



EDMONTON SCREEN INDUSTRIES EARLY STAGE PROJECT GRANT GUIDELINES

FALL 2021

OVERVIEW

Mission

The Edmonton Screen Industries Office (ESIO) supports the growth and sustainability of enterprises, entrepreneurs, professionals and talent in the Edmonton screen media industries.

Objective

The Edmonton screen media industries will expand into a vibrant and healthy economic sector that retains and attracts skilled workers and provides students with viable careers, distinguishing Edmonton as a centre for screen media excellence.

Background

The ESIO is an independent, non-profit, arms-length society that receives operational support from the City of Edmonton and leadership from an independent board of directors with a broad range of business competencies.

Edmonton Metropolitan Region

Located in Northern Alberta, the ESIO's footprint is the Edmonton Metropolitan Region, which encompasses and is defined by: The Cities of Edmonton, Fort Saskatchewan, Leduc, Spruce Grove, and St. Albert, the Towns of Beaumont, Stony Plain, Devon, Morinville, the Hamlet of Sherwood Park and Leduc County, Parkland County, Sturgeon County, and Strathcona County. For the purposes of this document, the word "Edmonton" shall mean the Edmonton Metropolitan Region.

Edmonton Screen Industries

The ESIO administers funding intended for disbursement as non-repayable grants provided to companies that are primarily engaged in the creation of screen media content and based in Edmonton. Early Stage Project Grants are also open to individuals with professional screen media content creation experience or related expertise.



The Early Stage Project Grants are a special program providing micro grants to assist with third-party costs incurred during the initial planning phase of a project. Awards are limited to \$1,500 CAD.

Activities must occur no later than February 28, 2022. Costs may be incurred no earlier than the date an application is submitted to the ESIO.

Applying

The application window closes at midnight MST on August 31, 2021. Applicants are encouraged to apply early. Successful applicants will be notified in September.

Applicants may submit multiple applications. A limit of one award per successful applicant shall be offered. Applicants are welcome to indicate a priority order for multiple submissions, however applications that best align with the program goals may be chosen over the applicants' priority choices.

Incomplete applications will not be considered.

Application forms can be found at www.edmontonscreen.com.

Send your completed application to funding@edmontonscreen.com.

Reporting

Reporting obligations for the specific activity will be outlined in the Grant Agreement.

Reporting obligations must be met prior to final disbursement of the ESIO's contribution.

Applicants will be reimbursed for verifiable, eligible expenses up to the maximum amount of the award.

The final invoice submission and reporting date will be November 30, 2021, or February 28, 2022, if activities will take place in December 2021 - February 2022.

If you would like us to consider an extension or change of scope of an approved grant, please email, funding@edmontonscreen.com.

ELIGIBILITY

Early Stage Project Grants are available to enterprises with a principal office in Edmonton that have been resident and operational for a minimum of one year and individuals with professional screen media content creation experience or expertise who have been resident in Edmonton for a minimum of one year. Exceptions may be considered, please contact: funding@edmontonscreen.com.

Eligible projects must be 100% owned, controlled or optioned by the applicant. Eligible projects must be new projects.

Applicants must be in good standing with the ESIO.

Eligible Costs:

- Option fees
- Acquisition or licensing fees
- Research fees
- Screenwriting fees
- Story editors/Story consultants
- Grant writers and other funding proposal prep assistance (for non-ESIO programs)
- Script breakdown/budgeting costs
- Audience testing/focus groups
- Preliminary market study
- Technology infrastructure (hardware, software)
- Salaries, fees and benefits/wages/contracts for project teams (e.g., writer, researcher, designer, graphic artist/illustrator, programmer, composing and audio work, project manager, business development, coding, design, system infrastructure, content development etc.) net of any government assistance accessed by an applicant company for the same purpose.
- Expenses to put content online, including copyright clearance, documentation, design and development of the prototype, versioning
- Video demos/sizzle reels/trailers
- Accounting/legal fees
- Stock images or footage
- Character art and artists
- Travel and accommodation costs related to eligible costs (or digital meeting equivalents, such as streaming services)
- Other costs subject to pre-approval

Only arms-length, third-party costs are eligible.

Excluded Costs and Projects:

- Costs incurred prior to the submission of an application to the ESIO
- Later stage project costs, such as those funded through the Edmonton Screen Media Fund (Examples: costs incurred during production, post-production and release phases of film and television projects. Costs incurred during development and marketing phases of Interactive Digital Media projects.)
- Activities for which the applicant has already received funding, or a commitment for funding, from the ESIO.
- Contingency, overhead and/or producer fees
- Alcohol and controlled substances
- Pre-paid cards
- GST will not be reimbursed if the applicant has a GST number
- Projects that are primarily propaganda (false, exaggerated or distorted ideas, visual material and statements typically used for a political purpose)
- Interactive Digital Media projects that do not have an interactive element (e.g. e-publications, catalogues and compilations of re-purposed material without value-added content)
- Projects that promote cruelty, sexual violence or sexual exploitation.
- Projects which contain elements that are pornographic, obscene, indecent or contain child pornography or are considered hate speech within the meaning of the Criminal Code of Canada.
- Projects that are libelous or in any way unlawful.

CRITERIA & EVALUATION

Funding shall be approved based on proposal quality, market potential of the eventual project, impact and viability of the activity and the potential project, and overall applicant demand.

Applicants must demonstrate clear, realistic goals and provide an explanation of expected outcomes.

The possible impact of the ESIO's contribution on the advancement of an individual career, a company or project(s), and on Edmonton economic development will be central to the funding decision.



LEGAL DISCLAIMERS

All information and submissions by the applicant to the ESIO, including but not limited to the application and supporting documentation (the “Submitted Materials”) will become the property of the ESIO. All Submitted Materials will be subject to the ESIO’s Privacy Policy.

The applicant understands and agrees that ESIO has the right and authority to provide the Submitted Materials to other parties, agencies and employees to complete review and assessments of the Submitted Materials as part of the application process.

Any feedback given by way of correspondence, report or electronic mail communication or otherwise is intended to assist applicants to advance their projects and is not prescriptive.

The ESIO has complete discretion in the interpretation of these guidelines including, without limitation, determination of eligibility and funding decisions.

Program guidelines are subject to change and prospective applicants are responsible for reviewing the most recent guidelines to ensure their applications comply. Guidelines posted online at the time of submission of an application will be the applicable guidelines for that application.

Any concerns regarding eligibility, application assessment or client service can be submitted in writing to Finance Director, Jen Marr at finance@edmontonscreen.com.