

3. Cap Increase Criteria

SCREEN-BASED PRODUCTION GRANT

Points will be awarded for productions that can demonstrate one or more of the above outcomes.

3. Cap Increase Criteria		
	Evaluation Category	Points Available
a	Albertan Personnel Bonus	3
b	Marketing, Promoting, and/or Showcasing Alberta	3
c	Investment in Alberta Infrastructure	2
d	Investment in Innovation, Technology or Knowledge Transfer	1
e	Use of Qualified Production Facility or Film Studio	3
f	Ancillary Business Opportunities for Albertan Companies	1
g	Sustainability Practices	2
Total Points Available		15

3a – Albertan Personnel

i. Bonus point for Total Cast or Crew

One additional bonus point will be awarded if at least 75 per cent of the cast (as defined in 2a) or 90 per cent of the production crew (as defined in 2b) are Eligible Albertans.

ii. Skills and/or Talent Development

Alberta is keen to grow its capability in key creative roles such as above-the-line personnel and heads of department. It is expected that most productions will take on trainees in junior roles or that crew can 'step up' into new roles over a period of time. To gain points under this section, the focus must be on skills and/or talent development that would not happen in the normal course of a production and is focused at developing more senior personnel. The length of the opportunity, the demand for the skills, and the cost to the production will be taken into account when assessing the value of the opportunity.

One point will be awarded for productions that can demonstrate outcomes in skills and/or talent development through employment of two or more Albertan trainees.

One point will be awarded for productions that can demonstrate hiring a recent graduate from a relevant Albertan post-secondary program.

A recent graduate is defined as an individual who has graduated from a relevant Albertan post-secondary program in the past 24 months.

Although welcome, opportunities like one-off master-classes or workshops will not in themselves be enough to gain a point in this section. Please see Appendix 2, Section E – *Reaching Albertans*.

3b – Marketing, Promoting and/or Showcasing Alberta

Alberta has achieved considerable success through being able to associate productions made here with Alberta and through communicating the message “made in Alberta.”

Broadly speaking, Alberta wishes to:

1. Associate the screen production with Alberta in order to showcase Alberta;
2. Link locations used in the production with Alberta;
3. Utilize the production to highlight the talents of the Alberta screen industry involved; and
4. Leverage the production or its associated companies to access channels and markets to showcase Alberta as more than a screen production destination.

Up to two points are available to market, promote, or showcase Alberta resulting in positive brand recognition. Different productions have different showcasing value for Alberta and this is recognized in the points.

- **One point** will be awarded for productions that submit with its application a plan to work closely with Government of Alberta agencies (such as Alberta Film) or related entities to showcase Alberta as a screen production destination.
- **One point** is available to productions that submit with its application a plan to work closely with Government of Alberta agencies or related entities to showcase another aspect of Alberta e.g., tourism, music, education, investment, technology (for example, Travel Alberta).

Imaginative proposals are encouraged, including cross-sector marketing or initiatives that might open up new markets to Alberta or give Alberta better access to capital, tourism, screen, or other markets.

i. Placement of Alberta in the Screen Production

Alberta recognizes that some productions offer the possibility to incorporate Alberta on-screen, and that this can have equivalent benefits to marketing partnerships if it is of sufficient weight.

One point will be awarded if an association of significance with Alberta can be created on-screen, which would lead to Alberta brand recognition in a significant geographic and demographic market that aligns with Alberta's interests.

In order to achieve this, the screen production may utilize:

- Alberta as a setting and, if identifiable as Alberta and depending on the significance (e.g. a reasonable amount of screen time, not a passing reference), then points may be awarded;
- an Alberta performer to play an Alberta character in a significant and prominent role (lead or supporting) and depending on the significance or prominence of the role, then points may be awarded; and
- other possibilities the applicant wishes to propose.

In general, one point will be for the prominent placement of an Alberta setting **or** character. For television, the number of episodes of the series and the number of episodes that the Alberta setting or character features in will be taken into account.

3c – Investment in Alberta Infrastructure

Alberta is interested in developing its screen industry infrastructure (both physical and business capability) in order to enhance the offering to future productions. We recognize that incoming productions can assist Alberta with this and in a number of cases, such developments constitute a legacy where, but for the production, this investment would not have occurred.

Up to two points will be awarded for physical infrastructure which the applicant is able to facilitate being developed and left in Alberta to be available to further productions;

The ability to gain two points in this section will depend on the significance of the investment. Major capital investment such as a standing set is likely to qualify for two points, more minor proposals such as a road or bridge improvement will qualify for one point. We also anticipate that significant commercial developments could be undertaken with Alberta partners.

In determining the significance of the investment, the AMF will consider both the upfront cost of the investment and the estimated value of the investment over its economic life.

Examples:

Alberta is aware of partnerships around the world which have resulted in the construction of specialist soundstages, or specific equipment or facilities such as bridges. This category can also include providing significant equipment to an educational institution at the end of production.

3d – Investment in Innovation, Technology or Knowledge Transfer

Alberta recognizes that some productions will be well-placed to extend Alberta's knowledge base within the screen sector or to other sectors.

One point will be awarded for productions that can demonstrate one or more of the following:

- use of innovative production technologies not already found in Alberta;
- transfer of know-how to Alberta personnel;
- entering into commercial partnerships to develop new technologies or methods; and
- research and development initiatives.

3e – Use of Qualified Production Facility or Film Studio

Up to three points will be awarded based on the production's use of a qualified Albertan production facility or film studio.

- **Two points** will be awarded if at least 10 shoot days take place a Tier One Qualified Production Facility or Studio.
- **One point** will be awarded if at least 10 shoot days take place a Tier Two Qualified Production Facility.

A Tier One Qualified Production Facility or Studio is defined as a purpose-built facility whose primary revenue is drawn from the rental of purpose-built sound stage facilities or sets for screen-based production activities.

A Tier Two Qualified Production Facility is defined as a retro-fit or altered space used by productions, but not purpose-built for production and whose primary revenue source is drawn from activities other than those related to screen-based production.

One additional point will be awarded to productions that use or intend to use a Tier One or Tier Two Qualified Alberta Production Facility for 30 or more shoot days.

3f – Ancillary Business Opportunities for Albertan Companies

One point will be awarded for productions that demonstrate a contract with an Alberta business for ancillary business opportunities, such as associated software applications, game development, other related transmedia production, merchandising, or promotional materials, etc.

Contracts with Albertan companies for digital animation, post-production, visual effects, music composition, etc. may be considered for the point; however, ancillary business opportunities for Alberta companies should enable those companies to grow in scale or develop new skills or connections in order to qualify for the point.

3g – Sustainable Production Practices

The intention of this section is to encourage productions to improve environmental performance and to support the adoption of environmentally responsible film and television practices.

Up to two points will be awarded depending on the breadth and depth of the sustainability efforts of productions on the following basis:

One point will be awarded to a production that submits with its application, a sustainability plan that demonstrates the choices that have been or will be made in order to render the production sustainable. The plan must include references to the actions that will be taken on set and on location where filming is to take place as well as during pre-production and post-production phases.

One additional point will be awarded to a production that submits a sustainability plan per above that also demonstrates one or both of the following;

- engagement with existing provincial sustainability organizations or initiatives (this includes sourcing from certified green Alberta businesses); or
- communication of sustainability efforts with the aim of increasing public or industry awareness of issues concerning environmental sustainability and the film and television sector.

Examples of such communications could include:

- The insertion, in the film's press kit, of documents attesting to the green measures taken;
- The production of a trailer or clip reel presenting the sustainability practices adopted; or
- An explanation, in the film's press materials, of the green measures taken.