

FACT SHEET
STRATEGIC INITIATIVES COMPONENT
CANADA CULTURAL INVESTMENT FUND

Background

- The overall long-term objective of the Canada Cultural Investment Fund (CCIF) is to encourage private sector investment, partnership and sound business practices to help arts and heritage organizations be better rooted and recognized in their communities. The program, which has a grants and contributions budget of \$22 million, has three components that work together in achieving this objective, namely Endowment Incentives, Strategic Initiatives, and Limited Support for Endangered Arts Organizations.
- The Strategic Initiatives component provides financial assistance for projects involving multiple partners that help arts and heritage organizations improve their business practices and diversify their revenues. These collaborative projects encourage knowledge and resource sharing as well as strategic use of technologies that strengthen the business operations of arts and heritage organizations, helping them make stronger contributions to Canadian society and the economy. The component's grants and contributions annual budget is approximately \$3 million.
- The expected result of the component is that arts and heritage organizations partner together to develop projects to improve their business practices and diversify their revenues. In doing this, organizations demonstrate sound organizational, administrative and financial health, and thus contribute to a more resilient sector.
- Eligible applicants are not-for-profit organizations or equivalent Indigenous peoples' organizations with a mandate and activities related to arts and heritage sector, or post-secondary education institutions or heritage organizations governed by another level of government.
- Eligible projects target activities related to: developing and sharing of expertise, best practices and tools; marketing and audience development; innovation, experimentation and development of new approaches; and strategic use of technologies.
- Since the launch of the Strategic Initiatives component in 2010, funding has been approved to support 80 projects for a total investment of \$20.4M or 35 percent of total project costs of \$57.9M.
- The maximum amount of funding is \$2 million per project per fiscal year up to 50 percent of total project expenses. Under exceptional circumstances, the program may fund up to 75 percent of total project expenses.