



Alberta Media Fund

Alberta Made Production Grant

Program Guidelines

Grant Deadline: January 16 and July 16 annually

Published June 2020

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Introduction

The Alberta Made Production Grant (AMPG) was created to support smaller budget productions in Alberta. This program contributes towards the government's goal of growing Alberta's cultural industries.

The AMPG assists Alberta producers develop Alberta content and attract and maintain skilled labour by providing employment for emerging talent and established industry professionals.

Recognizing that small budget productions have different funding needs than large budget productions, the AMPG provides grant funding to help productions manage their immediate cash flow needs via an interim payment. The AMPG supports smaller productions in remaining an integral piece of the overall industry ecosystem in Alberta.

The objectives of the AMPG are to:

- promote investment in the creation of smaller budget productions by Alberta producers;
- support Alberta creatives by providing specialized support for emerging and established producers working on smaller budget productions; and
- provide cultural benefits to Alberta by supporting the creation of Albertan content and stories by Alberta companies.

Program Overview

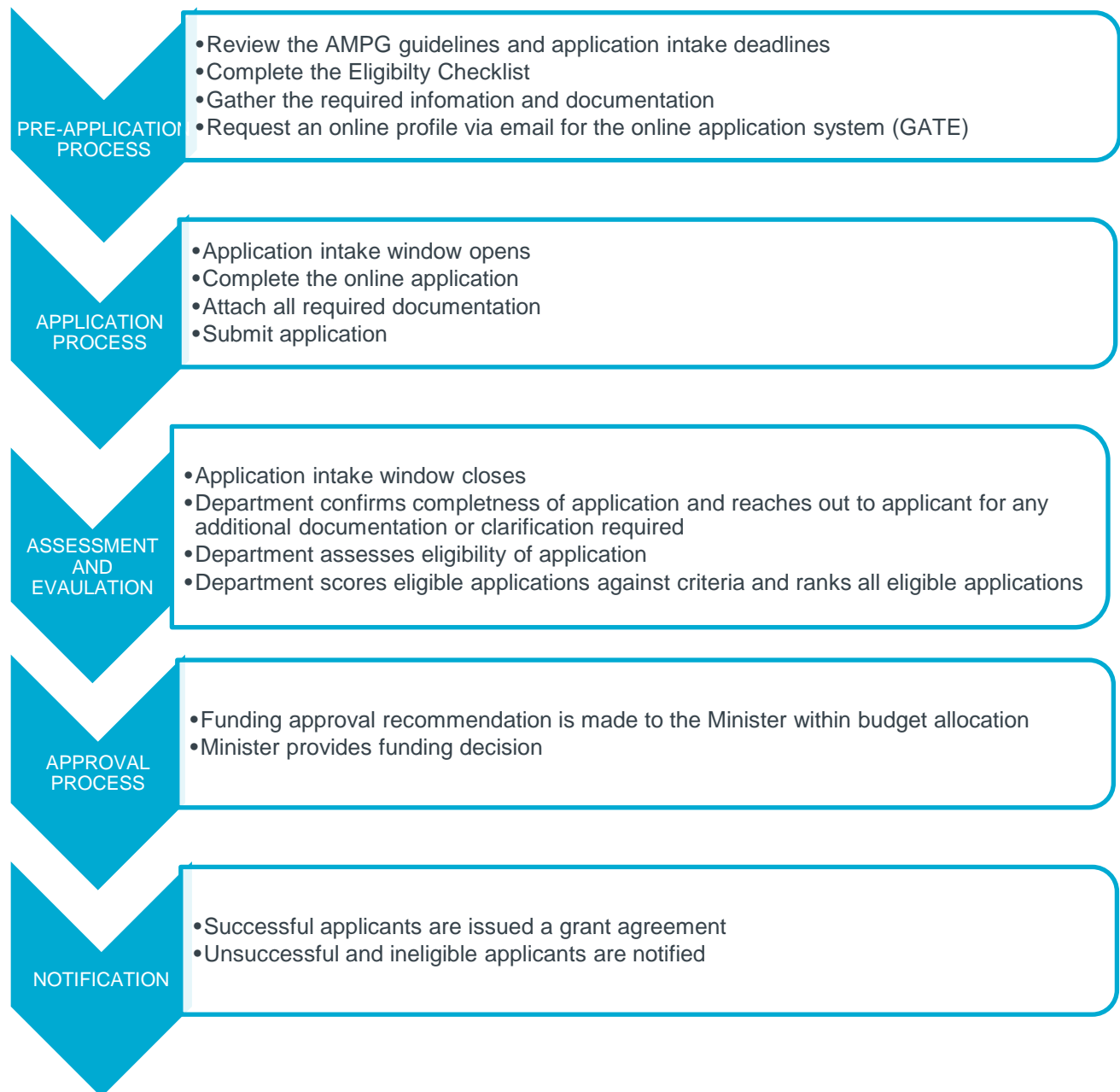
The AMPG was designed to provide grant funding to Alberta producers for projects with a minimum eligible Alberta spend of \$50,000 and total budgets less than \$499,999 CDN.

The AMPG is a competitive program with a limited budget and offers a 25 per cent grant on all eligible Alberta labour and non-labour expenses to a maximum of \$125,000. The AMPG has two intake windows and applications will be assessed according to economic-focused evaluation criteria. The Minister reserves final approval of applications and funding allocation.

Grant funds are paid in two installments. There is no limit to the number of projects an applicant and parent company or affiliates can submit per window; however, should the program be oversubscribed, the Minister reserves the right to limit the number of approvals granted to an applicant or its affiliates, regardless of scoring, in order to fund a diverse portfolio of projects.

Projects that have received funding from the Film and Television Tax Credit Program, administered through Economic Development, Trade and Tourism, are not eligible to apply for the Alberta Made Production Grant program.

AMPG Process Flow



The Minister has full discretion in the grant process and interpretation of these guidelines to ensure funding is provided to those projects that most closely align with the intent of the program and ministry objectives.

Application Intake Windows

There are two annual applications intakes as follows:

Application Window Opens	Application Window Closes
January 2	January 16
July 2	July 16

Only complete applications containing the required information as outlined in the checklist will be accepted. If necessary, program staff will contact the applicant to obtain clarification on information submitted. Applicants will be given seven days to provide the requested information. If the information is not received in the allotted time, the application will be deemed ineligible for the intake.

The Minister of Culture, Multiculturalism and Status of Women, reserves the right to close, not open or not fund application windows based on budget availability and government priorities without prior notice.

Submission Deadlines

Completed applications must be received by 11:59 PM on the deadline date via the online application system. If the deadline falls on a statutory holiday or a weekend, the deadline will be extended to the next business day at 11:59 PM. Applicants are encouraged to apply early in the application window.

It is important to note, program staff are available between 8:15 AM and 4:30 PM on regular business days and will not be available for assistance outside of these hours.

AMPG Eligibility Checklist

Eligibility Checklist

Please review the full AMPG guidelines for clarification on the requirements below.

Applicant Company Requirements

- incorporated and in good standing with the Alberta Corporate Registry
- a minimum of 51 per cent Alberta ownership
- primarily engaged in film, television and/or digital media production
- in good standing in all respects with the Alberta Media Fund (AMF)
- not a broadcaster or distributor for the purposes of this project

Project Requirements

- new and not a repackaged or previously completed project
- not an ineligible genre
- has a total budget that less than \$499,999 (Alberta and Non-Alberta Costs)
- has a minimum eligible Alberta spend of \$50,000 or greater
- creative material must be owned 51 per cent or more by the applicant company who must have the rights to develop and exploit the project
- has a fully executed commercial license or distribution agreement through a non-related third party company
- has a minimum of 50 per cent secured financing (including projected AMPG funds)
- the production must be protected by all industry standard insurance policies, including Error and Omissions (with no exclusions)
- principal photography commenced no more than 180 days prior to the opening of the application intake window or will commence within 180 days following notification of grant approval

Next Steps

If you have met all of the above requirements, you may be eligible for funding under the AMPG.

Applications must be completed using the online application system and submitted during an open intake window. Incomplete applications cannot be submitted.

AMPG Required Documentation

When applicable, the appropriate template available on the AMPG website must be used.

The following documentation is required to complete the online AMPG application.

- Capitalization Table
 - A Capitalization Table must be submitted for the applicant corporation, and any other corporation involved in, or related to the applicant corporation
- Fully executed commercial license agreement and/or distribution agreement
- Chain of Title Document
- AMPG Budget Form
- Proof of Secured Financing

Ineligible Genres

Final genre eligibility decisions will be at the discretion of the Minister. Genres of productions and platforms NOT eligible for funding include:

- reality shows
- magazine television
- panel or talk shows
- infotainment and advertising
- news, current events or public affairs
- lifestyle
- productions in respect of game or contest
- community access programs
- a digital/online extension to a film or TV program
- console or online video games
- software/programming applications
- productions that solicits funds
- sponsored productions
- productions, other than documentary, that consists of more than 25 per cent stock footage
- pornography/adult entertainment
- live music recording or concert events
- sporting events or activities (a production that consists of live or pre-recorded coverage of a sporting event, game, match, competition or tournament, and/or pre and post-games show for sports events or activities)
- fundraising productions, benefits, tributes, promotional productions, award shows and galas

Eligible Expenditures

Both Alberta labour and Alberta non-labour costs are eligible for grant funding. Costs submitted must be essential to the production and incurred directly by the applicant for the funded production during the eligible timeframe. It is the applicant's responsibility to maintain all relevant documentation relating to the production. This includes a **separate general ledger (GL) of costs relating to the final cost report with account codes that align with the budget template. The GL must be submitted with the final reporting.** The Minister reserves the right to determine the eligibility of costs.

Eligible Goods and Services

- Must be purchased directly from businesses with a physical location in Alberta and must be receipted and consumed in Alberta.
- Must be directly related to the production and be considered a cost essential to the production and incurred as a normal part of business.

Eligible Labour

- Must be paid to individuals or companies who directly provide the service and who meet the definition of an "Albertan" as per the guidelines.

Invoices, payroll records, employment contracts and proof of payment must be maintained for all costs claimed.

Expenditure Limitations/Ineligible Costs

Expense Item	Requirement / Limitation
Capital Items	Capital purchases are not eligible.
Contingency	Productions can include an amount representing a maximum of 10 per cent of B+C on the budget sheet in the contingency amount. No contingency amount will be accepted on the final budget sheet.
Deferrals for Financing Purposes	Deferrals of salaries and overhead will not be considered as part of the financing structure.
In-kind Contributions	In-kind contributions are ineligible. In-kind contributions are goods or services donated as opposed to goods or services that are purchased.
Living Expenses	Reasonable living expenses may be eligible if travel for the project is required. Living expenses for individuals who normally reside in the same area as the production are not eligible.
Payments to Owners of Applicant Corporations	Payments to owners of the applicant corporations (including affiliates) for labour must not exceed of 50 per cent of the total budget including the allowable 10 per cent producer fees.
Online Purchases Related to Production	Online purchases will only be considered if invoiced from an Alberta vendor with a physical Alberta location.
Overhead	<p>The bulk overhead deduction line may not exceed 10 per cent of the costs listed in the B+C portions of the budget. This line item is intended to cover the proportional ongoing costs associated with operation of the applicant company that relate to the production.</p> <p>In some instances a production company may need to incur additional operational costs in addition to the allowable 10 per cent overhead allowance. In these cases separate line items may be claimed, and if overhead is also claimed back up will be required.</p>
Producer Fees	Producer fees may not exceed 10 per cent of the B+C portions of the budget.
Previously Funded Costs	Any costs previously funded by the Alberta Media Fund (AMF), Alberta Culture, Multiculturalism and the Status of Women and/or the Alberta Foundation of the Arts (AFA) cannot be included in the calculation of Alberta costs at the time of application or as part of the final submission.
Travel	Travel is considered an eligible Alberta cost for Albertans only if the origin and destination are within Alberta provincial borders. Travel is only eligible for those individuals deemed as essential to the production.

Unpaid Costs	A maximum of five per cent of the total final Alberta budget can be unpaid at the time of final submission. A detailed list of unpaid costs must be submitted. Costs must be actual and not estimates. The five per cent allowance does not include costs payable to applicants, shareholders and affiliates. Unpaid costs due to applicants, shareholders and affiliates in excess of 10 per cent of the total budget that remain unpaid at the time of final submission will be deducted from the grant calculation.
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Successful Applicants

Applicants approved for funding will be issued an AMPG Grant Agreement. The grant agreement contains information regarding applicant responsibilities as they relate to the grant. Applicants are responsible for tracking obligations outlined in the grant agreement and meeting all reporting requirements. Failure to do so could result in termination of the grant agreement.

Unsuccessful Applicants

Unsuccessful and ineligible applicants will be notified of the status of their application by email. Applicants may contact the Cultural Industries branch via email at culturalindustries@gov.ab.ca, to seek clarity on the reasoning and rationale regarding their unsuccessful or ineligible application.

Changes to Production

Applicants are responsible for advising the AMF, within 30 days, of any material changes to the approved production including but not limited to, scope changes, budget changes and significant production schedule changes that will affect payment dates. A Production Change Form must be submitted via email to culturalindustries@gov.ab.ca.

Approval of change requests are at the discretion of the Minister and are subject to budget availability. Decisions will be communicated in writing to the grant recipient. If the change request is denied and the applicant is unable to complete the project as approved in the grant agreement, the grant agreement may be terminated.

Failure to meet the terms and conditions in the grant agreement may result in the applicant being deemed in breach of the terms and conditions, which may subsequently impact the applicant, shareholders and the associated/affiliated corporations eligibility to receive further funding or result in a request for repayment of funds already received.

Payments

Payments are triggered once an applicant completes the online Payment/Report Submission through the GATE system. Payment requests are processed in the order they are received. Incomplete reporting may result in payment delay.

Grants will be paid in two installments. Whenever possible payments will be based on milestone dates indicated in the application. Payments may be scheduled on alternate dates based on budget availability. Schedule “C” of the grant agreement contains the payment dates. The department reserves the right to make earlier payments should required reporting be received and budget is available.

Payment Type	Amount	Milestone
Installment Payment	25 per cent of the Alberta costs incurred to date to a maximum of 75 per cent of the total grant value.	Applicants are eligible to apply for the installment payment the month following completion of principal photography or the date listed in the Schedule “C” of the Grant Agreement.
Final Payment	25 per cent of the total eligible Alberta costs less the installment payment to a maximum of the grant amount listed in the grant agreement.	Submission of final reporting and copy of final production.

Note: Grant funds may only be assigned to a recognized financial or lending institution. Requests must be made via email to culturalindustries@gov.ab.ca and include the Notice of Assignment Form and any other financial institution specific documentation.

Installment Payment

In most instances, the installment payment is scheduled the month following the principal photography completion date stated in the application.

To request the instalment payment the applicant must:

- Complete the online (GATE) report
- Attach the Completion of Principal Photography Form

Final Payment

The final payment is usually scheduled one month following the projected delivery date provided by the applicant. The payment will equal the remaining balance of the total eligible grant per final Alberta cost calculation less the installment payment.

To request the final payment, the applicant must:

- Complete the online (GATE) report
- Attach a copy of the Budget
- Attach a copy of the General Ledger
- Attach a copy of the AMPG Project Declaration

Along with online reporting, applicants must provide a physical copy of the finished production to:

Alberta Media Fund
 140 Whitemud Crossing
 4211 106 Street
 Edmonton, AB T6J 6L7

For auditing purposes, links to online versions of productions cannot be accepted.

Additional Information

These guidelines are for the information and convenience of applicants to the AMPG. They provide an overview of the objectives of the AMPG and the manner in which the program is administered. Applicants are responsible for tracking obligations as defined in these guidelines as well as the executed grant agreement to ensure they remain compliant throughout the grant lifecycle.

Projects that are approved for AMPG funding are subject to the guidelines in effect at the date of grant approval. The guidelines form Attachment “A” of the grant agreement. Changes to guidelines and/or policies will not apply retroactively, unless specifically stated.

The AMF may request documentation and information to conduct assessments and/or evaluations at anytime during the grant lifecycle, however; the AMF reserves the right to rely solely on the information provided by the applicant at time of application.

If, at any time, an applicant provides false information or omits material information in connection with an application, as required by the guidelines or as requested by the AMF, the applicant may face consequences, including:

- loss of eligibility for funding of current project(s)
- loss of eligibility for funding of future productions
- repayment of any funds already advanced

Any applicant receiving approval for funding will be required to sign a legally enforceable grant agreement, which includes further provisions concerning misrepresentations, defaults, and related matters. Grant recipients must review their grant agreement carefully prior to signing.

Minister Rights

Pursuant to the Community Development Grants Regulation, the Minister is empowered to make grants to a person or organization for purposes related to any program, service or other matter under the administration of the Minister.

The Minister reserves the right to require an audit of the books and records of any applicant company that receives funding through the AMPG. These records may include, but are not limited to: invoices; payroll records; bank statements; cancelled cheques; audited financials; agreements; contracts with individuals and companies and proof of Albertan residency declarations.

The Minister of Culture, Multiculturalism and Status of Women has full discretion in the administration of programs supported through the AMF and in the application and interpretation of these guidelines to ensure funding is provided to those projects that contribute to the fulfillment of program objectives. In all questions of interpretation of these guidelines, the interpretation of the Minister will prevail.

The Minister may decline to accept applications or delay/refuse funding to those applicants undergoing audit, compliance review or investigation.

The Minister may also vary the eligibility requirements for a grant, the purpose of a grant or a condition on which a grant is made.

The Minister reserves the right to make funding decisions regardless of scoring to ensure support to a diverse portfolio of productions.

Retention of Records

Retention of records is required for a period of seven years from the date of final payment.

Freedom of Information and Protection of Privacy

The personal information that is provided on the grant application form will be used for the purpose of administering the AMPG and advising the applicant of grant program updates and relevant ministry initiatives. It is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP Act) and is protected by the privacy provisions of the FOIP Act.

The FOIP Act applies to any information that is provided to Alberta Culture, Multiculturalism and Status of Women. This information may be disclosed in response to an access request under the FOIP Act, subject to any applicable exceptions to disclosure under the FOIP Act.

Please note, once an application has been approved and funding issued to an organization, the grant recipient, approved expenses, amount funded, community/city, and fiscal year become a matter of public record. Information on grants awarded by Government of Alberta programs is published on the Government of Alberta Grant Payments Disclosure database at the following link:
<http://www.alberta.ca/grant-payment-disclosure.cfm>

Occasionally, the Ministry may contact applicant organizations to provide information about initiatives or announcements related to the following topics:

- Grant program changes, funding announcements and opportunities to provide input/opinion on programs.
- Awareness of Ministry resources available to the non-profit/voluntary sector including Ministry sector events.

Only authorized contact representatives noted in the grant application may request specific information about grant applicants from the AMF office. For questions about the collection and use of this information, please email culturalindustries@gov.ab.ca.

Definitions for the Purpose of AMPG

Affiliates	<p>Affiliates is used to indicate a relationship between corporations where:</p> <ul style="list-style-type: none"> • one is a subsidiary of the other; • both are subsidiaries of the same corporation; • both are controlled by the same person or the same group of persons; or • one of them is controlled by one person and an associate controls the other.
Albertan	<p>A lawful resident of Alberta for the purposes of the <i>Income Tax Act Canada</i>:</p> <ul style="list-style-type: none"> • was a resident of Alberta on December 31st of the year preceding the one in which principal photography of the production commences or commenced; and • files an Alberta Income Tax return as a resident of Alberta and did so for the previous income tax year immediately preceding the one in which photography of the production commences or commenced. <p>Applicants are responsible for obtaining Alberta Residency declaration forms for all employees claimed under the AMPG. These do not need to be submitted to the AMF unless requested.</p>
Chain of Title	<p>The Chain of Title documentation confirms the copyright owner(s) of a production including rights to develop, produce and distribute a production.</p> <p>It provides a complete description of the production's development history from the time of initial development of the story idea to the writing of the final script. The types of documents required may include option agreements, transfer agreements, licence agreements, script purchase agreements or script writing agreements.</p>
Commercial License Agreement	<p>An agreement issued by a third-party entity whose primary business is broadcasting, distributing or disseminating film, television or digital content to the public, and who is able to demonstrate a track record of such enterprise.</p> <ul style="list-style-type: none"> • A commercial license agreement does not require a license fee. • Purchased airtime and/or in-kind exchange are ineligible. • Pay-per-view platforms are ineligible. <p>Other forms of distribution may be considered. Requests for consideration must be provided prior to the intake window opening and the application submission.</p> <p>A fully executed commercial license agreement or fully executed distribution agreement is required at the time of application.</p>

Financing	<p>A copy of the calculation sheet is required for all anticipated funding from other government funders that will be used to meet the 50 per cent financing requirement. Funding from private sources requires a letter of funding commitment accompanied by a redacted bank statement or letter from the financial institution demonstrating that the funds are available.</p> <p><i>Deferrals by producers or applicant parties will not be accepted as proof of financing.</i></p>
Indigenous Peoples	<p>This is a collective name for the original peoples of North America and their descendants. Often, 'Aboriginal peoples' is also used. The Constitution Act 1982 defines the Aboriginal people of Canada as including "Indian, Inuit and Métis". These are three separate peoples with unique heritages, languages, cultural practices, and spiritual beliefs, histories and political goals.</p>
Intellectual Property	<p>According to the World Intellectual Property Organization, intellectual property (IP) is a creation of the mind. IP includes inventions, literary and artistic works, designs and symbols, and names and images used in business. Copyright falls under the umbrella of Intellectual Property.</p>
Primary Engagement	<p>A business is primarily engaged in a business activity if the result obtained from the following formula for the previous taxation year is greater than 0.5:</p> $\frac{\text{Activity Assets} + \text{Activity Expenses}}{\text{Total Assets} + \text{Total Expenses}}$ <p>Activity Assets = the value of assets of the business used in Alberta in the business activity;</p> <p>Total Assets = the total value of all assets of the business;</p> <p>Activity Expenses = all expenses incurred during the previous fiscal year with respect to the portion of the business activity carried on in Alberta;</p> <p>Total Expenses = the total of all expenses incurred during the previous fiscal year with respect to all operations of the business.</p>
Producer	<p>A Producer for the purposes of the grant is defined as an individual:</p> <ul style="list-style-type: none"> • whose primary business is developing, producing, marketing and exploiting digital/interactive content, theatrical films and/or television and/or web series programs; • who controls and is a central decision-maker in respect of the production; and • who is directly responsible for the creative and financial control and exploitation of the production.

Project	A segment of content intended for broadcast or distribution and may include a single production or a series of related productions that are produced or aired over a common time period.
Related Parties	<p>Related parties exist when one party has the ability to exercise, directly or indirectly, control, joint control or significant influence over the other.</p> <p>Two or more parties are related when they are subject to common control, joint control or common significant influence. Related parties also include management and immediate family members.</p>
Related Party Transaction	<p>A related party transaction is defined as transfer of economic resources or obligations between related parties or the provision of services by one party to a related party, regardless of whether any consideration is exchanged.</p> <p>When the relationship arises as a result of the transaction, the transaction is not one between related parties.</p> <p>Related Party Labour: The cost of labour (i.e., salaries or fees) for individuals hired by a related party and allocated, in whole or in part, to the applicant for the project must correspond to the actual amount paid to the individual and be in accordance with the employment or engagement contract signed with the employer.</p> <ul style="list-style-type: none"> • Related party labour costs must correspond to the actual cost for the period of time worked on the project. • If personnel worked on more than one project for a related party and is paid by the related party, there must be appropriate documentation showing the amounts charged to all projects. <p>Goods and Services supplied by Related Parties: Goods and services provided to the applicant by a related party may be accounted for at the exchange amount up to a maximum of fair value.</p> <ul style="list-style-type: none"> • Goods and services supplied by a related party must have commercial substance and be in the normal course of operations of the provider. • All related party transactions must be declared at the time of application and at final reporting. • Appropriate documentation must be maintained showing transfer/payment of funds and fair market value for the duration of the project. • Any costs claimed for related party transactions cannot exceed the fair market value for the goods, services and/or labour. • Applications with related party transactions greater than 60% of the total budget (including overhead and producer's fees) may be required to provide detailed cost rationale and may be subject to reduction of the final grant amount.

Expenses must meet the following criteria:

- Be listed on budget form;
- Be in the normal course of operations of the provider; and
- Have commercial substance.

Related Party Transactions must be identified at the time of application, and upon final reporting.

All non-labour related party transactions require submission of 2 non-related party quotes. The related party transaction will be paid at the average of the 2 quotes or the requested cost, whichever is lower.

Program staff reserve the right to revise the calculation and eligibility of related party costs if deemed inappropriate and/or unreasonable. Applicants granted approval of related party costs must be able to reasonably demonstrate that the costs were incurred and paid.
