



# **INDUSTRY SUPPORT 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.

#### **Industry Support Grant**



The ESIO administers industry support programs with funding intended for disbursement as non-repayable grants to provide a competitive edge to companies that are primarily engaged in the creation of screen media content and based in Edmonton.

Applicants may have the best chance of success with requests up to \$5,000 CDN, though applications up to \$10,000 CDN will be considered.

**Industry Support grants assist with third-party costs.** Funding can be requested for verifiable general business operations costs including, but not limited to:

- Marketing and market research
- Software purchase
- Training, recruitment and skills development initiatives
- Online and in-person event attendance (priority will be given to applicants pursuing new business initiatives, ie attendance at an event that the applicant has not attended in the past 5 years)
- 50% of return trip travel costs to in-person events
- Third-party consultation services

Proposals that fall outside of these categories may be considered if they align with the program goals and are achievable considering COVID-19 challenges.

Please email [funding@edmontonscreen.com](mailto:funding@edmontonscreen.com) with a brief description prior to submitting your application if you are unsure.

Activities must occur no later than February 28, 2022. Costs previously incurred in 2021 are eligible for this grant.

Based on a variety of factors, including the overall number of high-quality applications, the ESIO may not fund 100% of a request.

## Applying

The application window closes at midnight MDT on September 30th. Applicants are encouraged to apply early. Successful recipients will be notified in October.



Applicants may apply for multiple activities within the same application if the activities are the same or similar (example: attendance at multiple online events) but must attach separate budgets for each.

Applicants may submit multiple applications in different categories and for different purposes.

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 ranking.

**Incomplete applications will not be considered.**

Application forms can be found at [www.edmontonscreen.com](http://www.edmontonscreen.com).

Send your completed application to [funding@edmontonscreen.com](mailto:funding@edmontonscreen.com).

## **Reporting**

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

Reporting obligations must be met prior to final disbursement of the ESIO's contribution. If you would like us to consider an extension or change of project scope for an approved grant, please email [funding@edmontonscreen.com](mailto:funding@edmontonscreen.com).

Applicants will be reimbursed for verifiable, eligible expenses up to the maximum amount of the award. Contributions will be reduced if the applicant completes the activity for an amount less than the submitted budget.

The final invoice submission and reporting date will be February 28, 2022.

## **ELIGIBILITY**

Industry Supports are available to companies with a principal office in Edmonton. Exceptions may be considered, please contact: [funding@edmontonscreen.com](mailto:funding@edmontonscreen.com) prior to submitting your application.

Applicants must be in good standing with the ESIO and the City of Edmonton.



## Excluded Costs

The following costs are excluded:

- Project costs, for example those funded through the Edmonton Screen Media Fund
- Activities for which the applicant has already received funding, or a commitment for funding, from the ESIO
- Activities for which the applicant has already received funding, or a commitment for funding, from another grant source, unless the activity is not fully funded by that source.
- Controlled substances
- Pre-paid cards
- GST will not be reimbursed if the applicant has a GST number.

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

## CRITERIA & EVALUATION

Funding shall be approved based on proposal quality, impact of the activity, need, and overall applicant demand.

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

New and one-time business initiatives that will assist a company to grow, diversify and generate revenue will be prioritized over “business as usual” costs and projects.

The impact that the ESIO’s contribution would have on the advancement of 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](mailto:finance@edmontonscreen.com).