

# CREATIVE BC

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**INDUSTRY INITIATIVES PROGRAM GUIDELINES 2020-2021**

**creativeBC**



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## WHAT IS THE INDUSTRY INITIATIVES PROGRAM?

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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

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Creative BC acknowledges the unprecedented challenges applicants may be facing due to the global impact of COVID-19. We are committed to working with industry on solutions that will allow applicants to execute their initiatives and events, or a version thereof.

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

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Eligible initiatives and events include, but are not limited to, **in-person or online forums, panels, workshops and conferences and economic research**. For fiscal year 20/21 (April 1, 2020 – March 31, 2021) applicants who postponed initiatives or events due to Covid-19 may apply for funding to support **strategic planning**. \*

In selecting applicants, CrBC will take into consideration:

- The applicant's proven track record for producing initiatives and events in BC;
- Whether the applicant's proposal includes partnerships with government, community partners, industry stakeholders 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);

\* Strategic planning (def.) is a process that helps an organization decide what market opportunities to pursue and how to do so over the next three to five years.

- Film Festival Screenings;
- Ceremonies, Award Shows, Luncheons, Receptions, Networking Events, Galas and Parties;
- The development or production of creative content or projects (i.e. films, web series, PSAs, commercials, episodic television, educational videos, etc.);
- Funding for individual professional development or academic pursuits;
- Travel support for groups or individuals; and
- Capital purchases (i.e. property, equipment, vehicles, etc.).

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](#).

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## FINANCIAL PARTICIPATION

CrBC will award a one-time non-recoupable advance to successful applicants. **For fiscal year 20/21 (April 1, 2020 – March 31, 2021) CrBC's contribution will not exceed 75% of the total budget.**

Applicants must secure at minimum 25% of the total budget with either federal funding, sponsorship dollars, ticket sales, donations, or services in-kind. CrBC reserves the right to reduce the award based on the applicant's final report and cost report for the initiative or event.

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## 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 weeks. It is anticipated that the total request for funding will greatly exceed the funding available.

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## 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.

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## RESPECTFUL WORKPLACE

Applicants must confirm that they are in compliance and will comply with their obligations to ensure it maintains a respectful workplace free of bullying and harassment, including compliance with the Workers' Compensation Act, and applicable Occupational Health and Safety Regulations, Policies and Guidelines. Applicants will make available to Creative BC, on request, all its policies, procedures and guidelines, as well as evidence that such policies, procedures and guidelines are being implemented in compliance.

## **INDIGENOUS INITIATIVES**

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It is recommended that any applicant applying with an Indigenous initiative read: [On Screen Protocols & Pathways](#): A Media Production Guide To Working With First Nations, Metis, And Inuit Communities, Cultures, Concepts & Stories (available on the imagineNATIVE website) prior to submitting their application.

## **FORFEITURE AND DEFAULT**

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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.