



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

**COVID-19 EMERGENCY
RELIEF FUNDS –
ENGLISH OFFICIAL
LANGUAGE MINORITY
COMMUNITY ALLOCATION
CRITERIA**

TABLE OF CONTENTS

1. GENERAL INFORMATION 1

Interpretation, Application, Disclaimer, and other Important Information 1

Provision of Documentation 1

Failure to Comply 1

2. COVID-19 EMERGENCY RELIEF FUNDS – ENGLISH OFFICIAL LANGUAGE MINORITY COMMUNITY – ALLOCATION CRITERIA 2

2.1 INTRODUCTION 2

3. ELIGIBILITY FOR FUNDING 2

3.1 ELIGIBLE APPLICANTS 2

4. FUNDING 3

4.1 NATURE OF FUNDING CONTRIBUTION 3

4.2 AMOUNT OF FUNDING CONTRIBUTION 3

4.2.1 Eligible Costs 3

5. APPLICATION PROCESS 3

5.1 HOW TO APPLY 3

1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Criteria for the COVID-19 CMF Emergency Relief Funds – English Official Language Minority Community – Allocation are for the information and convenience of Applicants (as defined in section 3.1) to the Canada Media Fund (CMF). They provide an overview of the objectives of the Emergency Relief Funds, eligibility to receive the Regional Allocation of the Emergency Relief Funds and information on typical administrative practices of the CMF. Compliance with these Criteria is a prerequisite to eligibility for the English Official Language Minority Community – Allocation of the Emergency Relief Funds.

The CMF has full discretion in the application of these Criteria, to ensure funds are provided to those Applicants that meet the objectives established by the Government of Canada. In all questions of interpretation of these Criteria, the CMF interpretation shall prevail.

All Applicants must abide by the applicable business, administrative and reporting requirements established by the CMF in the distribution of its Allocation of the Emergency Relief Funds.

Please note: These Criteria may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Emergency Relief Funds news and documentation.

Provision of Documentation

It is the responsibility of the Applicant to ensure that the CMF receives all relevant documentation and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the Applicant and, once assessed, to complete CMF file reviews.

Failure to Comply

If an Applicant fails to comply with these Criteria, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant and may demand repayment of any sums paid to the Applicant.

Misrepresentation

If, at any time, an Applicant, as required by the Criteria or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences. These may include, among other outcomes:

- Loss of eligibility for funding
- Repayment of any funds already advanced, with interest
- Criminal prosecution, in the case of fraud

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

2. COVID-19 EMERGENCY RELIEF FUNDS – ENGLISH OFFICIAL LANGUAGE MINORITY COMMUNITY – ALLOCATION CRITERIA

2.1 INTRODUCTION

On April 17, 2020, the Government of Canada announced it would provide \$500M to Canada’s cultural and sporting sectors in a bid to help artists, athletes and their organizations during the COVID-19 pandemic (“**Heritage Emergency Relief Funds**”).

From May to November 2020, the CMF offered a range of programs and initiatives to distribute the different phases of the Heritage Emergency Relief Funds, including:

- CMF Allocation
- Regional Allocation
- Third-Language Allocation
- Interactive Digital Media Allocation
- Audiovisual Allocation
- Top-Up for Companies owned by Black People & People of Colour
- Black People & People of Colour Allocation

The Criteria below outline the parameters for how the English Official Language Minority Community (“**OLMC**”) Allocation will be distributed including relevant eligibility criteria and the responsibilities and requirements for each Applicant.

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

An Applicant for the English OLMC Allocation must meet the following eligibility criteria:

- Has received Heritage Emergency Relief Funding through the CMF Allocation which was open between May 20 to June 12, 2020; and
- Has its head office in Quebec and,
- Declared some production volume in English in their application to the CMF Allocation; and
- Received a CMF commitment during the CMF Allocation’s 3-year eligibility window for at least one project whose original language of production was English.

4. FUNDING

4.1 NATURE OF FUNDING CONTRIBUTION

The English OLMC Allocation will be in the form of a non-repayable contribution.

4.2 AMOUNT OF FUNDING CONTRIBUTION

Applicants shall receive an amount of the English OLMC Allocation of \$12,500

4.2.1 Eligible Costs

English OLMC Allocation amounts are to be used by parent companies exclusively for costs related to business continuity, operations and safeguarding jobs.

While Applicants will still be eligible for the English OLMC Allocation if they applied to other Government of Canada COVID-19 financial relief initiatives (including the Canada Emergency Wage Subsidy, Temporary 10% Wage Subsidy and the Canada Emergency Business Account, amongst others) they will be prohibited from using funding from multiple Government of Canada financial relief initiatives on the same expenses.

5. APPLICATION PROCESS

5.1 HOW TO APPLY

Eligible Applicants will be contacted directly by the CMFPA on whether they are eligible to apply to the English OLMC Allocation. Once Applicants are notified of their eligibility, Applicants must apply online using [Dialogue](#).

Applicants must submit the appropriate application form via Dialogue.

All subsequent documentation must be submitted online through Dialogue. If you have technical difficulties, please contact Services@telefilm.ca.