROGRAMS

The following is a basic overview of each program type.

### Artist in Residence

The Artist in Residence Program is intended for individual artists to participate in residencies and New Brunswick public or private institutions and organizations to host professional artists, and enable them to pursue specific projects relating to their creative work. The artists in residence are also to contribute to the promotion and understanding of the arts by means of the artists' contact with the clientele of the establishments.

This program is divided into two components:

- **Artist in residence – Artists:** to participate in residency opportunities in New Brunswick or abroad, or for residency opportunities in Quebec as per an agreement with the Conseil des arts et des lettres du Québec, and;
- **Artist in Residence – Host Organizations:** for not-for-profit, for-profit and institutions to host artists in residence.

**Deadlines:** January 1<sup>st</sup>, March 1<sup>st</sup>, May 1<sup>st</sup>, July 1<sup>st</sup>,  
September 1<sup>st</sup>, November 1<sup>st</sup>

**Maximum Grant Amount:** \$10,000

### Arts Infrastructure Grants for New and Emerging Artists

The Arts Infrastructure Grants for New and Emerging Artists program is designed to provide one-time capital improvement or equipment acquisition grants to emerging New Brunswick artists or newly-arrived immigrants to acquire tools and equipment or improve their facilities and infrastructures to strengthen their long-term capacity to create work

**Deadline:** August 1<sup>st</sup>

**Maximum Grant Amount:** \$3,000

### Arts Scholarships

The Arts Scholarships Program is designed to recognize and encourage New Brunswick students who have demonstrated exceptional artistic talent and potential, and who are pursuing a career in the arts. This program awards scholarships for full-time, part-time, or short-term studies.

**Deadline:** February 1<sup>st</sup>

**Maximum Grant Amount:** \$2,500 for full-time studies

\$1,000 for part-time or short-term studies

Professional artists seeking financial assistance for studies should refer to the Professional Development component of the **Career Development program**.

## Career Development

The Career Development program is designed to recognize and encourage arts professionals who have demonstrated exceptional artistic talent and potential, and who are pursuing a career in the arts. The program is divided in three components:

- The **Arts by Invitation component** is for assistance to present work by invitation in established arts events.
- The **Professional Development component** is for assistance for professional development scholarships for studies and mentorships.
- The **Professionalization and Promotion component** is designed to assist artists to produce tools related to the promotion of the artist's work and career with a view to broadening the dissemination network for their work and diversifying their sources for funding.

**Deadlines:** January 1<sup>st</sup>, March 1<sup>st</sup>, May 1<sup>st</sup>, July 1<sup>st</sup>, September 1<sup>st</sup>, November 1<sup>st</sup>

**Maximum Grant Amount:** \$3,000 for Arts by invitation

\$2,000 for Professionalization and Promotion

\$2,000 for short term Professional Development

\$3,000 for long term Professional Development

## Creation

The Creation Grant program is designed to provide assistance to professional New Brunswick artists for the research, development, and execution of original projects in the arts. Creation Grants are intended to allow artists to devote some or most of their time to research and creative production.

**Deadlines:** April 1<sup>st</sup>, October 1<sup>st</sup>

**Maximum Grant Amount:** \$12,000 for emerging artists (Category C)

\$20,000 for mid-career artists (Category B)

\$20,000 for established artists (Category A)

## Documentation

The Documentation Grant Program is designed to provide assistance to New Brunswick arts professionals and professional artists for the research, development, and execution of original documentation and contextualization (written, film, video, multimedia) of arts activities, arts products, or art history. Documentation grants are intended to foster theoretical and critical discourse in the arts. Preference will be given to proposals concerning New Brunswick art or artists.

**Deadlines:** April 1<sup>st</sup>, October 1<sup>st</sup>

**Maximum Grant Amount:** \$10,000

## Equinox Program for Indigenous Artists

The Equinox program supports Indigenous artists, curators, and groups to engage in artistic creation and professional development. Eligible projects can range from:

- research and development for the creation of new works.

- creation and presentation of artistic work.
- activities that support and strengthen the Indigenous arts community.

The Equinox program provides flexible, short-term support to individual Indigenous artists or collectives applying on behalf of small or large groups, arts groups, organizations, community groups, independent arts administrators, and artistic and cultural mediators. Grant funds may be used for organizational development and professional development that will have a positive impact on building the arts ecosystem in Indigenous communities.

**Deadlines:** September 15<sup>th</sup>, March 15<sup>th</sup>  
**Maximum Grant Amount:** \$10,000

## Lieutenant-Governor’s Awards for High Achievement in the Arts

The **Lieutenant-Governor’s Awards for High Achievement in the Arts (LGA)** are designed to recognize the excellence of professional artists of New Brunswick and their outstanding contributions to the arts and culture in the province.

Every two years, one award of **\$20,000** may be allocated in each of the following categories:

- **Visual Arts Award:** including architecture, fine craft, media arts, and photography
- **Performing Arts Award:** including dance, music, and theatre
- **Literary Arts Award\*:** including literary translation, literary performance, spoken word, and storytelling
- **Indigenous Artist Award:** including visual arts: architecture, fine craft, media arts, and photography; performing arts: dance, music, and theatre; and literary arts: literary translation, literary performance, spoken word, and storytelling **(NEW IN 2024)**

## Access Support

The **Access Support** program is designed to provide supplemental funding to **successful grant recipients** who identify **specific disability-related supports** that are needed to carry out their proposed activities.

**Artists who self-identify as Deaf, having disabilities, or living with mental illness** may apply for additional funds to cover expenses for specific services and supports including, but not limited to: the hiring of Sign language interpreters or personal attendants; the rental of specialized equipment; or disability-related transportation and accommodation costs.

**Access Support** applications are treated as confidential information and are **not assessed by a peer jury**. Requests are reviewed and awarded on a case-by-case basis by artsnb staff.

**Deadlines:** Applications received any time  
**Maximum Grant Amount:** \$1,000

## Application Assistance

The **Application Assistance** program is designed to provide funding to:

- Artists who identify as Deaf or as having a disability or living with mental illness, and who identify **specific disability-related barriers** to completing an online grant application; and



- Indigenous artists facing **language, geographic and/or cultural barriers** within the online application process.

**Application Assistance** funds may be used toward specific services and supports including, but not limited to: application development, Sign language translation into written English or French, Indigenous language translation into written English or French, general transcription or editing services, and organizing support materials.

**Deadlines:** Applications received any time

**Maximum Grant Amount:** \$500

## PROGRAM DEADLINES

### **April 1<sup>st</sup>**

- Creation
- Documentation

### **May 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **July 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **August 1<sup>st</sup>**

- Arts Infrastructure Grant for New and Emerging Artists

### **September 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **September 15<sup>th</sup>**

- Equinox Program for Indigenous Artists

### **October 1<sup>st</sup>**

- Creation
- Documentation

### **November 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **January 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **February 1<sup>st</sup>**

- Arts Scholarships

### **March 1<sup>st</sup>**

- Career Development
- Artist in Residence

### **March 15<sup>th</sup>**

- Equinox Program for Indigenous Artists