
Screen-based Production Grant

This worksheet will be used to assess the criteria points your project is eligible for. Please complete and attach this form to the application with any additional support materials. Points will be awarded for productions that can demonstrate the following outcomes:

1. Economic Benefit Evaluation Criteria (15 points)

1a. Job Ratio

Applications will receive a score of up to three points based on their job ratio calculation.

The job ratio will be calculated as follows:

$(\text{Eligible Alberta Labour } (\$) + 35 \text{ per cent of Eligible Albertan non-Labour } (\$)) / \text{Estimated Grant Amount } (\$)$

- Three points will be awarded to productions that have a job ratio calculation that falls within the top 10 per cent of applications.
- Two points will be awarded to productions that have a job ratio that falls in the top 30 per cent of applications but below the top 10 per cent.
- One point will be awarded to productions that have a job ratio that falls within the top 50 per cent of applications but below the top 30 per cent.
- Productions that have a job ratio which falls in the bottom 50 per cent will not receive a point in this category.

Job ratio scores will be assessed upon receipt of all applications in an intake period.

Job ratio (this field is not mandatory as program staff will calculate):

1b. Total Spend

Applications will receive a score of up to three points based on their total anticipated Alberta Spend.

- Three points will be awarded to:
 - productions with a total anticipated Alberta spend greater than or equal to \$30 million
 - documentary productions and productions with budgets less than or equal to \$200,000 whose total labour budget consists of a minimum of 90 per cent Albertan expenditures
- Two points will be awarded to:
 - productions with a total anticipated Alberta spend greater than or equal to \$15 million but less than \$30 million
 - documentary productions and productions with budgets less than or equal to \$200,000 whose total labour budget consists of a minimum of 80-89 per cent Albertan expenditures
- One point will be awarded to:
 - productions with a total anticipated Alberta spend greater than or equal to \$5 million but less than \$15 million
 - documentary productions and productions with budgets less than or equal to \$200,000 whose total labour budget consists of a minimum of 70-79 per cent Albertan expenditures

Total Alberta Spend (per the eligible expense worksheet) or percentage of Albertan labour (Albertan labour expenditures divided by total labour expenditures):

1c. Returning Production

Productions that are identified as Returning Series will receive two points. Is this production a returning series? Please note, previous series did not need to be funded through the AMF. A point will not be awarded if this is Season/Series One of a returning series.

Yes No

1d. Alberta Production Activity

i. Shooting Days

Up to three points will be awarded for the location and/or studio shooting carried out in Alberta, on the following basis:

- One point will be awarded if more than two days and less than 30 days of the location and/or studio shooting, or between 20 and 299 production hours for digital and/or animation projects is carried out in Alberta.
- Two points will be awarded if more than 30 days of the location and/or studio shoot is carried out in Alberta.

One additional point will be awarded if at least 25 per cent of total shoot days (or digital production hours) take place outside of the Calgary Regional Zone.

Number of Alberta location and/or studio shoot days:

Percentage of shoot days outside of the Calgary Regional Zone:

ii. Picture Post-production

One point will be awarded for the picture post-production if at least 50 per cent of the total budget for picture post-production or visual effects consists of Eligible Alberta Expenses.

Budgets prepared on the current Eligible Expense Worksheet will calculate the scores automatically.

Percent of Picture-Post Production:

iii. Music Recording, Voice Recording, Sound Post-Production

One point can be awarded if at least 50 per cent of the total budget for music, voice recording activities and/or sound post-production consists of Eligible Alberta Expenses.

Music includes composing, scoring, performing, and recording but does not include source music. The performing and recording of the following qualify: a new piece of music composed for the film; or a new arrangement/score of an existing piece of music, created specifically for the film.

Sound post-production includes:

- Sound and music editorial
- ADR/voice-over recording including remote ADR/voice-over recording including but not limited to ISDN connections provided the cost is charged to an Alberta entity
- Sound design including any additional sound recording recorded by a sound editor
- Sound track lay
- Foley effects and recording
- Sound mixing/re-recording (not including international versioning for distribution)
- Creation of master sound delivery items (not including distribution copies or international versioning).

NOT INCLUDED: Proprietary license fees e.g. Dolby.

Percent of Music Recording, Voice Recording, Sound Post-Production:

1e. Albertan Personnel

i. Albertan Cast

One point will be awarded if at least 50 per cent of the Cast are Eligible Albertans.

'Cast' means all the actors and performers (including stunt men and women) but not extras that appear in the production.

For the purposes of this test, 'extras' means: a person who appears in a production where a non-specific, non-speaking character is required, usually as part of a crowd or in the background of a scene.

For animations only: this will include actors voicing characters.

Total Cast:

Total Alberta Cast:

One point will be awarded if at least 75 per cent of the production crew are Eligible Albertans.

Production crew means all the people directly involved in the making of a production but who do not appear in the production. That is, people involved directly in the production and post-production stages but not people involved in providing ancillary services (e.g., caterers).

Whether a person is or is not in the production crew will be determined by taking into account factors including: whether they are contracted by the production company to perform services on the film; and whether they are given industry-standard on-screen credits.

Total Crew:

Total Albertan Crew:

2. Cultural Benefit Evaluation Criteria (15 points)

2a. Diversity and Inclusion

The Diversity and Inclusion Tracking form is a requirement to receive points for this section. The Diversity and Inclusion Tracking form must detail the manner in which the Applicant proposes to achieve its goals to ensure diversity and inclusion rather than merely to assure nondiscrimination.

For the purposes of the Diversity and Inclusion criteria, members of an underrepresented or marginalized group in film and television include individuals that self-identify as female, gender non-conforming, visible minorities, members of Indigenous groups and/or persons with disabilities. Applicants can earn up to four points through Diversity and Inclusion:

- i. Up to three points will be awarded, one for each of the following roles that are filled by an **Albertan** that identifies as a member of an under-represented or marginalized group;
- ii. One point will be awarded if any of the top four performance contracts issued is filled by an individual who self-identifies as a member of an under-represented or marginalized group.

Positions held:

Producer

Director

Writer

Director of Photography

Showrunner

Any of the top four performance contracts

Narrator, Presenter or Subjects (for documentary or projects under \$200K only)

Camera Operator (for documentary or projects under \$200K only)

Editor (For documentary or projects under \$200K only)

Composer (for documentary or projects under \$200K only)

Sound Editor/Mixer (for documentary or projects under \$200K only)

Actors voicing characters (animation only)

2b. Albertan Subject Matter

i. Setting

One point will be awarded if any part of the production is set in Alberta.

A screen production is set in Alberta if the story takes place in Alberta (regardless of actual location of shooting). A fictionalized version of Alberta (that is still clearly identifiable as an Alberta setting) will be considered an Alberta setting.

Point requested:

ii. Lead Characters

One point will be awarded if any of the lead characters are Albertan characters.

A character is an Alberta character if they are identifiable as an Alberta citizen or an Alberta resident in the screen production.

Where it is not immediately apparent from the film, applicants will be asked to explain why the character should be regarded as an Alberta character. It is not enough that a person is technically an Alberta character (e.g. via dual nationality or other artifice) – there must be other evidence in the film that the character is an Alberta character, e.g. back-story, residence, etc. In general, a character should be an Alberta citizen or Alberta resident for the majority of their time on screen in order to be considered an Alberta character.

Whether a character is a lead character will be determined by taking account of centrality and prominence of the character in the story. Applicants will be asked to identify the lead characters and make the case for a character's centrality and prominence in the story.

For documentaries only: this can include the narrator, presenter and the subject/s or other contributors on screen.

An individual can have points attributed to them for one role only in this section. For example, where an individual is a presenter and is also a subject, the applicant can only claim points for one of the individual's roles.

Point requested:

If requesting points for Albert setting and/or character please detail how the setting/character or Albertan.

2c. Albertan Creative Material

One point will be awarded if the production:

Is from an original screenplay by an Albertan

Is based on a book, story, article, play, etc. written by an Albertan

Is based on an original concept by an Albertan

One point will be awarded if at least one of the screenwriters (or, if there is more than one, one of the three lead scriptwriters) is Albertan.

In all cases, the credits granted or intended to be granted to the Albertan and chain of title documents will be taken into account when determining the award of the points.

Albertan Screenwriter (or, if more than one, one of the three lead)

No Alberta Screenwriter

One point will be awarded to productions that received support for one or more phases of development through the Project/Script Development program.

Yes, received funding through the Project/Script Development Grant

No, did not receive Project/Script Development Grant

2d. Co-productions

Two points will be awarded to International Treaty co-productions.

One point will be awarded for inter-provincial co-productions.

Please specify if the production is an international treaty or inter-provincial co-production, and the country/province.

2e. Reaching Albertans

The intention of this section is to reward productions that reach and engage Albertans. While it is acknowledged that every production is different and will have a different appeal, productions applying for grant funding are encouraged to:

1. Provide access for Albertan audiences to engage with screen or television content;
2. Promote content created and produced in Alberta to Albertans;
3. Inspire creativity and innovation within the province;
4. Provide Albertans with content which delivers social and cultural value; and
5. Enhance Alberta's reputation as a vibrant hub for creative and cultural activity.

Two points will be awarded to a production that submits with their application a plan that demonstrates reach and engagement with Albertans through activities such as involvement in Alberta film festivals, curated screening programs, contributions or features in publications, one-off public events related to the screen-based production industry, master-classes or seminars, engagement with Albertan post-secondary institutions, or provincial industry associations, etc.

Proposals that do not strictly fall into the above list but are imaginative and in alignment with the outcomes listed above are encouraged.

Audience and engagement plan:

2f. Community or Regional Impact

The intention of this section is to reward and encourage production that supports employment and economic impact in smaller, rural communities and areas with depressed economies.

One point is awarded to productions where greater than 50 per cent of Alberta shoot days takes place in one or more economically disadvantaged regions in the province and one point awarded for productions that hire three or more residents from an economically disadvantaged region.

Disadvantaged regions can be identified using the below web link:

<https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>

Describe the enhancement to local economic or social conditions, or increased capacity in a community or region outside of major centers:

One point will be awarded for productions that hire three or more residents from an economically disadvantaged region.

Three or more residents from an economically disadvantaged region are or will be hired

Employee names and regions

3. Cap Increase Criteria (15 points)

(applicable only to those Applicants applying for the cap increase to \$7,500,000.)

3a – Albertan Personnel

i. Total Cast or Crew

One 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.

at least 75 per cent of the cast are Eligible Albertans

At least 90 per cent of the production crew 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 refer to the Cultural Benefit Evaluation Criteria – Reaching Albertans on how to gain points for this type of activity).

Explain how you will demonstrate outcomes in skills and/or talent development through two or more Albertans and/or demonstrate the hiring of a recent graduation from a relevant Albertan post-secondary institution:

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.

Points

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 their 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 their application a plan to work closely with Government of Alberta agencies (for example: Travel Alberta) 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.

Please provide your plan to to work closely with Government of Alberta agencies (such as Alberta Film) or related entities to showcase Alberta as a screen production destination AND/OR plan to work closely with Government of Alberta agencies (for example: Travel Alberta) or related entities to showcase another aspect of Alberta e.g. tourism, music, education, investment, technology (for example, Travel Alberta).

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 a 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;
- 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.

Please describe how an an association of significance with Alberta will be created on-screen:

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 up-front cost of the investment and the estimated value of the investment over its economic life.

Please describe the infrastructure and significance of the investment:

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;
- research and development initiatives.

Please describe how you will invest in innovation, technology or knowledge transfer:

3e. Use of Production Facilities or Film Studios

Up to three points will be awarded based on the production's use of Albertan production facilities or film studios.

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

See Production Facilities and Film Studios list on the AMF website for more details.

Tier One Production Facility used

Tier Two Production Facility used

Tier Three Production Facility used

Name of Production Facilities or Studios

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.

Please describe the contract with an Albertan business for ancillary business opportunities:

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 their 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.

Please detail your sustainability plan and demonstration of engagement with existing provincial sustainability organizations, or communication of sustainability efforts, if applicable: