



Alberta Media Fund

Alberta Project/Script Development Grant Program Guidelines

Grant Deadline: March 1 annually

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Purpose

The Alberta Project/Script Development (PSDG) grant stream is designed to provide Alberta writers, directors and producers monetary assistance towards the creation of quality marketable and commercial production-ready projects and/or scripts.

This grant, under the Alberta Media Fund (AMF), supports the growth, sustainability, competitiveness and business attraction of Alberta's screen-based production industry.

General Eligibility Requirements, Conditions and Limitation

Applicant Eligibility

Applications to the PSDG require the participation of both a writer and a producer. The same individual may fulfill both roles; however, the producer must be an Alberta resident.

"Alberta Resident" means a lawful resident of Canada for the purposes of the Income Tax Act (Canada) who:

- 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 an application is submitted; and
- was a resident of Alberta on December 31 of the year preceding the one in which an application is submitted.

Recipients of funding must be incorporated in Alberta and be in good standing with the Corporate Registry. Recipients must also be in good standing in all respects with the AMF by having no outstanding or overdue reporting documents.

Start-up companies may apply under the following conditions:

- Must be incorporated, but may have been in operation for less than one year; and
- Must include a detailed business plan that includes an executive summary, company overview, film summary, relevant industry information and a marketing plan.

Project Eligibility

Projects must be new productions; no repackaging of previously completed projects will be considered. Projects must be at least 30 broadcast minutes in length.

Genres of production and platforms NOT eligible for funding are:

- 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 gala

Note: Final genre eligibility decisions will be at the discretion of the Minister. The AMF will consult with the Canadian Audio Visual Certification Office (CAVCO) and the Canada Media Fund (CMF) in interpreting ineligible genres.

Grant Funding and Conditions

Development Phases

The PSDG provides funding for up to three phases of development. The phases of development are:

- pre-development;
- first draft; and
- final draft.

Applicants may apply for more than one phase of development per submission.

Maximum Funding

The maximum grant funding for each phase of development is:

- \$15,000 for the pre-development phase
- \$25,000 for the first draft phase
- \$15,000 for the final draft phase

The total maximum grant per project is 55,000.

Corporations, associates and affiliates may submit multiple applications per intake, but the maximum in grant funding that any one company or their associates and/or affiliates can receive is \$70,000 total for all successful applications.

The Alberta Media Fund reserves the right to fund one development phase only per application, regardless of the request based on budget availability.

Budget and Financing Requirements

Pre-Development

- The grant for pre-development may not exceed 50 per cent of the pre-development budget, to a maximum grant of \$15,000.
- Deferrals will not be accepted in the pre-development phase.

First and Final Draft

- Grants for first and final drafts may not exceed 30 per cent of the first/final draft budget, to a maximum of \$25,000 and \$15,000 respectively.
- Producer deferrals can comprise a maximum of 20 per cent of the first/final draft budget and must be accompanied by a signed letter from the producer stating the project and phase(s) being applied for and the amount being deferred. Writer deferrals will only be accepted if the writer is a stakeholder of the company. All other deferrals cannot be included in first/final draft financing.
- A minimum of 15 per cent third-party investment/financing is required for first draft and final draft phases. Producer investment may comprise the balance of the budget.

At the time of submission, applicants seeking development funding must provide evidence of 100 per cent confirmed financing. Please note that this can include anticipated AMF grant funding. Confirmed financing can be made up of anticipated AMF funds, other funders, producer investment and third party financing.

Funding Type	Requirements
Other Funders	Applicants must provide proof of awarded funding. Grants may be awarded conditionally for applicants awaiting an assessment of their development application(s) from other funders. Applicants must provide written evidence from the other funding sources confirming an application has been submitted, this letter must include the project name and the amount in funding being considered.
Producer Investment	Applicants must provide a signed letter from the production company confirming investment in the project. The letter needs to state the project and phase(s) being supported and the amount of funding being allocated.
Third Party Investment	Must be supported by a signed letter from the party confirming investment in the project. The letter needs to state the project and phase(s) being supported and the amount of funding being allocated.

Grant recipients must have met all reporting requirements for each development phase in order to be eligible to apply for subsequent funding.

In kind contributions are not an eligible source of financing. In-kind contributions are goods or services donated as opposed to goods or services that are purchased.

Expenses

Costs incurred prior to the grant deadline are not eligible to be included for purposes of the grant calculation.

Eligible expenses include:

- option fees for literary material (if applicable)
- writer's fees and union fringes
- series proposals
- producers fees to a maximum of 20 per cent of the budget
- corporate overhead to a maximum of 20 per cent of budget (deferral of corporate overhead is not eligible)
- research or travel expenses
- script consulting or editing fees
- legal fees
- screenplay work-shopping with actors
- demo reel and relevant pitching materials

NOTE: Capital items are not considered eligible expenses.

Grant Conditions

Grants must be used for the purposes described in the application as approved by the Minister and/or their authorized representative. If a grant is used for any other purpose, such as a major change in the outcome, the Minister and/or their authorized representative may require the recipient to return all of the grant funds unless the change is:

- submitted in writing; and
- approved by the Minister, and/or their authorized representative before the change is made.

If the applicant is unable to demonstrate the approved costs in the application were incurred and paid, a full or partial re-payment of awarded grant funds may be required.

Alberta costs expended in any development phase that has been funded by the AMF cannot also be included in the calculation of eligible costs submitted to any other grant program administered by the AMF.

Application Requirements

To apply for funding, applicants must first contact the AMF and receive login credentials for GATE, the online grant system.

Applicants to the PSDG must provide the following in the online application:

- a completed Application Form. Applicants must designate one member who is the contact person for all requirements of the grant.
- a completed Applicant Agreement.
- applicants must submit a detailed description of the project, including information for each phase of development under consideration, describing:
 - the project concept;
 - phases of development;
 - detailed work plan including key dates,
 - completion schedule; and
 - budget.
- contact information for both the producer and writer. If the writer is different from the producer a writer's bio must be provided. Applicants may wish to provide a sample of writing if the writer's bio does not demonstrate sufficient experience in script writing.
- a company profile or curriculum vitae of no more than four pages.
- a balanced development financing structure detailing funding (confirmed financing, including the amount requested from the AMF) and expenditures (total budget), for each phase of development. Total funding must meet total expenditures.
- written evidence of all confirmed financing as described in the Budget and Financing Requirements section of these guidelines.

- start-up companies, that have been in operation for less than one year, must provide a detailed business plan. The business plan should contain an executive summary, company overview, film summary, relevant industry information, and a marketing plan. This document should not exceed three pages.
- co-production Agreement (if applicable). If both co-production companies are Albertan, one must be designated as the applicant. If successful, the grant will be paid to the applicant company.
- book option, license agreement, or assignment agreement (if applicable).

Note: Applicants may wish to submit audio/visual materials to support their application. All hardcopy materials submitted to the AMF must be clearly labeled and received prior to the application deadline. Wherever possible, links to supporting materials are preferred.

It is the responsibility of the applicant to ensure the AMF receives all relevant documentation, and to update such documentation and information after a material change, within 30 days of the date the change occurred. The AMF may request other documentation and information to conduct an assessment and evaluation; however, the AMF reserves the right to rely on the documentation and information submitted by the applicant.

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 the current project;
- loss of eligibility for funding of future projects; and/or
- repayment of any funds already advanced or granted.

The Minister reserves the right to not open applications windows, close applications windows, or not fund application windows without notice. The Minister reserves the right to deny grant funds to applicants, companies, related, associated or affiliated companies, and individuals who have received funding in the past and have been in breach of the associated funding agreement.

Assessment and Notification

Once an application has been received, it will be assessed for program eligibility. Incomplete applications will not be assessed until all documentation has been received. Applicants will be advised of missing information/documentation via email and will be given 7 days to complete the application. If information is not received, the application will be deemed ineligible.

Program staff will evaluate applications based on the required eligibility criteria and convene an expert panel to assess all eligible applications. Following the panel a recommendation package will be prepared for approval. All grant recommendations are reviewed and approved by the Minister and/or their authorized representative. Grant payments will be awarded upon approval. All funding decisions are final.

Assessment will be based on the creative merit and suitability of the applicant's project as well as their ability to complete the project as conveyed in the material required in the Application Requirements section of these guidelines.

Panelists will score each eligible application based on the following, equally weighted, assessment criteria:

Project Concept	The application demonstrates an original, well-developed concept and vision for the project. The project supports the mandate to create quality marketable and commercial ready projects/scripts
Project Plan	The application demonstrates that the applicant can complete the project by having a detailed development plan with reasonable dates, completion schedule and budget
Organizational Capacity	The application demonstrates that the applicant company has a clearly defined mandate, structure and purpose. For established companies the track record demonstrates capacity and/or achievement. Emerging or startup companies have provided a detailed business plan that demonstrates a clear company vision/mandate and demonstrates the organization can feasibly proceed with the project.

Applicants will be notified in writing of the results of their application.

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.

Reporting

Grant recipients must submit a report upon completion of the project that demonstrates that grant funds were spent on activities described in the application. Reporting for this grant stream must be submitted through the GATE online grant application system. The report is due 60 days after the stated completion date of the project, and must include the following:

- complete and accurate financial report, showing project expenditures and use of grant funds; and
- a copy of work produced.

Applicants are responsible for meeting their final reporting due dates. Applicants may request an extension to a due date but must do so in writing, to the AMF, within 30 days of the original due date.

Any grant recipient who does not provide their reporting documentation for successful projects will be deemed a delinquent applicant and will be ineligible for further funding through the AMF until the delinquency is resolved.

The Minister and/or authorized representative(s) reserve(s) the right to audit or examine the records and books of accounts maintained by the applicant. The Minister may cancel, suspend, reduce or demand repayment of a grant in circumstances where there is concern with respect to the use of grant funds.

Application Deadline and Questions

There is one intake period per year:

- March 1

Applications and support materials must be received by 11:59 PM on the deadline. If the application deadline falls on a statutory holiday or weekend, the deadline will be extended to the next working day at 11:59 PM. Applications received after the deadline will not be accepted.

The AMF does not accept faxed, e-mailed or incomplete applications.

For assistance with this grant application, please contact:

Alberta Media Fund, Cultural Industries Branch
140, 4211 - 106 Street NW
Edmonton, AB T6J 6L7

T: 780-422-8584 (Toll-free calls can be made by first dialing 310-0000)

E: culturalindustries@gov.ab.ca