

INDUSTRY INITIATIVES PROGRAM / GUIDELINES 2018-2019

WHAT IS THE INDUSTRY INITIATIVES PROGRAM?

Creative BC provides professional expertise and business support to strengthen BC's motion picture, interactive digital and publishing sectors. The Industry Initiatives Program is intended to support initiatives and events that engage and develop British Columbia's Creative Industries.

ELIGIBLE APPLICATIONS

In order to be eligible, applicants must be:

- Incorporated under British Columbia's Society Act; or
- A British Columbia based organization with its head office in BC;
- Governed by a Board of Directors (where applicable);
- Engaged in the production of programs and initiatives consistent with CrBC's objective of developing the province's creative industries; and
- A company or organization whose principals, directors, officers and shareholders are in good standing with CrBC.

ELIGIBLE EVENTS

Eligible initiatives and events include, but are not limited to, forums, workshops, conferences, and research. In selecting applicants, CrBC will take into consideration:

- The applicant's proven track record for producing initiatives and events in BC;
- The applicant's success in securing additional sources of funding;
- Whether the applicant's proposal includes partnerships with government, community partners, or expert consultants; and
- The applicant's affiliation to the proposed community being served by the initiative or event.

Ineligible events and initiatives normally include:

- Events in their inaugural year;
- Film Festival Screenings;
- Ceremonies, Award Shows, Luncheons, Receptions, Mixers or Networking Events, Galas and Parties;
- The development or production of creative content or projects;
- Funding for individual professional development or academic pursuits; and
- Capital purchases and operating costs not specific to the event, including utilities, corporate overhead or salaries.

Preference will be given to events with a business development focus. To determine eligibility, CrBC will review the budget and financing plan. Decisions will be partially based on an assessment of the applicants' ability to realize the budget submitted.

FINANCIAL PARTICIPATION

CrBC will award a non-recoupable advance to successful applicants. Under normal circumstances, CrBC's contribution will not exceed 50% of the cash budget.

CrBC reserves the right to reduce the award based on the applicant's final report and cost report for the initiative or event.

APPLICATION PROCEDURES

Applicants must submit a completed online application form together with the required support documentation. Incomplete applications will not be considered. Please apply well in advance of the proposed initiative or event. Processing time for submissions is approximately 8-10 weeks. It is anticipated that the total request for funding will exceed the funding available. Applicants should ensure that their support material clearly conveys the strengths of their application with respect to business development opportunities.

ADVANCE OF FUNDS

A successful applicant will enter into an agreement with CrBC (the "Agreement"). The Advance is non-recoupable (except as noted below under Forfeiture and Default and within the Agreement) and draw-down conditions will be based on the individual applicant's proposed schedule of activities and outcomes, as outlined in the Agreement.

FORFEITURE AND DEFAULT

If the applicant is successful in securing funding from CrBC, all reasonable efforts must be made to produce the initiative or event. The applicant will give CrBC fifteen (15) days prior notice if, due to unforeseen circumstances, the event or initiative will not take place in whole or in part. The applicant will provide CrBC with a detailed account of funds raised and costs incurred to date, and enter into negotiations to rebate CrBC a fair and reasonable portion of any funds advanced.

Should an eligible applicant be placed in default according to the terms of the Agreement, the applicant, its principals and any parent or subsidiary companies will be limited in their ability to access further funding from CrBC.

Recipients of financial support are required to publicly acknowledge Creative BC and The Province of British Columbia in all promotional materials associated with the initiative or event