



Rogers Development Fund - Alberta & Manitoba

Criteria

Program Description

- The Rogers Development Fund - Alberta & Manitoba (the "Program") provides development loans to unaffiliated independent producers/production companies ("Producers") based in Alberta and Manitoba to assist them in the creation of Canadian Content productions.
- There are two funding streams: Stream I for Established Producers and Stream II for Emerging Producers.
- Funding is made available via loans made either to unincorporated producers or to parent companies ("Applicants").
- The Program is a revolving fund. As loans are repaid, the dollars shall be made available to help develop new projects.

Applicant Qualifications

- The Program is available to Applicants who have been resident in Alberta or Manitoba for at least one year, based on where they paid income tax the prior year in accordance with the provisions of the Income Tax Act (Canada).
- Applicant companies must be majority-owned and controlled by Canadians.
- *New:* Successful applicants **can** apply again to the Program, *provided the original Loan has been repaid*. This includes Applicants that are part of the same Producer Group (defined as a group of production companies controlled by one or more of the same individuals).
- Unsuccessful Applicants can reapply with the same and/or new projects at a subsequent deadline, should they continue to meet the other qualifications.

Stream I - Established Producers

- Loans **must** be secured by **three** projects that the Applicant (or a related entity) has in current development. Each project will act as collateral for the others.

- Applicants must have previously produced at least one broadcast television program or one theatrical feature film or one digital media project involving an arms-length third party investor and made commercially available to the public.
- Applicants must also document that they have previously completed and made commercially available, by any media or means of distribution, a production in the format (or formats) for which they are applying to the Program.
- Projects with different formats may reside in the same application, as long as the Applicant can document they have previously produced and made commercially available projects in all the formats for which they are applying.
- Applicants who do not meet all of the above requirements but who are judged to have equivalent experience may be deemed eligible at the Program's discretion.
- Applicants may apply for a loan up to a maximum of CAD \$25,000.
- The entire loan is to be repaid either a) on the commencement of production of the first of any one of the three projects, or b) when any one of the three projects is sold or transferred to an arms-length, third party (i.e. non-related party).

Stream II - Emerging Producers

- The loan shall be secured by one project that the Applicant (or a related entity) has in current development.
- Applicants **cannot** have previously produced a broadcast television program or a theatrical feature film or a digital media project involving an arms-length third party investor and made commercially available to the public.
- Applicants may apply for a loan up to a maximum of CAD \$5,000.
- The loan is to be repaid either a) on the commencement of production of the project, or b) when the project is sold or transferred to an arms-length, third party (i.e. non-related party).

Loan Conditions

- The loan shall also be repayable if the Applicant is 1) in default of its obligations under the loan, 2) becomes insolvent, 3) is petitioned into bankruptcy, or 4) is the subject of a claim or proceeding affecting their rights to the project.
- The loans shall be advanced upon execution of all required loan documentation, including a Loan Agreement and a Promissory Note.
- The loan is non-interest bearing.

- The loan must be used exclusively for development costs, with expenditures for corporate overhead/producer fees not to exceed 10% of the total Rogers Development loan amount (*New*: Corporate overhead/producer fees may be topped up by other funds to a maximum of 20%).
- Acceptance of the loan shall include the right of the Program to audit all accounts and records of any individual and/or corporate Applicant, but only as related to the project(s) and the expenditures of the loan. Cost of this audit will be borne by the Program unless otherwise indicated.
- Applicants or their related parties are ineligible to receive more than one loan.

Project Eligibility

To be eligible for financial support, projects must meet the following requirements:

- Any Canadian television, feature film or digital media production shall qualify as long as it meets relevant Canadian Audio-Visual Certification Office (CAVCO) criteria regarding length, format and genre.
- Projects can be at any stage of development.
- No third-party triggers are required.
- Projects must be intended either for broadcast television, theatrical film release or exhibition on a digital platform (which includes DVD's).
- Projects must have writers who are Canadian or a Permanent Resident, except in the case of official co-productions. Projects that have writers or co-writers who are non-Canadian are ineligible, except in the case of official co-productions.
- In the case of official co-productions, the Canadian Applicant must retain majority ownership and control of the project.
- Projects must qualify as Canadian Content under CRTC regulations and policies.
- Applicants shall be required to provide proof of ownership of underlying rights, chain of title, or such other documentation as may be required as evidence they have the right or option to produce and exploit the projects.
- Projects must be in compliance with the laws, regulations, standards and policies applicable to intellectual property, and cannot infringe upon any public or private rights and cannot otherwise contravene any civil and criminal laws in effect.

Evaluation Process

- A Committee established by Rogers and AMPPIA consisting of four (4) members shall determine which Applicants receive loans based on their submissions.
- The Committee has the following powers and duties:
 - a) monitoring the operations of the Program;
 - b) providing general policy and strategic guidance;
 - c) drafting and amending criteria and guidelines and application forms;
 - d) assessing and approving eligible applications; and
 - e) reviewing and approving the business plan and annual budget for the Program for each year of the term hereof.
- The evaluation of the projects submitted will be based on the following elements:
 - a) applicant's and/or creative team's background;
 - b) quality and innovativeness of the creative content;
 - c) feasibility of the project in terms of scope, timeline and financial structure;
- The Committee is the decision-making body of the Program and as such has final say in any dispute.
- These guidelines may be revised as necessary by the Committee.

Documents Required

1. Completed and signed Application Form including: Synopsis of the project(s); Development schedule(s) for the project(s); Evidence of commercially produced and exploited projects (Stream I only).
2. Development budget(s) for the project(s);
3. Names and biographies of the key collaborators on the project(s);

The Program reserves the right to return any application considered to be incomplete or inconsistent with the current guidelines, or conversely to require additional information before proceeding with the evaluation of any application.

Acknowledgement

Each project developed under the Program shall credit Rogers onscreen in their credits and in all print and electronic promotional and publicity materials equally with other development funders and in accordance with specifications to be provided.

Deadlines

There are two deadline windows per year: January 15-31, and July 15-31, depending on the availability of the Fund.
