

CREATIVE BC

INDUSTRY INITIATIVES PROGRAM GUIDELINES 2020-2021

creativeBC



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WHAT IS THE INDUSTRY INITIATIVES PROGRAM?

Creative BC provides professional expertise and business support to strengthen BC's motion picture, interactive digital media and publishing sectors. The Industry Initiatives Program is intended to support business 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 not-for-profit 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
- An organization whose principals, directors and officers are in good standing with CrBC.

ELIGIBILITY AND SELECTION

Eligible initiatives and events include, but are not limited to, **forums, panels, workshops, conferences, and economic 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 (i.e. festivals) in their inaugural year;
- Events or initiatives for youth that are not directly associated with the motion picture, interactive digital media or publishing sectors;
- Live performance, (theatre, music, dance);
- Film Festival Screenings;
- Ceremonies, Award Shows, Luncheons, Receptions, Networking Events, Galas and Parties;
- The development or production of creative content or projects;
- Funding for individual professional development or academic pursuits;
- Travel support for groups or individuals; and
- Capital purchases and operating costs not specific to the event or initiative, including utilities, corporate overhead and salaries.

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. Applicants should ensure that their support materials clearly convey the strengths of their application with respect to business development opportunities and diversity. Diversity can be demonstrated through geographic region, genre, activity, cultural, or gender representation, and other means

For music related festivals, events, research projects or initiatives, please visit [Amplify BC](#).

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.

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 event or initiative. 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.