



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

**COVID-19 EMERGENCY
RELIEF FUNDS –
CMF ALLOCATION –
ADDITIONAL BENEFICIARY
POOL
CRITERIA**

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1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Criteria for the CMF Emergency Support Funds 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 Emergency Relief Funds, eligibility to receive the CMF Allocation – Additional Beneficiary Pool 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 CMF Allocation – Additional Beneficiary Pool 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 this 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 Support 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 – CMF ALLOCATION – ADDITIONAL BENEFICIARY POOL 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**”).

On May 8, 2020, the Government of Canada announced that the CMF would distribute \$88.8M of the \$500M Heritage Emergency Relief Funds. Please go [HERE](#) on the Canada.ca website for more detailed information on the Government of Canada’s announcement.

While some of the \$88.8M was devoted to targeted initiatives for underrepresented groups, as well as to support regional, cultural and linguistic diversity in our industry, the majority of these funds (the “**CMF Allocation**”) were distributed in Summer 2020 according to the eligibility requirements of the CMF Allocation Criteria.

In order to have received funding through the original CMF Allocation, Applicant companies must have received a cumulative CMF commitment of at least \$20,000 over the previous 3 CMF program years (2017-2018, 2018-2019 and 2019-2020).

This current Program, the CMF Allocation – Additional Beneficiary Pool, is aimed at Applicant companies:

- that did not meet that minimum \$20,000 threshold in the original CMF Allocation; and
- have not received any Heritage Emergency Relief Funds (defined above) from the CMF or other Canadian cultural agencies.

For clarity, eligibility to the CMF Allocation – Additional Beneficiary Pool will not further qualify Applicants for eligibility to any additional Heritage Emergency Relief Funding that has been distributed through the CMF (e.g., the Regional Allocation, the Top-Up for Companies owned by Black People & People of Colour, etc.) in 2020-2021.

The Criteria below outline the parameters for how the CMF Allocation – Additional Beneficiary Pool 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 CMF Allocation – Additional Beneficiary Pool must meet – **and can affirm and attest to** – the following eligibility criteria:

- has not received any Heritage Emergency Relief Funds from Telefilm Canada, Canada Council for the Arts, Indigenous Screen Office or the CMF¹;
- is a Canadian-controlled (as determined under sections 26 to 28 of the *Investment Canada Act*) parent corporation (i.e., not a single-purpose production company);
- has its head office in Canada and carries out its activities in Canada;
- is not insolvent or bankrupt, or in the course of the reorganization of its business within the meaning of the *Bankruptcy and Insolvency Act* (Canada);
- it has been negatively impacted by COVID-19, which has resulted in financial hardship and is therefore in need of Heritage Emergency Relief Funds to ensure a continuity of operations and to safeguard jobs;
- it can demonstrate a projected negative financial impact of at least 25% of its activities;
- it remains in operation at the time of application and plans to continue contributing to its sector in the future;
- it will maintain its Canadian-controlled status for at least 12-months following receipt of any funds in the CMF Allocation – Additional Beneficiary Pool;
- it is not receiving funding from multiple Government of Canada initiatives (e.g., Canada Emergency Response Benefit, Canada Emergency Wage Subsidy, Canada Emergency Business Account, and Canada Emergency Commercial Rent Assistance for Small Businesses and any other Government of Canada COVID-19 response initiatives) to cover the same costs as those applied for through the CMF Allocation – Additional Beneficiary Pool. Further, if the Applicant *subsequently* receives any funding related to a Government of Canada COVID-19 response initiative, it will not use that funding to cover the same costs as those applied for through the CMF Allocation – Additional Beneficiary Pool;
- where relevant, funds will be used to support workers such as the self-employed and freelance workers, artists, and creators; and
- it will use the money according to the objectives of the Government of Canada and the spirit and intent of these Criteria;
- has received a CMF funding commitment ² (either directly or through its subsidiaries, affiliates, associated or related companies) from either the Convergent or Experimental Stream over the past 3 years³.

¹Including the following CMF Emergency Relief Funds: CMF Allocation, Regional Allocation, Third-Language Allocation, Audiovisual Allocation, Interactive Digital Media Allocation, Top-Up for Black People and People of Colour and Allocation for Black People and People of Colour.

²For clarity, a CMF funding commitment is the amount a producer receives when applying to a CMF Program.

³2017-2018, 2018-2019, 2019-2020.

4. FUNDING

4.1 NATURE OF FUNDING CONTRIBUTION

The CMF Allocation – Additional Beneficiary Pool will be in the form of a non-repayable contribution.

4.2 AMOUNT OF FUNDING CONTRIBUTION

Eligible Applicants will receive \$5000 from the CMF Allocation – Additional Beneficiary Pool.

Parent companies will be free to distribute amounts received through the CMF Allocation – Additional Beneficiary Pool to any of their subsidiary or related companies as they see fit.

4.2.1 Eligible Costs

CMF Allocation – Additional Beneficiary Pool 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 CMF Allocation – Additional Beneficiary Pool 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 through email by the CMF's Program Administrator on whether they are eligible to apply to the CMF Allocation – Additional Beneficiary Pool. Once Applicants are notified of their eligibility, Applicants must apply online using [Dialogue](#).

Applicants must submit the appropriate application form, duly completed and signed, together with all required documentation, including the Applicant attestation form, via Dialogue.

Documents required at the time an application is submitted are available on the Emergency Relief Funds – CMF Allocation – Additional Beneficiary Pool page on the CMF's website. All subsequent documentation must be submitted online through Dialogue. If you have technical difficulties, please contact Services@telefilm.ca.