

Alberta Media Fund

Cultural Industry Organizations Project Grant Stream Guidelines

Application Deadline: June 1

Cultural Industry Project Grant Stream Guidelines

1. Purpose

This grant stream of the Alberta Media Fund (AMF) provides support for the creative and financial sustainability of Cultural Industry Organizations by assisting with new projects in books and magazine publishing, film production and sound recording.

The intent of this grant stream is to support cultural industry producers that focus on finding and developing talent and intellectual property, creating high quality product and ensuring that all Albertans have the opportunity to access the product that public funding helped create.

New companies in their first year of operation and established companies and organizations that are eligible for the Cultural Industry Support Organizations Operating Grant Stream are eligible to apply.

2. Eligibility Criteria

2.1 Eligible organizations must:

- be registered and in good standing in accordance with the appropriate legislation;
- be majority owned by Alberta residents with managerial, editorial, and financial control by Alberta residents;
- must be geographically based, including the location of the head office, in Alberta; and
- engage primarily in the production of books, eBooks, magazines, eMagazines, sound recordings, or film/video.

Note: Organizations associated with a post-secondary institution must be recognized as a separate department or entity within their institution. In such cases, the post-secondary institution must submit an application covering all cultural industry activity within that institution. Completed application forms, including all required attachments and supporting documentation, must be completed by each cultural industry entity and must be submitted under one cover by the post-secondary institution.

2.2 Start-up companies must, as a minimum, have registered a trade name with Alberta Corporate Registry and do business under that name. Registry or incorporation documentation from Alberta Corporate Registry must be included with the application.

The company must provide a statement indicating the company's current status as either a:

- a. sole proprietorship;
- b. partnership;
- c. an incorporated company; or
- d. a registered non-profit or society.

This statement must identify all principals in the company and/or its Board. This statement must also identify the company's fiscal year.

2.3 Eligible book publishers must:

- publish or plan to publish books that are
 - permanent-bound (not coil or stapled);
 - at least 48 printed pages;
 - in editions of at least 500 copies; and
 - with at least 50 per cent of all printed copies eligible for sale.

- and/or publish eBooks that are
 - available through major online retailers, such as Amazon, Kobo and the iBookstore.
 - at least 48 pages of print equivalent.
 - at least 75 percent of all eBook titles must be eligible for sale.

2.4 Eligible magazine publishers must:

- publish or plan to publish magazines of a literary, artistic or children's interest as a primary activity in electronic or print format, with a print format having a run of at least 500 copies;
- have editorial policies and decisions that are in the sole control of an editor or editorial board;
- have a policy that the copyright for all published material resides with the author; and
- have a clear distinction between editorial content and advertising; each issue must consist of at least 50 per cent editorial content.

2.5 Eligible sound recording companies must:

- develop, produce, license, release, promote, and distribute sound recordings as a principal business function. This includes music publishing copyrights; and
- have, or plan on having, the (P) production copyright of the sound recording(s) owned or licensed by the label for each recording released.

2.6 Eligible film production companies must:

- demonstrate that their main activity is the creation of film/video productions available for public viewing; and

- have, or plan on having, created a film or video production available for public viewing that has a running time, or combined running times in the case of multiple productions, of at least 30 minutes.

2.7 Eligible Projects

- Eligible projects must meet the criteria in one or a combination of the following categories:

1. **Art production** includes the development, creation, and production of a new book, magazine, sound recording or film/video by Alberta artists and the tools needed to complete these projects, including computer hardware and software.
2. **Training and career development** includes a workshop, master class, professional development, or professional course of study in the cultural industries. Recreational training projects are not eligible.
3. **Marketing** includes projects that promote, market, and/or distribute the work of Alberta creators. Costs may include, but are not limited to, attending conferences, festivals, or award presentations by invitation and marketing events where the applicant proposes to pitch an eligible project. Projects may include strategies to access digital marketplaces or to create supplemental digital product to complement/enhance physical product.
4. **Research** includes activities that support or result in the development of a new cultural work.

Self-publishing, corporate or agency newsletters and corporate video productions, as determined by Alberta Culture (the department), are not eligible.

Applicants may apply for up to 100 per cent of eligible expenses that are directly related to carrying out the proposed project. These expenses may include, but are not limited to:

- a. transportation and accommodation;
- b. royalties or licenses;
- c. editing fees;
- d. administration and contract fees;
- e. promotion and publicity;
- f. production; and/or
- g. other directly related expenses considered by the Government of Alberta to be reasonable and necessary

No expenses will be accepted in the budget for any expenditures which occur before the application date. Funding is not assured for any project.

Parent companies which have received, or are qualified to receive, funding from either the Alberta Production Grant or Project/Script Development streams of the AMF Fund or the Alberta Foundation for the Arts are not eligible.

All previous department grant recipients must have met reporting requirements in order to be eligible to apply for subsequent funding.

3. Application Requirements

Applicants must provide the following in the application package:

3.1 A completed application form and signed Applicant Agreement. The company must designate one member who is the contact person for all requirements of the grant.

3.2 Organizations that have applied for the AMF Cultural Industry Organizations Operating Grant Stream and have satisfied that streams application requirements are not required to provide duplicate material or statements for the purpose of this program.

3.3 The organization's most recent annual financial statement approved and signed by two Board members other than the Treasurer, if applicable, or by company principal(s).

3.4 A statement indicating the fiscal year of the company.

3.5 Creators and license holders must be acknowledged according to the best practice of the specific cultural industry, and royalties or license fees must be paid.

3.6 Within a brief and general overall business plan, a detailed description of the project, including an outline of the objectives, planned activities, and expected results and benefits.

3.7 A detailed project budget, indicating all projected expenditures and income for the project, including the amount of the grant requested.

3.8 A description of the organization's relevant production or publishing history and resumes of the principals (no more than four pages each). For start-up companies, evidence of the experience and commitment of the principals must be provided.

3.9 Applicants are encouraged to submit additional support materials that may assist in the assessment process. These may include press clippings, books, eBooks, magazines, eMagazines, CDs, videocassettes/DVDs, invitations, reference letters, reviews, and catalogues.

3.10 Financial documentation, if applicable, as follows:

- a. the organization's most recent financial statement, demonstrating fiscal responsibility. The financial statement required varies according to the total amount of grants received from the AMF in the last year:
 - i. over \$50,001 requires a Review Engagement statement provided by an independent, professionally designated accountant;

- ii. over \$10,001 requires a Notice to Reader financial statement provided by an accountant; or
- iii. \$10,000 or less requires a financial statement approved and signed by two Board members other than the Treasurer.

3.11 A current list of the names and addresses of all current principals in the company, and Board officers such as the Chair, Treasurer, and Secretary, including titles, addresses, telephone numbers, and e-mail addresses.

3.12 A copy of the organization's most recent return to Alberta Corporate Registry.

3.13 Copies of all promotional and publicity materials including catalogues, posters, pamphlets and advertisements.

3.14 Documentation, as applicable, to enable the Expert Panel's assessment of the organization's activity:

Book publishers must submit:

- a completed Title Report form for each title published in the previous copyright year. Applicants may use either the AMF Title Report form or the Canada Council Title Report form;
- one copy of each book and/or eBook title published in the previous copyright year; and
- a list of the titles proposed for publication in the current copyright year, including a brief description of each title.

Magazine publishers must submit:

- a completed Magazine Profile Form; and
- one copy of each of the issues of the magazine or eMagazine published in the previous copyright year.

Sound recording companies must submit:

- one copy of each eligible sound recording released during the previous copyright year (including music copyrights); and
- a list of projected recordings for the next fiscal year.

Film production companies must submit:

- one DVD copy of each production released in the two previous copyright years.

3.15 The application deadline and the annual reporting deadline for this grant stream is **June 1**. Faxed, e-mailed, late, or incomplete applications will not be accepted.

3.16 Applications and support materials must be received by 11:59 p.m. on the deadline date. If a deadline falls on a statutory holiday or a weekend, the deadline will be extended until 11:59 p.m. on the next working day.

4. Grant Calculations and Conditions

4.1 The maximum grant will not exceed \$20,000.

4.2 The department will convene an Expert Panel to consider all eligible applications. The panel will be made up of appropriate representatives from the professional cultural industry community.

4.3 Grant recipients must return funds if reporting requirements are not met.

4.4 Grant recipients must return unused portions of a grant to the Government of Alberta.

4.5 Grant recipients may request an extension to their project completion date in writing at least 30 days prior to existing project completion date. Only one extension per grant will be considered.

4.6 Grants must be used for the purposes described in the application. If a grant is used for any other purpose, such as a major change in the outcome or in the location of the original program or project, the department may require the recipient to return all of the grant funds unless the change is approved in advance by the department.

4.7 The Government of Alberta or its authorized representative may examine a grant recipient's financial and other records to ensure that the grant is being, or was, used for its intended purpose.

5. Assessment and Notification

5.1 Department staff will evaluate applications according to the grant stream criteria, coordinate the Expert Panel, and prepare recommendations for the Minister.

5.2 Applicants will be notified in writing of the result of their application and/or funding status after all recommendations are approved by the Minister.

6. Reporting

6.1 Grant recipients must submit a report upon completion of the project that demonstrates that grant funds were spent on activities described in the application. This report is due 60 days after the stated completion date of the project.

6.2 The report must include a financial report showing project expenditures and use of grant funds.

6.3. The report must also include:

- a. a description of the results of the project, with an evaluation of its success in relation to the original objectives as stated in the application and project description;

- b. a travel itinerary, confirmation of attendance at an event, conference, or course of study, if applicable;

- c. a copy of the work produced, if applicable;

- d. a copy of any promotional materials in which Government of Alberta support is acknowledged; and

- e. any reviews, publications, invitations, and/or catalogues in which the project is mentioned.

7. Recognition Requirements

7.1 Credit to the Government of Alberta for financial support must be acknowledged in any publicity prepared in relation to the organization's activities, including electronic, print, or visual material.

7.2 It is the grant recipient's responsibility to provide evidence of compliance with the recognition requirements.

7.3 The Government of Alberta provides electronic versions of its logo for use in meeting recognition requirements. These will be provided by department staff upon request.

8. Application Submissions and Questions

8.1 Submit all application and all other required documentation through the online application portal:

<https://gate.alberta.ca/gate/frontOffice.jsf>

8.2 For assistance with this grant application, call Cultural Industries at 1-888-813-1738.

8.3 The department will retain all materials submitted with grant applications.

8.4 The application deadline is **June 1** annually.