

STB-NAC Performing Arts Tours Pilot Grant

The STB-NAC Performing Arts Tours Pilot Grant is a one-time grant by the Singapore Tourism Board (STB) and National Arts Council (NAC) to support the development and test-bedding of innovative performing arts tours by tour operators and arts practitioners.

Tour operators and arts practitioners are powerful storytellers, each with different techniques, as well as operating models. STB and NAC see the potential of both sectors coming together to combine their respective strengths to create commercially sustainable tours with unique content that would enrich the array of destination experiences. As such, this pilot grant aims to encourage new collaborations and experimentation between the tour and arts industries.

To qualify for this pilot grant, proposals must incorporate elements of performing arts (e.g. music, dance, traditional arts or theatre) in the delivery, storytelling and/or audience engagement in the tour experience. Proposals should also adhere to prevailing COVID-19-related laws, conditions, directions, guidelines and advisories.

1. Eligibility Criteria

Who can apply for the STB-NAC Performing Arts Tours Pilot Grant?

Applications for the STB-NAC Performing Arts Tours Pilot Grant must be **jointly submitted** by:

- **A Tour Operator¹**, i.e.
 - **Licensed Travel Agents**
 - **Non-Travel Agent licensed Tour Operators**, operated by a licensed Tourist Guide who is both a shareholder and director of the business;

and

- **An Arts Practitioner**, i.e.
 - **Arts organisations** that are either registered as entities with Accounting and Corporate Regulatory Authority (ACRA) or a Society with the Registry of Societies (ROS) at the time of application
 - **Informal groups or collectives** in which the majority of members are Singapore Citizens or Permanent Resident (PR) but the applicant (a member of the group) will have to take legal and financial responsibility on behalf of the collective
 - **Individuals** who are Singapore Citizens or PR residing in Singapore and actively contributing to the local arts scene

The application must be **jointly submitted** by a tour operator and an arts practitioner, clearly stating which party is the **lead applicant**.

The lead applicant will be required to submit their ACRA business profile and financial statements, and be the key contact point and contracting party throughout the grant process who takes on all legal, financial and administrative rights and responsibilities of the grant (including submission of the application, implementation and/or supervision of the project in accordance with the terms of the

¹ For avoidance of doubt on what constitutes the business of a travel agent, please refer to Section 4 of the Travel Agents Act (Cap. 334), accessible at <https://sso.agc.gov.sg/Act/TAA1975>.

grant offer, submission of claim documents for disbursements, and receipt of grant disbursement(s) upon fulfilment of the relevant project deliverables and payment milestones).

Who is not eligible to apply for the grant?

We will not be able to support your application if you:

1) Are a group/organisation

- constituted for non-secular purposes;

2) Are proposing a project that

- has already commenced i.e. tour already launched prior to the time of application;
- is funded under NAC or STB's existing grant schemes (e.g. agreed programmes under NAC's Major Company or Seed Grant, STB's Experience Step-up Fund);
- does not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
- is not intended for public consumption;
- is intended for fundraising purposes;
- is presented under the auspices of a school or tertiary institution, or is part of its curriculum;
- is intended specifically for academic purposes;
- (where relevant) is unable to obtain an Arts Entertainment Licence (see "Licensing Forms" at www.imda.gov.sg) or the required approvals and/or permissions (e.g. outdoor live pilot performances)

3) Have pending/ outstanding

- evaluation and/or claim submission reports (past the submission deadline) on the use of previous grants from NAC and/or STB;
- debts with NAC and/or STB (you are eligible to apply once you have cleared your outstanding debts); or
- investigations under the Travel Agents Act, Singapore Tourism Board Act (for tourist guides) or COVID-19-related laws, conditions, directions, guidelines and advisories issued by the Singapore Government and its public sector bodies.

Intellectual Property, Copyrights and Royalties

Applicants are to ensure that their projects do not infringe the Intellectual Property (IP) rights of others. The IP arrangement between the tour operator and arts practitioner(s) should be discussed in detail and agreed upon prior to submission of the application.

For information on copyrights and royalties, please refer to the [Intellectual Property Office of Singapore \(IPOS\)](#) and the [Composers and Authors Society of Singapore \(COMPASS\)](#).

Regulatory Sandbox for the STB-NAC Performing Arts Tour Pilot Grant

Under the Singapore Tourism Board Act, any individual who provides guiding services to one or more tourists for remuneration must hold a valid tourist guide licence, unless specifically excluded by legislation.²

To encourage the development of performing arts tour pilots, guides and performers that are part of the approved tours supported under this pilot grant will not be required to hold a valid tourist guide licence in connection with their participation in these tours from the date and for the duration of the grant specified in the Letter of Offer (i.e. three months of Baseline Grant Support + three months of Extended Marketing Support).

This pilot is intended to encourage tour operators and arts practitioners to explore and test-bed how performing arts can be incorporated into a tour that will appeal to domestic and international visitors to Singapore.

Following the outcomes of the pilot, STB will evaluate and ascertain the next steps in relation to performing arts tours.

2. Level of Funding Support

What does the grant support?

The STB-NAC Performing Arts Tours Pilot Grant comprises:

Baseline Grant Support	<p>Successful applicants will receive Baseline Grant Support for up to 90% of qualifying costs, capped at a maximum grant of S\$50,000 (excluding GST) per project, to execute the tour pilot with at least five tour runs within a maximum consecutive three-month period, between Oct 2021 and Mar 2022.</p> <p>Qualifying costs include the following third-party costs, as well as internal manpower costs of the tour operator and arts practitioner (e.g. arts company) who submit the joint application³, as incurred after the grant offer.</p> <ul style="list-style-type: none">• Professional services and production• Software⁴• Hardware and equipment⁵• Marketing• External audit fees
Extended Marketing Support	<p>Grant recipients who achieve 100% of the agreed project deliverables and milestones may apply for additional Extended Marketing Support.</p>

² Remuneration here refers to the receipt of any payment, or reasonable expectation of payment, for the guiding services. Guiding services in relation to a tourist includes providing any direction, information, description or explanation to the tourist while accompanying in or to a place or point of interest in Singapore.

³ Internal manpower costs of the tour operator and arts practitioner involved in the application are capped at S\$4,500 per staff per month.

⁴ Only the cost of technical software required for the project is supportable and will be pro-rated according to the period used for the pilot.

⁵ Pro-rated according to the period used, paid or leased for the pilot.

	<p>The Extended Marketing Support covers up to 90% of qualifying third-party costs, capped at S\$10,000 (excluding GST) per project, to extend the tour pilot within a maximum consecutive three-month period, commencing after the grant offer for Extended Marketing Support is accepted and ending by 30 Sept 2022.</p> <p>Qualifying costs include the following third-party costs (incurred after the grant offer):</p> <ul style="list-style-type: none"> • Marketing • External audit fees
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3. Application and Assessment

How do you apply for the grant?

To apply for the STB-NAC Performing Arts Tours Pilot Grant, please submit the following documents on FormSG at <https://go.gov.sg/patpg-application>:

1. Completed and signed application form (download the application form at Annex A)
2. Project Proposal and supporting materials (including project concept, business plan, marketing plan, qualitative benefits of project) – If not already supplied in the application form
3. Full performing arts tour pilot itinerary, detailing the prevailing Safe Management Measures (SMMs) that would be implemented throughout and at each segment/location
4. Full script(s) for text-based performances and/or performance outline(s) for performative segments
5. Business profile (e.g. company portfolio) and CVs of key project team members (e.g. tour guide, content curator, director, composer, playwright, performer, researcher) to demonstrate experience, expertise and relevant track records
6. Lead applicant's ACRA Business Profile Report and Financial Statements (for up to the last 2 financial years, not applicable for newly setup organisation with no financial data available.)
7. Application form for Outdoor Live Performance Pilot Events, based on prevailing SMMs at the time (download the form at <https://www.nac.gov.sg/whatwedo/support/sustaining-the-arts-during-covid-19/Arts-and-Culture-Sector-Advisories.html>).

When must you apply by?

This is a one-time pilot grant. The table below lists the key application dates:

Apply by	31 July 2021 (5pm)
Assessment period	August – September 2021*
Notified by	30 September 2021

*Shortlisted applicants may be contacted between August to September 2021 to present their proposals to STB and NAC as part of the evaluation process.

Late and/or incomplete submissions will not be considered.

How will your application be assessed?

As a pre-requisite, proposals should demonstrate adherence to prevailing COVID-19 restrictions, such as guidelines in the relevant advisories for SMMs. Shortlisted applicants may be required to fine-tune their proposals and/or SMM plans to ensure adherence to prevailing COVID-19-related laws, conditions, directions, guidelines and advisories.

1. Baseline Grant Support

Proposals that adhere to SMM guidelines will be jointly assessed by STB and NAC for Baseline Grant Support, guided by the following indicative criteria:

Evaluation Criteria	Weightage
a) Strength of concept and proposal - Creative merit (40%) <ul style="list-style-type: none">• Innovativeness, originality and creativity in content and delivery• Relevance to local context/narrative e.g. stories, places, people• Audience engagement e.g. interactivity, multi-sensory/experiential storytelling, gamification• Potential to appeal to international audiences e.g. universal themes - Feasibility of implementation and execution within stipulated timelines (10%) - Audience reach, i.e. no of tickets sold (10%) - Strength of marketing plan (10%)	70%
b) Capacity and commitment to execute the project <ul style="list-style-type: none">• Potential for long term commercial viability e.g. business plan, time taken to breakeven, no. of alternative revenue streams• Experience and expertise of project team e.g. track record• Cost reasonableness	30%

Successful applicants must obtain all necessary approvals and permits e.g. Arts Entertainment License from IMDA, and demonstrate ability to comply with prevailing COVID-19-related laws, conditions, directions, guidelines and advisories before launching their performing arts tour pilots.

We will prioritise funding to proposals which do not:

- Advocate or lobby for lifestyles seen as objectionable by the general public;
- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Undermine the authority or legitimacy of the government and public institutions, or threaten the nation's security or stability.

2. Extended Marketing Support

Grantees who achieve 100% achievement of the agreed project deliverables and milestones for Baseline Grant Support, and subject to incorporation of feedback (if any) and final approval from STB and NAC will be eligible to apply for Extended Marketing Support to help their tour pilots gain further traction. The extended tour pilot must be executed and completed within a maximum consecutive three-month period, commencing after the grant offer is accepted and ending by 30 Sept 2022.

Eligible grantees who wish to apply for Extended Marketing Support will be required to submit the following no later than three months from completion of the tour pilot:

- Proof of achievement of project deliverables and
- A marketing plan, budget and projected number of tour runs for the extended tour pilot

Please factor six to eight weeks for assessment and offer of grant for Extended Marketing Support.

4. Offer of Grant

How will I be notified?

If your application is successful, the lead applicant will receive a Letter of Offer via email with:

- Terms & Conditions of Letter of Offer for the Baseline Grant Support
- Deliverables and milestones, including Performance Targets

The grant offer will be valid for two weeks from the Letter of Offer. If the lead applicant does not accept the offer within this period of time, the grant offer will lapse.

Unsuccessful applicants will be notified through the lead applicant within the same period.

5. Disbursement and Deliverables

Grant disbursement and deliverables

Grants will be disbursed to successful lead applicants at stages as summarised below, subject to the achievement of the agreed project deliverables and milestones.

Baseline Grant Support	
First stage (30% of approved grant quantum)	Upon receipt of signed acceptance of grant, and, where relevant, receipt of finalised project proposal (including SMM plans) incorporating STB and NAC's feedback.
Second & Final stage (up to the remaining 70% of approved grant quantum or up to 90% of actual qualifying costs less First Stage)	Upon completion of tour pilot, achievement of the agreed project deliverables and milestones, and incurrence of qualifying costs for Baseline Grant Support. All supporting documents must be submitted within three months from end of the tour pilot.

disbursement, whichever is lower)	<p>The grant is tied to the fulfilment of Performance Targets⁶, which indicatively include:</p> <ul style="list-style-type: none"> • Successful completion of tour pilot within a maximum consecutive three-month period, between Oct 2021 and Mar 2022⁷ • Achievement of an average 4-star (out of 5 stars) visitor satisfaction rating based on third-party websites or self-administered surveys • Achievement of projected number of tickets sold
<p>Extended Marketing Support* <i>*Only for eligible grantees who apply and are offered Extended Marketing Support after successful completion of the tour pilot and 100% achievement of the agreed project deliverables and milestones for Baseline Grant Support.</i></p>	
First & Final stage	<p>Upon completion of the extended tour pilot, achievement of the agreed project deliverables and milestones, and incurrence of qualifying costs for Extended Marketing Support.</p> <p>All supporting documents must be submitted within three months from end of the extended tour pilot.</p> <p>The grant is tied to the fulfilment of Performance Targets, which indicatively include:</p> <ul style="list-style-type: none"> • Successful completion of extended tour pilot within a maximum consecutive three-month period, commencing after the grant offer for Extended Marketing Support is accepted and ending by 30 Sept 2022⁸

Final stage disbursements are on a reimbursement basis and successful lead applicants are required to submit third-party audited documents on qualifying costs for the disbursement of grants, unless otherwise stated.

6. Questions?

Please refer to our list of Frequently Asked Questions (FAQs) at Annex B or email:

- For arts practitioners: Fervyn Kate Tan (fervyn_kate_tan@nac.gov.sg)
- For tour operators: stb_tid@stb.gov.sg

⁶ Targets will be based on projections in project proposal and tied to funding.

⁷ Grantees will have to operate a minimum of five tour runs within a maximum consecutive three-month period as set out in the Letter of Offer to be issued to a successful Applicant, between Oct 2021 to Mar 2022.

⁸ Grantees will have to market and operate the projected number of tour runs as submitted in application for Extended Marketing Support within a maximum consecutive three-month period as set out in the Letter of Offer to be issued to a successful Applicant, and complete by 30 Sept 2022.

List of Annexes

- Annex A – Grant application form
- Annex B – FAQs
- Annex C – Contact List of interested Tour Operators
- Annex D – Contact List of interested Arts Practitioners
- Annex E – Highlights from COVID-19 Advisories and Safe Management Measures for Tours and Indoor/Outdoor Live Performances (Accurate as at 30 April 2021).