



Alberta Media Fund

# **Post-Production, Visual Effects and Digital Animation Grant Program Guidelines**



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# Overview

## Grant Overview

The Post-Production, Visual Effects and Digital Animation Grant (PPG) provides funding to help cover labour expenses for Alberta organizations involved in the development and delivery of post-production services in Alberta, including visual effects and digital animation.

## Purpose and Objectives

The Post-Production, Visual Effects and Digital Animation grant (PPG) stream of the Alberta Media Fund (AMF) supports the growth, sustainability, competitiveness and business attraction of Alberta's post-production, visual effects and digital animation sector.

The objectives of the PPG are to:

- Encourage activity in the post-production, visual effects and digital animation sector in Alberta to increase capacity and help create and sustain jobs in the sector; and
- Provide eligible Alberta organizations an opportunity to be more competitive in attracting work from within and outside of the province.

## Program Overview

The PPG offers a grant of 18 per cent of eligible Albertan invoiced labour for qualified projects to a maximum of \$200,000 per applicant, per year.

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

- Was a resident of Alberta on December 31st of the year preceding the one in which the eligible labour took place; and
- Files an Alberta income tax return as a resident of Alberta and, unless the individual is a youth being employed for the first time, did so for the previous income tax year immediately preceding the one in which the eligible labour took place; or
- Is a graduate of an Alberta post-secondary institution and has resided in Alberta for at least six months prior to the application date.

*Applicants may request that individuals be considered Albertan if they have filed an Alberta Tax Return in any of the four prior taxation years. Requests for consideration must be submitted along with the application as an attachment and clearly state the details of the consideration being sought.*

The PPG budget renews on April 1st annually. Applications are accepted on a first come, first service basis until all funds are distributed or March 1st of the following year. Funds may be reserved for projects that have a signed deal memo for TV/film projects, with a production company, with a total Alberta invoice value of \$150,000 or greater.

Once the budget has been exhausted, no further applications will be accepted until the budget renews.

## Grant Deadline

March 1 annually at 11:59 pm MST.

If the grant deadline falls on a weekend, the deadline date will be extended to the next business day.

The grant intake window opens on April 1 annually. This is an ongoing, annually funded program with a limited budget administered on a first-come, first-serve basis. Applications are accepted until March 1st of each year or until budget has been expended.

# General Eligibility Criteria

## General Eligibility

Post-production companies are defined as those whose primary activities include, but are not limited to, editing of video and audio, subtitling, closed captioning, described video, the creation and editing of visual and sound effects, soundtrack mixing, creation of final audio and visual deliverables and digital animation. Grants to eligible recipients will be calculated based on a percentage of specific Albertan labour expenses directly attributable to post-production, visual effects, and/or digital animation services.

There is no limit to the number of projects eligible applicants can submit per application; however, submissions with a combined total of eligible Alberta invoice value less than \$4,000 and a minimum per project value of less than \$500 in eligible costs will not be considered. No organization (which includes the parent organization, subsidiaries, associates and any non-arms-length entities) is eligible to receive grants that exceed \$200,000 combined per year.

## Eligible Organizations

To be eligible for this grant an organization must:

- Be incorporated in Alberta under the Business Corporations Act, or be registered as an extra-provincial company in Alberta under the Act, or operate as a sole proprietorship with a registered Trade Name in Alberta. Corporations must be in good standing with the Alberta Corporate Registry. Good standing refers to maintaining an active status by filing annual returns, and other required documentation annually, and as required. Applicants must remain in good standing for the entire period of their grant agreement;
- Be in good standing in all respects with funding received from the Government of Alberta including the AMF by having no outstanding or overdue reporting documents in relation to other grants received through the fund. Should the recipient have any outstanding disputes in any other jurisdiction, the Minister reserves the right to deem the organization ineligible for funding;
- Be able to demonstrate that the organization provides services for arm's length, third party organizations on a regular basis;
- Not request more than the maximum funding per organization of \$200,000; and
- Not request grant funds on costs that are not eligible through the program.

## Eligible Projects

Eligible projects or activities:

- Include but are not limited to the editing of video and audio, subtitling, closed-captioning, described video, the creation and editing of visual and sound effects, soundtrack mixing and creation of final audio and visual deliverables and digital animation;
- Are productions or projects produced primarily for distribution to a mass public audience;
- Are not, based on inquiries the Minister considers adequate and appropriate, directly associated with a product for which public financial support would be contrary to public policy; and
- Have been submitted to the AMF within 60 days of the post-production end date, invoice date or signature date on the deal memo.

## Ineligible Projects

Ineligible projects or activities include but are not limited to:

- Productions that solicit funds;
- Mass reproduction of pre-recorded audio and video material on magnetic or optical media, such as CD-ROMs, DVDs, tapes or cartridges;
- Archiving for corporate, institutional and preservation purposes;
- Pornography/adult entertainment;
- Productions produced primarily for industrial, corporate, or institutional purposes; or

- Productions for which support would be considered contrary to public policy in the opinion of the Minister, including productions that;
  - Incite hatred against an identifiable group; or
  - Have a dominant characteristic, which is the undue exploitation of sex, violence involving one or more crimes, horror, or cruelty.

## Grant Calculations and Conditions

### Grant Calculations

The grant year runs from April 1st to March 31st the following year, with an application deadline of March 1st. The grant has a limited budget and is awarded on a first come, first serve basis. Once the grant funds have been allocated, no further applications will be accepted until the next grant year or additional funds become available.

The PPG offers a grant of 18 per cent of the billable labour for eligible Alberta employees working on eligible projects.

As part of the application process, applicants must advise the program of all non-Alberta and non-eligible costs on each invoice. A grant of 12.5 per cent of the total eligible Alberta costs will be calculated.

This calculation was determined, through industry consultation, to represent an industry standard invoice breakdown of 70 per cent labour and 30 per cent non-labour costs. An 18 per cent grant on the 70 per cent labour portion equates to a 12.5 per cent grant on the invoice total.

For example, an eligible project, with a total invoice value of \$20,000, where \$5,000 can be attributed to non-Alberta costs, will be calculated at 12.5 per cent of \$15,000. In this instance a grant would be awarded for \$1,875.

The 70/30 ratio serves as an industry average. No exceptions to this ratio or the grant calculation will be considered.

### Grant Conditions

Projects that are approved for PPG funding are subject to the guidelines in effect at the date of grant application. To be clear, changes to guidelines and/or policies will not apply retroactively, unless specifically stated.

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.

### Minister Rights

These guidelines are for the information and convenience of applicants to the PPG. They provide an overview of the objectives of the PPG and the manner in which the program is administered. Compliance with these guidelines is a pre-requisite to eligibility for PPG funding.

Pursuant to the Ministerial 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. The Minister may also vary the eligibility requirements for a grant, the purpose of a grant, or a condition on which a grant is made.

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.

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. These records may include, but are not limited to, the following:

- Invoices, bank statements, cancelled cheques, audited financials, agreements, audited tax returns, payroll records, and contracts with individuals and companies.

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 or the viability of an organization.

## How to Apply

### Grant Application

#### New Applicants

New applicants must set up an online profile prior to filling out an application. To set up a profile, organizations must complete a GATE Front Office Registration form and email the form to [registrationamf@gov.ab.ca](mailto:registrationamf@gov.ab.ca).

#### Previous Applicants

Login to the Online Grant Application System (GATE) to begin your application.

### Application Requirements

All applicants must submit a complete application package, including a signed applicant agreement, through the Online Grant Application System (GATE). Applications must be received within 60 calendar days of completion of post-production, invoice date or signature date on the deal memo signed by the production company.

Applicants can claim for multiple projects in each application, but projects must be claimed separately within the application. The eligible invoice value on each application must be a minimum of \$4,000 with each project, submitted within the application, having a minimum invoice value of \$500. Multiple applications can be made throughout the year as long as there is budget remaining.

#### Requirements for First Application

Applicants will be required to provide the following documents, as PDF attachments, in their first application. Once received applicants will only be required to provide these documents yearly, once they have been updated:

- Most recent income statement and balance sheet for corporations or a copy of the Canada Revenue Agency T2125 for the previous tax year for sole proprietors;
- Individual residency declarations for all eligible Alberta employees and contractors;
- Company profile or curriculum vitae; and
- Copy of invoices, quotes, and/or deal memo for each project being submitted.

#### Requirements for Subsequent Applications

For each application thereafter, the following documents, as PDF attachments, must be provided for each project:

- Copy of invoices, quotes, and/or deal memo; and
- Residency confirmations for eligible Alberta employees not previously provided.

Stand alone, non-commissioned projects that meet the intent of the program may be eligible but require documentation to validate that the costs represent fair market value. Please contact the program office to verify eligibility prior to applying.

### Application Process

Once an application has been received, it will be assessed for program eligibility. Should an applicant be deemed eligible, the request for grant funds will be assessed.

Incomplete applications will not be assessed until all documentation has been received. Applications that remain incomplete for 30 days after notification from the program will be considered withdrawn.

## Deal Memo

Projects with budgets in excess of \$150,000, which have a signed deal memo with a production company, may qualify to have funds reserved. Applications must be received within 60 calendar days from signature date on the deal memo and funds will not be granted until project completion. Applicants must complete the online application and submit a copy of the signed deal memo for consideration.

Program staff provide consultative and administrative services to the PPG. They have full discretion in the application and interpretation of these guidelines to ensure that funding is provided to those projects that meet the intent and objectives of the AMF.

## Grant Decisions and Payment

Program staff will evaluate applications based on eligibility criteria and prepare recommendations for the Minister and/or authorized representatives.

Grant recommendations are made to the Minister by program staff based upon the eligibility review and assessment of the application, within the program budget.

Successful, unsuccessful and ineligible applicants will be notified of the status of their application by email. Applicants may contact the Cultural Industries branch via email at [culturalindustries@gov.ab.ca](mailto:culturalindustries@gov.ab.ca) to seek clarity on the reasoning and rationale regarding their unsuccessful or ineligible application.

## Additional Information

### Retention of Records

Retention of records is required for a period of seven years from the date of final payment.

### Freedom of Information and Protection of Privacy

The personal information that is provided on the grant application form will be used for the purpose of administering the Post-Production, Visual Effects and Digital Animation Grant and advising the applicant of grant program updates and relevant ministry initiatives. It is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP Act) and is protected by the privacy provisions of the FOIP Act.

The FOIP Act applies to any information that is provided to Alberta Culture. This information may be disclosed in response to an access request under the FOIP Act, subject to any applicable exceptions to disclosure under the FOIP Act.

Please note, once an application has been approved and funding issued to an organization, the grant recipient, approved expenses, amount funded, community/city, and fiscal year become a matter of public record. Information on grants awarded by Government of Alberta programs is published on the Government of Alberta Grant Payments Disclosure database.

Occasionally, the Ministry may contact applicant organizations to provide information about initiatives or announcements related to the following topics:

- Grant program changes, funding announcements and opportunities to provide input/opinion on programs.
- Awareness of Ministry resources available to the post-production sector including Ministry sector events.

Only authorized contact representatives noted in the grant application may request specific information about grant applicants from the AMF office. For questions about the collection and use of this information, please email [postproductiongrant@gov.ab.ca](mailto:postproductiongrant@gov.ab.ca).



## Contact Information

Questions and program enquiries can be sent by email to [postproductiongrant@gov.ab.ca](mailto:postproductiongrant@gov.ab.ca) or by phone at 780-422-8584 (toll free 310-0000).

Supporting material may be submitted by email to [postproductiongrant@gov.ab.ca](mailto:postproductiongrant@gov.ab.ca), or by mail to:

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