



CREATIVE CONTENT DEVELOPMENT FUND

1. WHAT IS THE CREATIVE CONTENT DEVELOPMENT FUND?

The Creative Content Development Fund is an initiative that provides grants of up to \$7,500 per project to Nunavut production companies for the development of creative content for film, television and/or digital media.

The Nunavut Film Development Corporation will be referred to as “Nunavut Film”. The applicant who has been awarded a content development grant will be referred to as the “recipient”.

2. PURPOSE

This program has been established to:

- encourage cultural representation on screen, on-line and on mobile applications;
- to support the growth of a community of content creators in Nunavut;
- to assist Nunavut production companies to develop digital media content, particularly that which is interactive and/or convergent to existing television programming; and
- to assist in the development and marketing of the Inuit language and Nunavut landscapes.

3. DEFINITIONS

A few select terms have been defined for the purposes of these guidelines – “convergent digital media project”, “co-production”, “creative content”, “digital media”, “film and television”, and “resident of Nunavut”. Applicants should refer to the definitions in Appendix A.

4. ELIGIBILITY CRITERIA

4.1 The Applicant

To be eligible to apply for a Creative Content Development grant, the applicant production company must:

- be a company incorporated or a sole proprietorship/limited partnership registered pursuant to the laws of Canada or the Territory of Nunavut whose primary activity is developing and producing film, television and/or digital media content;
- in the case of a for-profit production company, be majority owned by Nunavut residents and maintain a head office in Nunavut;
- in the case of a non-profit production company the applicant must have a head office in Nunavut and have a majority of its voting members resident in Nunavut;
- own 100% of copyright to the project (or an option to adapt the underlying property and acquire

- copyright ownership – exceptions apply with respect to co-productions); and
- own or have access to the respective digital media rights (by co-production agreement or license).

4.2 The Individual Producer

The individual producer(s) named in the application must meet the following minimum criteria:

- be a resident of Nunavut;
- be an owner, employee or contracted freelance producer of the applicant company/registered business;
- be a producer with not less than one year experience producing film, television and/or digital media or be a new producer with demonstrated business and/or cultural acumen who can clearly demonstrate that the creative team assembled for the production of content has the experience and ability to successfully complete the tasks outlined in the proposal submitted;
- have a demonstrated commitment to work professionally within the Nunavut film, television and/or digital media industry;
- be committed to business activities which respect the Inuit societal values outlined in the Film, Television and Digital Media Development Contribution Policy, posted on the website: www.nunavutfilm.ca; and
- be in good standing with Nunavut Film.

5. ELIGIBLE PROJECT

Film, television and/or digital media projects (including digital media projects that are 'convergent' to a film or television program) in the early or later phases of drafting and/or design and/or pre-production are eligible to apply to Nunavut Film's Creative Content Development Fund. Applications for development of projects intended for production in Nunavut will be given priority.

Any project receiving development support under this program must comply with the laws and regulations established with respect to intellectual property and, where applicable, broadcasting.

6. INELIGIBLE PROJECT

The application must not include a request to support the development of any of the following:

- news, current events or public affairs programming;
- programs that include weather or market reports;
- talk shows;
- sports events or activities;
- gala presentations or award shows;
- projects that solicit funds;
- pornography;
- advertising and commercials;
- projects produced primarily for industrial, corporate or institutional purposes;
- projects, other than documentaries, which substantially consist of stock footage;
- projects that contravene any civil or criminal law.

7. NUNAVUT FILM CONTRIBUTION

An applicant who meets the eligibility criteria outlined above may apply to Nunavut Film for up to three grants of \$7,500 each per project to develop creative content for its eligible film, television and/or digital media project. (See definition of 'creative content' in Appendix A.)

Nunavut Film acknowledges there are considerable financial risks involved in developing any film, television or digital media project, especially during the early stages of research, conceptualization, prototype design or drafting of a treatment or script. Recipients are requested to make judicious use of the development envelope advanced by Nunavut Film and to make his/her best effort to leverage development financing from other governmental and private sources.

With respect to projects requesting support for later stages of development, Nunavut Film will take into consideration whether or not the project has successfully attracted any arm's length third party financing. Arm's length third party financing sources may include: licensed broadcaster or distributor (in Canada or abroad), Telefilm Canada, Canadian Media Fund, Bell Fund, Harold Greenberg Fund, Cogeco, Canada Council, Shaw Funding Programs and/or the National Film Board.

Applicants applying for second and third grants under the fund must:

- a) have successfully completed the previous grant phase to the satisfaction of Nunavut Film.
- b) must have delivered all deliverables to Nunavut Film and must not have any outstanding reporting for the previous phase and
- c) must have demonstrated market interest in the project through third party funding from an arm's length party active in the industry.

8. ELIGIBLE COSTS

8.1 Film and Television

The recipient of a grant for development of a film or television project may allocate these funds towards any of the following eligible 'base' costs:

- rights acquisition;
- research (fees and materials);
- script editing (must be third party/arm's length);
- writing and applicable fringes;
- consultation (must be third party/arm's length);
- script breakdown, scheduling and preliminary budget preparation;
- pre-production (location scouting, casting, packaging, storyboards);
- interviewing or demotaping costs (equipment rental, fees, recording discs or tape stock); and
- airfare (based on economy rates only) and reasonable accommodation/per diem.

In addition, recipients may include within its proposed film or television development budget an allowance equal to 30% of the total eligible 'base' costs (above) which may be applied towards producer fees and administrative overhead.

8.2 Digital Media

Eligible 'base' costs for digital media content may include:

- rights acquisition;
- research (fees and materials);
- labour and personnel (creative and technical leads, interactive writers, production manager, webmaster, systems integrator);
- equipment and supplies; and
- airfare (based on economy rates only) and reasonable accommodation.

In addition, recipients may include within its proposed digital media development budget an allowance equal to 30% of the total eligible 'base' costs (above) which may be applied towards producer fees and administrative overhead.

General provisions (which apply to both film/television and digital media)

- Option or acquisition payments to a co-production partner or licensor will not be considered an eligible 'rights acquisition' cost for the purposes of these guidelines.
- Hardware/software upgrades or corporate website development and/or maintenance are not eligible costs.
- Upon completion of the development phase, recipients will be required to submit a final accounting of costs. Receipts may be requested.
- Nunavut Film and/or the Government of Nunavut may, upon request in writing, inspect and audit the records of the recipient of funding under the Creative Content Development Fund.

9. APPLICATION PROCESS

Applications will be accepted on a first come first serve basis. There are no application deadlines. Application forms may be downloaded from the website: www.nunavutfilm.ca, or picked up at the Nunavut Film office in Iqaluit.

The applicant will be required to provide Nunavut Film with a completed and signed application form together with the 'Supporting Documentation' requested.

All information submitted to Nunavut Film will be strictly confidential.

10. ASSESSMENT

Applications which meet the Eligibility Criteria and are complete will be reviewed by a Selection Committee consisting of four individuals: the CEO of Nunavut Film together with qualified independent film, television, and digital media professionals and a resident of Nunavut, operating at arm's length. The Selection Committee will conduct a detailed and comprehensive evaluation of the applications taking the following into consideration:

- presentation of submission;
- track record of the applicant company/business and the individual producer(s);
- experience of the writer named in the application and his/her credits;
- cultural content and originality of the project; and

- whether or not the project is being developed for production in Nunavut.

With respect to projects in the later stages of development only:

- third party financing secured to date for the project; and
- feasibility of the project to attract additional development support and, ultimately, production financing.

The decision making process will be fair, explicit and without conflict of interest.

In connection with a project to be developed as a co-production, when deciding upon the amount of the grant to be awarded to a successful applicant, Nunavut Film will consider the amount that the co-producing partner is promising to advance.

The selection process will be highly competitive. The resources available to Nunavut Film to deliver the Creative Content Development Fund are limited. An applicant cannot be guaranteed success even if its application substantially meets the eligibility and assessment criteria. Nunavut Film reserves the right to commit less than the amount requested or to reject an application.

The unsuccessful applicant may appeal the decision of Nunavut Film, in writing, no later than 30 days following the date that the applicant receives notification of the decision (for more information see the Film, Television and Digital Media Development Contribution Policy posted on the website:www.nunavutfilm.ca).

11. PAYMENT OF FUNDS

Applicants selected to receive financing under this program will receive confirmation of the award by email. The successful applicant will then enter into a Contribution Agreement with Nunavut Film who will advance the funding, by way of grant, pursuant to the drawdown conditions outlined in this Agreement including:

- an Initial Advance (75%) paid upon execution of a Contribution Agreement with Nunavut Film and receipt of satisfactory evidence that the applicant has met any outstanding drawdown conditions; and
- a Final Advance (25%, or less in the event that the total development commitment is not fully spent) paid upon receipt and acceptance of the following:
 - copy of the content created, and
 - final accounting of costs and the corresponding financing structure.

Other conditions may apply and, if applicable, will be outlined in the Contribution Agreement with Nunavut Film.

Any funds not fully spent at the end of the Agreement's term will be deemed a surplus repayable to the Government of Nunavut.

Nunavut Film and/or The Government of Nunavut may, upon request in writing, inspect and audit the records of the recipient of funding under the Creative Content Fund.

Questions? Please visit the website at: www.nunavutfilm.ca, or contact:

Derek Mazur, CEO, derek@nunavutfilm.ca or Julia Burns, Projects Director, julia@nunavutfilm.ca



APPENDIX A

CONTENT DEVELOPMENT PROGRAM

DEFINITIONS

A 'convergent digital media project' is one which is delivered on a digital media network and created to enhance the viewing experience of the audience for a television program currently being broadcast.

A 'co-production' is one which is not 100% owned and controlled by the applicant. To be deemed "Eligible Content" it must be demonstrated that the beneficial and equitable ownership granted to the Applicant (Nunavut company/business) is commensurate with the Applicant's level of corporate control, management and creative decision-making and investment as outlined in the fully executed Co-Production Deal Memo or long form Agreement entered into with the out-of-territory or out-of-country partner(s).

'Creative content' is used in these guidelines to describe the written and/or design materials created by a writer or team of writers/designers which may include:

- content developed for production as film and television programming: treatments, draft scripts or teleplays, rewrites, final drafts, polishes and series bibles; or
- in the case of digital media, content developed for multi-media exploitation including: prototype development, brand definition, content/technology design, related documentation and proposal development.

A 'digital media' project is one which integrates existing and emerging media technologies (text, graphics, audio, video, animation and interactivity) and is delivered digitally on multi-platforms using diverse methods of exploitation (website/internet applications, iTV and mobile).

A 'film and television' project is one where the footage is shot on film, videotape, or digital format. The completed production is exploited via television broadcast, by theatrical release in a commercial cinema, through DVD sales or internet downloads. These traditional forms of programming (live action and/or animation) may include feature films, television movies, television pilots, television series and mini-series, documentaries, mocumentaries, and docudramas.

A 'resident of Nunavut' is a Canadian Citizen or Permanent Resident who is:

- a person resident in Nunavut and in possession of a valid Nunavut Health Card number or a corporation with at least 51 per cent of its members being persons resident in Nunavut and in possession of a Nunavut Health Card number.