

creative

SASKATCHEWAN

INVESTMENT FUND GRANT PROGRAM & GUIDELINES

GROWING SASKATCHEWAN'S CREATIVE INDUSTRIES

Revision Date: April 2017

Investment Fund Objectives & Purpose

In March of 2013, the Government of Saskatchewan announced an investment fund for Creative Saskatchewan. The focus of this fund is to assist in marketing and selling the work of Saskatchewan's creative industries and assist in the commercial development of individuals, businesses and associations from recognized creative industries in realizing their economic potential within and outside the province through business product development and market access development.

To that end, the vision of Creative Saskatchewan is that:

“Creative industries are better positioned to contribute to Saskatchewan's plan for economic growth by being commercially stronger, market and export-ready, and increasingly appreciated nationally and internationally”.

Building from this vision statement, the Board of Directors, through collaboration with industry partners and stakeholders, has identified four initial and critical priorities, as outlined below:

1. Provide incentive-based grant funding that enables the development and production of commercially-viable creative product ensuring market and export-readiness; and
2. Invest in market access & export development initiatives such as exhibitions, touring opportunities, showcases, market presence endeavours, and marketing and promotional activities.
3. Encourage and support growth and innovation in the creative industries through research & development and market intelligence initiatives.
4. Enhance business capacity for creative industry businesses, individuals and organizations through labour market development readiness & entrepreneurial skills development.

All activities and investments of Creative Saskatchewan must demonstrate an intention to positively affect the gross domestic product of the province of Saskatchewan.

Grant Program Overview

The Creative Saskatchewan Investment Fund grant programs are available to creative industry projects and endeavours that encompass music, sound recording, film, television, screen-based media, interactive digital media, visual arts, crafts, publishing, and live performing arts.

The following programs are available on a continuous intake basis, but are subject to the General Eligibility Requirements:

- i. Business Capacity
- ii. Commercial Sound Recording
- iii. Creative Industries Production
- iv. Market and Export Development
- v. Market Travel
- vi. Performing Arts Tour Support
- vii. Research
- viii. Screen-Based Media Content Development
- ix. Screen-Based Media Production

General Eligibility Requirements

Eligible Applicants

A) With respect to a corporation, a corporation:

- that is incorporated or continued pursuant to an Act or is registered pursuant to an Act to carry on business in Saskatchewan;
- the majority of whose outstanding voting shares are owned by Saskatchewan residents;
- that has a permanent establishment in Saskatchewan; and,
- that filed an income tax return respecting income earned in Saskatchewan for its taxation year proceeding the year in which it applies for financial support (Creative Saskatchewan will recognize the parent company for circumstances related to income tax filing criteria).

B) With respect to an individual, an individual:

- who filed an income tax return respecting income earned in Saskatchewan in the year preceding the year in which he or she applies for financial support; and
- whose main place of residence and business is within the province of Saskatchewan as indicated on their most recent tax return.

C) Other:

- a recognized Saskatchewan Creative Industry Association;
- a corporation or individual that is in good standing with Creative Saskatchewan; and
- any group, consortium, or partnership that satisfies the parameters of eligibility.

NOTE: Creative Saskatchewan may require Applicants to provide an annual notice of assessment from the Canada Revenue Agency to confirm residency in the Province of Saskatchewan.

NOTE: Applicants must be in good standing in all respects with Creative Saskatchewan.

Eligible Projects

Projects must be aligned with the vision and mission statement of Creative Saskatchewan and be in accordance with the following:

A) Projects must demonstrate a primary commercial intent and are limited to the following creative industry sectors:

- Screen-based media
- Music and sound recording
- Visual arts
- Craft
- Publishing
- Live performing arts

B) With respect to screen-based media:

- Is intended for television, cinema, video or digital delivery; and
- Consists of a combination of image and at least one of text and sound.

C) Has demonstrable economic and cultural benefit to Saskatchewan

D) Other

- Projects must adhere to all relevant federal and provincial laws
- Activities that have received funding from the Saskatchewan Arts Board or SaskCulture are **ineligible**

NOTE: Creative Saskatchewan encourages applications demonstrating cross-sectorial collaborations between multiple industry sectors.

NOTE: Projects must pertain to the commercial production and/or promotion of cultural products.

Program Evaluation and Approval

With respect to the review and approval of applicants, an initial review will be conducted internally to ensure the standard eligibility requirements have been met. Funding is limited; therefore, applications will be assessed by a juried process for deadlined programs, a standing jury for rolling intake programs or internally, depending upon the specific program guidelines and processes.

Applications will be assessed against the following general criteria and thus applicants **MUST** address these criteria when developing their project plan and completing their applications. Note that specific grants may have additional criteria for consideration.

Relevance:

1. The primary purpose of the project is commercial intent and is able to demonstrate market potential, viability, and demand.
2. The applicant has a well-conceived plan for undertaking the project consistent with the stated purpose of the respective funding program.

Experience & Capacity:

3. The applicant demonstrates knowledge, experience and operational capacity to carry out the project.
4. The applicant must demonstrate a financial interest in the project as well as outline their ability to finance and manage the budget presented.

Impact:

5. The project encourages innovation and excellence by stimulating content development, production and/or market expansion.
6. The project demonstrates the potential for business expansion and growth.
7. Where reasonably feasible, collaboration and cooperation between multiple creative producers and/or creative industry associations is encouraged.

Using the above criteria, the jury will provide recommendations to Creative Saskatchewan. Creative Saskatchewan will then review the respective applications in accordance with its governing legislation to reach a final determination respecting each application.

Innovation

Many programs offered by Creative Saskatchewan require or at least benefit from some aspect of innovation. Innovation may be expressed in terms of innovative content or innovative technology. Applicants are encouraged to pursue their own vision of innovation and state how their project is innovative. Innovation may include the following in descending order of significance:

1. *Revolution*: Never been done before, completely new, breakthrough, visionary
2. *Differentiation*: Brings an existing product or service to another level.
3. *Improvement*: Different features that bring new benefits to an existing product or service.

4. *Iteration*: Refining features, adding content to an existing product or service.

Application Procedures

GENERAL:

- **Proposals for financial assistance must be completed using the format provided on the program applications forms, program and budget templates provided by Creative Saskatchewan. Failure to use the provided templates will result in the application being deemed incomplete.** Applications and revisions to applications will NOT be accepted after 4:00 pm (Saskatchewan time) on the deadline day.
- All application materials MUST be combined into one single Adobe PDF file and ONLY applications e-mailed to investment@creativesask.ca will be accepted. Physical copies, fax copies, or download links will NOT be accepted.
- All required documents are indicated on the respective application forms and must be submitted to be considered complete. Only complete applications will be reviewed. Additional material will not be considered.
- Applications must include resumes/bios of key budgeted project personnel. Applicants should not assume that all members of the jury will be familiar with their commercial activities and thus should provide all relevant information.
- Creative Saskatchewan has the right to refuse an incomplete application.
- In the event that Creative Saskatchewan agrees to fund a project, the applicant will receive written notification in the form of a Letter of Commitment that will detail any and all terms and conditions. Creative Saskatchewan has no legal obligation to a project until a formal agreement is executed and all pre-conditions are met to the satisfaction of Creative Saskatchewan within the specified time frame.
- Creative Saskatchewan reserves the right to request copies of agreements between all parties relating to the Project, including finance agreements.
- In the event that Creative Saskatchewan does not approve an applicant's submission for funding, the applicant will receive written notification of the decision. Proposals and supporting materials received by Creative Saskatchewan will not be returned to the applicant.
- Applicants must submit a single application to an individual grant program. Applications may encompass multiple projects. These applications must include a separate budget for each project and list the projects in order of priority.
- Except with the approval of the Lieutenant Governor in Council the maximum amount of financial support (including any operational support to the recognized Creative Industry

Associations) that Creative Saskatchewan may provide to any applicant is \$600,000 per fiscal year (April 1st to March 31st).

- The acknowledgement by Creative Saskatchewan of the receipt of a complete application is in no way an indication of approval to fund the proposed project.

Acknowledgements Standards & Requirements

Recipients of Creative Saskatchewan funds are required to acknowledge Creative Saskatchewan wherever possible and appropriate. Acknowledgment credits, promotion, and publicity (written, electronic and verbal) are program specific and detailed within all Creative Saskatchewan agreements. In all cases, however, Creative Saskatchewan's acknowledgment and credit shall be commensurate with that received by other financial participants in the project and must be approved in advance by Creative Saskatchewan.

General Reporting Requirements

Each applicant shall report to Creative Saskatchewan in a format and frequency determined by Creative Saskatchewan. Reporting requirements will include copies of all invoices, proof of payments related to the respective projects, and a variance report outlining changes in budgeted expenses which exceed 10% of the respective budgeted amount.

Applicants must obtain prior approval from Creative Saskatchewan throughout the life of the project regarding any material financial variances in excess of 25% from the original budget submitted and/or any changes in budgeted key personnel. Creative Saskatchewan retains the right to revoke any outstanding funding and require that all funds previously provided be returned should this permission not be obtained.

Important Notes:

It should be noted that each application deadline is provisional in nature and will be subject to appropriate refinement and adaptations based on an analysis subsequent to each application deadline.

- Each successful applicant shall be required to enter into a separate funding agreement with Creative Saskatchewan. The respective application will be attached as a schedule to that agreement.
- It is the applicant's responsibility to ensure that it complies with the current guidelines for each program.

- Creative Saskatchewan reserves the right to cancel or amend any of its programs at any time.
- Creative Saskatchewan retains the right to assist in any initiatives or investments it supports.
- Creative Saskatchewan reserves the right to refuse any application for any reason, or to propose modifications to the budgets submitted.
- Successful applicants must provide copies of eligible receipts to Creative Saskatchewan totaling 100% of the approved budget. Failure to provide sufficient receipts will result in a reduced commitment from Creative Saskatchewan.
- The applicant must accurately state any financial assistance from a government source or corporate investment and/or revenue that the applicant has or will receive which is related to the project.
- Successful applicants must acknowledge Creative Saskatchewan and The Government of Saskatchewan for funding received through these programs and this acknowledgement will form part of the agreement with approved applicants.
- Approved projects must be completed by the project completion date indicated on the application form. Recipients may request a reasonable extension from Creative Saskatchewan prior to the initial completion date.
- By applying to any program offered by Creative Saskatchewan, the applicant expressly agrees and authorizes that any and all information outlined in its application form and/or subsequent required project documentation, subject to any restrictions outlined within *The Freedom of Information and Protection of Privacy Act*, may be disclosed by Creative Saskatchewan to the Government of Saskatchewan and/or The Saskatchewan Arts Board or SaskCulture or other funders in order to ensure an efficient utilization of any funding provided by Creative Saskatchewan. Similarly every applicant also acknowledges and agrees that Creative Saskatchewan may request and receive similar information from the organizations and institutions listed herein.

Related Transactions

All applicants who intend to utilize any product or services supplied by a related party must complete a Related Party Transactions form and provide that form to Creative Saskatchewan concurrently with the respective application. Related parties exist when one party has the ability to exercise, directly or indirectly, control, joint control or significant influence over the other. Two or more parties are related when they are subject to common control, joint control or common significant influence.

Expenses incurred pursuant to a related party transaction must be for fair value in accordance with industry standards and evidenced by a proof of payment of each specific transaction.

A Related Party Transaction is a transfer of economic resources or obligations between parties that are related prior to the application, or the provision of services by one party to a related party, regardless of whether any consideration is exchanged. When the relationship arises as a result of the application, the transaction is not one between related parties.

A Related Party is a person or entity that is related to the applicant as follows:

(a) A person or a close member of that person's family is related to an applicant if that person:

- (i) Has control or joint control of the applicant;
- (ii) Has significant influence over the applicant; or
- (iii) Is a member of the key management personnel of the applicant or of a parent of the applicant.

(b) An entity is related to an applicant if any of the following conditions applies:

- (i) The entity and the applicant are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others);
- ii) One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member);
- (iii) Both entities are joint ventures of the same third party;
- (iv) One entity is a joint venture of a third entity and the other entity is an associate of the third entity;
- (v) The entity is controlled or jointly controlled by a person identified in (a);
- (vi) A person identified in (a)(i) has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity).

Close members of the family of a person are those family members who may be expected to influence, or be influenced by, that person in their dealings with the applicant and include:

- (i) That person's parents, children and spouse or domestic partner;
- (ii) Children of that person's spouse or domestic partner; and
- (iii) Dependents of that person or that person's spouse or domestic partner.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the applicant, directly or indirectly, including any director (whether executive or otherwise) of the applicant.

Control of an enterprise is the continuing power to determine its strategic operating, investing and financing policies without the cooperation of others.

Joint control of an economic activity is the contractually agreed sharing of the continuing power to determine its strategic, operating, investing and financing policies.

Significant influence over an enterprise is the ability to affect the strategic operating, investing and financing policies of the enterprise.

Office Contact Information

General contact and address information for Creative Saskatchewan is outlined below:

**1831 College Avenue
Regina SK, S4P 4V5
306-798-3456**

For more information and a copy of the Investment Fund Grant Programs & Guidelines documents (including Application Forms), please visit www.creativesask.ca or contact Erin Dean, Director of Programs and Investments at investment@creativesask.ca

OVERVIEW OF GRANT PROGRAMS

Screen-Based Media Content Development Grant:

This Grant is intended to augment available resources for qualified Saskatchewan film, television, and interactive digital media entrepreneurs to undertake creative endeavours of eligible projects and to assist them in bringing production closer to fruition. Examples of projects available for possible financial support to the SBM industry include: initial concept, treatment, script/design and pre-production activities. The Creative Saskatchewan office will analyze the business case, opportunity and aspects of the application. The amount of the grant, if any, within allowable caps, will be determined by the strength of the application when evaluated against published criteria.

Applications for the Screen-Based Media Content Development Grant First Draft and Final Draft Phases will be reviewed through a non-juried continuous intake process, applications to Pre-Development are reviewed through a juried process twice per fiscal.

Screen-Based Media Production Grant:

This Grant will provide financial support to the film, television, and interactive digital media industries for production activities. Applications to the SBM Production Grant will also be reviewed by the Creative Saskatchewan office based on the business and market strength of the application. The amount of the grant, if any, within allowable caps, will be determined by the strength of the application when evaluated against published criteria.

Applications for the Screen-Based Media Production Grant will be reviewed through a non-juried continuous intake process.

Creative Industries Production Grant:

This Grant is intended to support individuals and businesses from recognized creative industries in the production and refinement of creative products, ensuring greater market and commercial readiness. Projects will be funded up to a maximum of 50% of the approved budget. This program is open to publishing, visual arts & craft, and theatre production.

Applications will be reviewed through a juried process and evaluated against the Assessment Criteria outlined.

Market & Export Development Grant:

Market & Export Development Grant is intended to provide support to individuals and businesses from the recognized creative industries for market access and market development opportunities.

All proposed projects must have a primary commercial intent. Examples of activities for funding consideration may include but are not limited to: exhibitions, trade fairs, market presence endeavours, export/market related presentations, marketing and promotional activities intended to improve market visibility, and costs related to travel to potential new and emerging markets.

All applications will be reviewed through a juried process. Both Grants will be evaluated against the outlined Assessment Criteria.

Market Travel Grant:

The Market Travel Grant provides financial travel support to individuals and businesses from the recognized creative industries to attend markets and events.

Music and Live Performing Arts applicants must demonstrate evidence of market interest (showcase invitations).

Craft & Visual Arts applicants must demonstrate an invitation to the event through a juried process, or may apply to attend the opening of a solo-exhibition of their work at a commercial gallery.

Screen-Based applicants must demonstrate that projects are at an advanced stage of development, and list individuals they anticipate pitching.

Applications for the Market Travel Grant will be reviewed through a non-juried continuous intake process.

Business Capacity Grant Program:

Business Capacity Grant provides financial support up to 50% of eligible expenses for projects that focus on developing creative capacity and skills. Funding is available to individuals, businesses and associations from recognized creative industries. Examples of relevant projects include workshops, seminars or training that improves business skills; learning opportunities (including mentorship programs, work terms or internships) that support industry capacity and job growth in Saskatchewan, and improve workforce readiness through skill and expertise development within the industry.

Applications will be reviewed through a juried process and evaluated against the outlined Assessment Criteria.

Research Grant Program:

The Research Grant Program provides financial support up to 50% of eligible expenses for projects that focus on creative industry based research, market intelligence activities, business skills growth, or industry talent development. Funding is available to recognized Creative Industry Associations and individuals and businesses from recognized creative industries.

Applications will be reviewed through a juried process and evaluated against the outlined Assessment Criteria.

Sound Recording Grant Program:

The Sound Recording Grant supports the production of commercially viable sound recordings for promotional use and/or a commercial release. There are two streams of funding available to eligible applicants: Single or Demo Sound Recording and Commercial Sound Recording.

Applications to the Sound Recording Grant Program will be reviewed through a standing jury continuous intake process.

Performing Arts Tour Support Grant Program:

The Performing Arts Tour Support Grant supports commercially viable touring opportunities for Saskatchewan creative producers. A minimum of six live public performances must be confirmed at the time of application. Performances must be for contracted performance fees (guaranteed fee or a percentage of the gross revenues from ticket sales).

Applications to the Performing Arts Tour Support Grant will be reviewed through a standing jury continuous intake process.

creative

SASKATCHEWAN

SCREEN-BASED MEDIA PRODUCTION GRANT

The Screen-Based Media Production Grant will provide financial support to the film, television and interactive digital media industries for production activities.

Revision Date: July 5, 2016

NOTE: In addition to the guidelines outlined in this form each applicant **MUST** comply with the guidelines, restrictions, and important notes found in the *Investment Fund Grant Program & Guidelines*

Definition

Screen-based media is defined as projects intended for television, cinema, video or digital delivery consisting of a combination of image and at least one of text and sound.

Program Specific Guidelines

SASKATCHEWAN STREAM

Creative Saskatchewan offers Screen-Based Media Production Grants to eligible Saskatchewan production companies demonstrating copyright ownership equivalent to 30% of all eligible Saskatchewan expenditures.

SERVICE PRODUCTION STREAM

Creative Saskatchewan offers Screen-Based Media Production Grants to eligible production companies equivalent to 25% of all eligible Saskatchewan expenditures.

Applicants must comply with the general eligibility requirements of Creative Saskatchewan and meet the following criteria:

- For **Saskatchewan Stream** applications, applicants must be the owner or co-owner of the project and at minimum must control a share of copyright and receive a share of net exploitation revenue that in each case are proportional to their financial participation, and with approval of Creative Saskatchewan, subject to commitments to third party investors, talent and deferring parties.
- For **Service Production Stream** Applications, there are no copyright ownership requirements.
- Applicants must receive sole or, in the case of co-production, shared and equal stature Producer Credit on the project.
- Applicants must have experience as producers of commercial film and/or television and/or interactive projects or related experience satisfactory to Creative Saskatchewan, and must demonstrate that they possess the necessary expertise and resources to complete the proposed production and arrange for its marketing. Applicants with insufficient experience in development or production for the project genre and scope must secure the participation of an experienced executive producer prior to application to Creative Saskatchewan.
- The production company cannot hold a broadcasting license issued by the CRTC or deal at non-arm's length with a corporation that holds a license.
- For **both** production streams, the production company applying must be incorporated in Saskatchewan or incorporated federally and registered in Saskatchewan. The head office or principal place of

business must be located in Saskatchewan, and substantial ownership control must remain with Saskatchewan residents. The applicant must be in good standing in all respects with Creative Saskatchewan.

- At the time of submission, applicants must provide written evidence of a commercial license agreement for television projects, and a third-party distribution agreement for feature films. Applicants must provide written evidence of a minimum of 70% confirmed financing for projects with budgets over \$1 million and 50% for projects under \$1 million. Creative Saskatchewan SBM Production Grant and federal tax credit calculations may be included as part of the confirmed financing. Interactive projects must demonstrate market interest in the form of a letter of intent from a market channel partner committing to take the project to market and to actively promote the project. A letter of interest need not include a cash financing commitment to the project.
- 80% of funding will be provided upon approval. The remaining 20% percent will be paid with completion of the project and receipt of the applicant's final report (unless otherwise agreed upon by contract).
- Applications must be received prior to the completion of principal photography.

Project Eligibility Requirements

1. Commercial intent must be the primary purpose and focus of the project.
2. Eligible productions include:
 - Dramatic feature films
 - Dramatic television productions including series, mini-series, MOW
 - Non-dramatic television productions
 - Non-dramatic feature films
 - Animated television productions and feature films
 - Lifestyle television productions
 - Reality TV
 - Webseries
 - Apps
 - Games
3. Except with the approval of the Lieutenant Governor in Council the maximum amount of financial support that Creative Saskatchewan may provide to any applicant is \$600,000 per fiscal year (April 1st to March 31st).
4. Grants must be used for the purposes described in the application approved by Creative Saskatchewan.
5. For **Saskatchewan Stream** applicants, at minimum, Saskatchewan production ownership, financial and creative control must be proportionate to the Saskatchewan producer's financial participation.

6. For **Saskatchewan Stream** applicants, financial support for approved projects will equal a maximum of 30% of all eligible Saskatchewan expenses. For **Service Stream** applicants, financial support for approved projects will equal a maximum of 25% of all eligible Saskatchewan expenses.

Ineligible Projects

1. Projects or activities that are eligible for Saskatchewan Arts Board or SaskCulture support;
2. Genres of production and platforms NOT eligible for funding include:
 - a. News, current events or public affairs programming, or a program that includes weather or market reports;
 - b. Talk shows;
 - c. Production in respect of a game or contest (other than a production directed primarily at minors);
 - d. Sports event or activity;
 - e. Production that solicits funds;
 - f. Pornography
 - g. Advertising
 - h. Production produced primarily for industrial, corporate, or institutional purposes;
 - i. Production, other than documentary, that consists of more than 25% stock footage;
 - j. Software/programming applications; and
 - k. Video distribution platforms or aggregators.

Eligible Expenses Eligible costs generally include all expenditures on goods and services purchased in Saskatchewan.

Recognition of Funders Recipients of Creative Saskatchewan funds are required to acknowledge Creative Saskatchewan.

Confidentiality of Information The personal and confidential information that the applicant provides in the application is collected, used and disclosed in accordance with the provisions of the Freedom of Information and Protection of Privacy Act and the Personal Information Protection and Electronic Documents Act. This information is required to process the application. Personal and confidential information disclosed by the applicant will only be shared, as necessary, with employees of Creative Saskatchewan, the Fund Administrator, representatives of other public funders, and external assessors and/or other third parties required to assess the application.

If funds are awarded, the funding amount and the name of the recipient will be made known publicly. Creative Saskatchewan will respond appropriately to any inquiries regarding the privacy policies and procedures, including requests to access the applicant's personal information.

**Required
Documentation**

No.	Item/Description
1	Completed application form.
2	Synopsis of project.
3	Copy of the most recent script (if applicable).
4	Production schedule with locations, dates and duration.
5	Co-production agreement, if applicable. Documentation must reference back-end revenue participation as well as creative and financial control dispute resolution.
6	Chain of title documentation evidencing rights to exploit the project.
7	Copy of financial structure for project.
8	Viable commercial license agreement. (television projects) or distribution agreement (feature film projects).
9	Evidence of confirmed financing.
10	Detailed production budget.
11	Recoupment structure.
12	Breakout of Saskatchewan Spend.
13	List of all projected Saskatchewan key creative personnel including contact information.
14	Information regarding the ownership structure of Applicant Company, including contact information of all shareholders.
15	Copy of the Certification of Incorporation of the Applicant Company, as well as the most recent Corporate Registry Annual Return if applicable.