



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

COVID-19 EMERGENCY RELIEF FUNDS – SPRING 2021-2022 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
 - Misrepresentation 2
- 2. COVID-19 EMERGENCY RELIEF FUNDS – SPRING 2021-2022 ALLOCATION CRITERIA 3**

 - 2.1 INTRODUCTION 3
- 3. ELIGIBILITY FOR FUNDING 4**

 - 3.1 ELIGIBLE APPLICANTS 4
- 4. FUNDING 6**

 - 4.1 NATURE OF FUNDING CONTRIBUTION 6
 - 4.2 AMOUNT OF FUNDING CONTRIBUTION 6
 - 4.2.1 Eligible Costs 6
- 5. APPLICATION PROCESS 7**

 - 5.1 HOW TO APPLY 7

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 Spring 2021-2022 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 Spring 2021-2022 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 the Spring 2021-2022 Allocation.

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 – SPRING 2021-2022 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 2020 to February 2021, the CMF offered a range of programs and initiatives to distribute the different phases of the Heritage Emergency Relief Funds to production companies in Canada’s audiovisual and interactive digital media sectors.

The Spring 2021-2022 Allocation will provide a top-up to the roughly 2000 recipients of (i) Heritage Emergency Relief Funds administered by the CMF (and some by the Indigenous Screen Office) and (ii) CMF Convergent and/or Experimental Stream funding in the past 4 years.

The Criteria below outline the parameters for how the Spring 2021-2022 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 Spring 2021-2022 Allocation must meet – **and can affirm and attest to** – the following eligibility criteria:

- 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)¹;
- has received the following from any of the Programs listed below:
 - Funds from any of the following **COVID-19 Emergency Relief Funds² offered by the CMF**:
 - 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
 - CMF Allocation – Additional Beneficiary Pool
 - English Official-Language Minority Community Allocation
 - Funds from any of the following **2020 Programs offered by the Indigenous Screen Office**:
 - Development Grants Program³
 - Solidarity Fund⁴
 - Emergency Relief Fund for Productions
 - A funding commitment from a **CMF Convergent or Experimental Stream Program⁵ from the following Program years**:
 - 2017-2018
 - 2018-2019
 - 2019-2020
 - 2020-2021
- 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 Emergency Relief Funds;
- it can demonstrate a negative financial impact on its activities;
- it remains in operation at the time of application and plans to continue contributing to its sector in the future;

¹Federal or provincial/territorial crown corporations are not eligible to apply.

²Recipients of CMF Black People and People of Colour Sector Development Support are not eligible to apply.

³Individual recipients (i.e., recipients who are not corporations) Development Grants Program funding are not eligible to apply.

⁴Individual recipients (i.e., recipients who are not corporations) of the Solidarity Fund are not eligible to apply.

⁵Recipients of CMF Sector Development Support are not eligible to apply.

- it will maintain its Canadian-controlled status for at least 12-months following receipt of any funds in the Spring 2021-2022 Allocation;
- 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) (“**General Emergency Relief Funds**”) to cover the same costs as those applied for through the Spring 2021-2022 Allocation. 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 Spring 2021-2022 Allocation;
- funds will be used to support only one of the following activities/costs:
 - Costs related to current development activities⁶ on an active project owned and controlled by the Applicant;
 - OR**
 - Costs related to COVID-19 health and safety measures used on either:
 - a project currently in production that is owned and controlled by the Applicant; or
 - the Applicant’s corporate office; and
- it will use the money according to the objectives of the Government of Canada and the spirit and intent of these Criteria

⁶For development, Applicants will have to devote the designated percentage of these costs – outlined in section 4.2.1 – exclusively to content creation costs in the development of the Applicant’s project.

4. FUNDING

4.1 NATURE OF FUNDING CONTRIBUTION

The Spring 2021-2022 Allocation will be in the form of a non-repayable contribution.

4.2 AMOUNT OF FUNDING CONTRIBUTION

After the Spring 2021-2022 Allocation deadline has closed, the CMF will evaluate and assess the eligibility of all Applicants. Once the final number of Eligible Applicants has been determined, the CMF will divide the Spring 2021-2022 Allocation's \$18.9M budget evenly and **each Eligible Applicant will receive the same contribution amount.**

The CMF reserves the right to set a maximum contribution amount once it has received all applications and verified Applicant eligibility.

4.2.1 Eligible Costs

Spring 2021-2022 Allocation amounts are to be used by parent companies exclusively for one of the following costs:

- Development costs for an active project owned and controlled by the Applicant.

Please note, if an Applicant chooses to use its Spring 2021-2022 Allocation contribution amount on Development costs, at least 50% must be paid to content creation costs in the development of the project. The spirit and intent of this requirement is for at least half of the contribution to be devoted to non-business-related costs of development (e.g., accounting, Producer Fees and Corporate Overhead, legal, etc.) and instead be reserved for costs that further develop the project itself.

OR

- COVID-19 Health and Safety costs (e. g., masks, hand sanitizer, health and safety consultants, etc.) for either:
 - a project currently in production that is owned and controlled by the Applicant; or
 - the Applicant's corporate office.

While Applicants will still be eligible for the Spring 2021-2022 Allocation if they received other General Emergency Relief Funds (as defined in section 3.1 and 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 General Emergency Relief Funds and Spring 2021-2022 Allocation 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 Spring 2021-2022 Allocation. 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 the Applicant attestation form, via Dialogue.

Documents required at the time an application is submitted are available on the Emergency Relief Funds – Spring 2021-2022 Allocation 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.