

FAQ

2020-2021 Industry Initiatives

1. What is the Industry Initiatives Program?

The Industry Initiatives Program supports business initiatives and events that engage and develop British Columbia's motion picture, interactive digital, and publishing sectors. For music initiatives and events please visit [Amplify BC](#).

2. Who may apply?

Organizations incorporated under British Columbia's Society Act or a British Columbia based not-for-profit (with its head office in BC). The applicant must be engaged in the production of programs and initiatives consistent with CrBC's objective of developing the province's creative industries. For example, a restaurant may not apply for funding for a film festival, as the company's core business is not film related.

3. What types of events and Initiatives are eligible to receive funding?

Eligible initiatives and events include, but are not limited to, in-person or online forums, panels, workshops and conferences and economic research. Ineligible events and initiatives normally include ceremonies, award shows, luncheons, receptions, networking events, galas and parties. For a more comprehensive list, please visit: [2020-2021 Industry Initiatives Program Guidelines](#).

4. I am putting on a new film festival/event in BC, may I apply?

No, festivals and events in their inaugural year are not eligible to apply. Applicants must have successfully completed at least one edition in order to demonstrate market demand.

5. I received funding in 19/20 for my event or initiative, however this year I have had to cancel or postpone due to the Covid 19 pandemic. Am I still able to apply for funding if I am no longer having an event between April 1, 2020 – March 31, 2021?

For fiscal year 20/21 (April 1, 2020 – March 31, 2021) applicants who postponed initiatives or events due to the Covid-19 pandemic may apply for funding to support strategic planning (as defined in the 2020-2021 Industry Initiatives Program Guidelines) for either their next event (date TBD), or for the organization.

6. May I apply more than once in a fiscal year?

For fiscal year 20/21 (April 1, 2020 – March 31, 2021) we kindly ask that you apply only once. You may apply for more than one initiative or event, however, please include all requests in one application to Creative BC. For example, if you are hosting three workshops, please apply once for funding to support a "Workshop Series." If you are a film festival and you are also hosting guest speakers throughout the year, please apply together as "Film Festival and Guest Speaker Series."

7. I am a filmmaker looking for development, production or completion funding, may I apply to this program?

No, the development, production or completion (including marketing) of creative content or projects (i.e. films, web series, PSAs, commercials, episodic television, educational videos, etc.) are not eligible. Please visit: <https://www.creativebc.com/programs/domestic-motion-picture>

8. What level of support is available to eligible applicants?

For fiscal year 20/21 (April 1, 2020 – March 31, 2021) Creative BC's contribution will not exceed 75% of the total budget.

9. I have no other cash funding attached; may I still apply?

Yes, applicants must secure at minimum 25% of the total budget with either federal funding, sponsorship dollars, ticket sales, donations, **or services in-kind**.

10. May CrBC funds be used retroactively?

The funding is intended for use between April 1, 2020 – March 31, 2021.

11. May CrBC funds be used to pay down debt?

No, the funds may not be used to pay outstanding debt such as credit card balances or bank loans.

12. May CrBC funds be used to fix or renovate our office or venue?

No, the funds may not be used for repairs or enhancements to an office or venue.

13. May applicants use CrBC funds to pay staff and or corporate overhead?

Salary and overhead may be calculated as a combined maximum 30% of the approved direct costs associated with the event or initiative.

14. When does the program close? Is there a deadline?

The Industry Initiatives Program accepts applications year-round until the fund has been exhausted. It is anticipated that the total request for funding will greatly exceed the funding available. We encourage applicants to apply at least 8-10 weeks prior to their scheduled initiative or event.

15. What happens if I have to postpone or cancel my event?

Should the event or initiative be cancelled, the client must provide Creative BC with a detailed account of funds raised and costs incurred to date, as well as a written report outlining the reason for the cancellation. Creative BC and the client may then enter negotiations to rebate Creative BC a fair and reasonable portion of any funds advanced. This will be reviewed on a case by case basis.