



EDMONTON SCREEN MEDIA FUND (ESMF) FAQ

What aspects of a project are of most interest to the ESIO?

We don't want to be too prescriptive, but we are most interested in projects that have clearly defined commercial potential, and projects that are a part of a larger plan to grow a sustainable enterprise and provide employment for people working in the screen industries in Metro Edmonton. We welcome all types of screen media with a small number of exceptions detailed in our Guidelines.

Do I have to have other funding committed?

No, but evidence of other private and/or public financing commitments will generally present a better case for funding from us.

Do I have to have a company to apply?

Yes, we require you to have an incorporated company. There are a few reasons for this. Firstly, we don't want our clients to be personally liable in the case of a default. Second, if we allowed individuals to apply to the fund, based on our requirements for due diligence we would have to ask unincorporated applicants to undergo personal background checks, such as a criminal record check or credit check, which some may find invasive.

You can find out how to incorporate here: <https://www.alberta.ca/incorporate-alberta-corporation.aspx>

Does the ESMF provide grants?

No, but the ESIO offers a separate Industry Supports program with limited grant funding to support the networking, marketing and business consulting needs of the Edmonton screen media community.

Does the ESMF fund podcasts?

We would review visual podcasts or audio podcasts created to demonstrate the potential of a screen media end product (for example, a fictional dramatic series the applicant, who possesses experience in traditional screen media, plans to develop into a television show). However, we won't fund pure audio podcasts with no screen media element. Please query us if you need clarification. Equity investment proposals must show a potential return on our investment.

Does the ESMF fund web series and short form content?

We are open to considering short form content, but applicants must demonstrate that this content has commercial potential and internally we have to consider if the time cost of such an application makes sense for either party. Equity investment proposals must demonstrate a potential return on our investment.

How do I calculate full time equivalent employees (FTE)?

Head to <https://m.wikihow.com/Calculate-FTE>.

My production company is based outside of Edmonton can I still apply?

You are welcome to apply to the fund as a Guest Enterprise. ESMF funding is accessible to Guest Enterprises. Guest Enterprises must demonstrate a meaningful spend in the Edmonton Metro region and/or employ workers residing in the region. Typically, the spend would be more than the amount requested from the ESMF.

What is the timeline for approval?

In general, plan for around a 3 month response time.