



**COVID-19 EMERGENCY  
RELIEF FUNDS –  
REGIONAL ALLOCATION  
CRITERIA**

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# 1. GENERAL INFORMATION

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## **Interpretation, Application, Disclaimer, and other Important Information**

These Criteria for the COVID-19 CMF Emergency Relief Funds– Regional 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 Regional 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](http://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 – REGIONAL ALLOCATION CRITERIA

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### 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 (“**Emergency Relief Funds**”).

From May 20 to June 12, 2020, the CMF received applications for \$88.8M of the Emergency Relief Funds (“**CMF Allocation**”).

On July 3, 2020, the CMF announced \$13.3M in Emergency Relief Funds for underrepresented groups, including support for screen-based industry producers in Canada’s regions (“**Regional Allocation**”).

The Criteria below outline the parameters for how the Regional Allocation will be distributed including relevant eligibility criteria and the responsibilities and requirements for each Applicant.

## 3. ELIGIBILITY FOR FUNDING

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### 3.1 ELIGIBLE APPLICANTS

An Applicant for the Regional Allocation must meet the following eligibility criteria:

- Has received Emergency Relief Funding through the CMF Allocation (defined in section 2.1 above); and
- Has its head office in the regions, which shall be defined as follows:
  - any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto;
  - any part of Canada more than 150km by the shortest reasonable roadway route from Montreal;
  - any Toronto-based Applicant who,
    - declared some production volume in French 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 French; or
  - any Montreal-based Applicant who,
    - 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

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### 4.1 NATURE OF FUNDING CONTRIBUTION

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

### 4.2 AMOUNT OF FUNDING CONTRIBUTION

Applicants shall receive an amount of the Regional Allocation of \$11,000.

#### 4.2.1 Eligible Costs

Regional 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 Regional 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

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### 5.1 HOW TO APPLY

**Eligible Applicants will be contacted directly by the CMFPA on whether they are eligible to apply to the Regional 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](mailto:Services@telefilm.ca).