



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

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1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Criteria for the CMF Emergency Relief 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 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 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 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 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 (“**Emergency Relief Funds**”).

On May 8, 2020, the Government of Canada announced that the CMF would distribute \$88.8M of the \$500M 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 will be 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**”) will be distributed according to these Criteria.

There are 3 primary objectives for the CMF Allocation of the Emergency Relief Funds:

- Help Canadian businesses and organizations in Canada’s television and digital media sectors keep their doors open, keep their employees on the payroll, and be in a better position to recover once the pandemic subsides.
- Address financial needs of these businesses and organizations so they can continue to support writers, directors, crew, cast and other employees in the screen industry.
- Complement – and not duplicate – other measures announced by the Government of Canada, recognizing that many companies in Canada’s screen industries may not be eligible for previously released support due to their structure and cyclical nature of their business.

The Criteria below outline the parameters for how the CMF Allocation will be distributed including relevant eligibility criteria, the formula-based approach to determine the maximum amount of Emergency Relief Funds available and the responsibilities and requirements for each Applicant.

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

An Applicant for the CMF Allocation must meet 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);
- 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);
- can **affirm and attest**¹ to the following:
 - it has been negatively impacted by COVID-19, which has resulted in financial hardship and is therefore in need of Emergency Relief Funds to ensure a continuity of operations and to safeguard jobs;
 - it can demonstrate a projected 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;
 - 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. 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;
 - 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;
- meets the following formula:
 - the CMF contribution² it has received (either directly or through its subsidiaries, affiliates, associated or related companies) from either the Convergent or Experimental Stream over the past 3 years³ – divided by 2 – is no less than \$20,000; and
- has not applied for Emergency Relief Funds from either Telefilm Canada or Canada Council for the Arts.

¹Along with their application, Eligible Applicants will need to submit a signed attestation.

²For clarity, a CMF contribution is the amount an Applicant receives when applying to a CMF Program and is not a Broadcaster Envelope allocation.

³2017-2018, 2018-2019, 2019-2020.

4. FUNDING

4.1 NATURE OF FUNDING CONTRIBUTION

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

4.2 AMOUNT OF FUNDING CONTRIBUTION

Applicants may receive an amount of the CMF Allocation based on the following formula, applied to each of the CMF's Convergent and Experimental Streams:

- the CMF contribution the Applicant has received through the [applicable Stream] for the past 3 years⁴, divided by 2 ("Formula Amount"), subject to the caps below.

For clarity, this formula will be applied to the contributions received by an Applicant on a 'per Stream' basis and Applicants who received funds from both the Convergent and Experimental Streams during the designated 3-year period may be eligible to receive two separate amounts.

Based on the Formula Amount, Applicants will receive the lesser of the following options:

- 25% of their Formula Amount; or
- the Maximum Dollar Amount designated to the Stream Formula Amount Tier applicable to the Applicant, outlined below.

Convergent & Experimental Streams

FORMULA AMOUNT TIERS	MAXIMUM DOLLAR AMOUNT
\$10M and Over	\$800K
\$5M - \$\$9.99M	\$600K
\$1M - \$4.99M	\$400K
Under \$1M	\$200K

Applicants with a Formula Amount less than \$20,000 will be ineligible for funding through the CMF Allocation.

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

For clarity, if an Eligible Applicant has received funding in the previous 3 years from more than one of either:

- the Canada Media Fund;
- Telefilm Canada; or
- Canada Council for the Arts

⁴*Ibid.*

then **the Applicant must apply to the organization which provided the highest amount of funding over the 3-year period.**

Further, Eligible Applicants in these circumstances are **strictly prohibited from applying to more than one organization** for Emergency Relief Funding.

Finally, the amount of Emergency Relief Funding an Applicant is eligible to receive will be **based exclusively on the contribution amount of the single organization** where the Applicant seeks Emergency Relief Funding (i.e., amounts from multiple organizations will not be combined).

4.2.1 Eligible Costs

CMF 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 CMF 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

All 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 is available on the Emergency Relief Funds – CMF 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.