

Production Program

Evaluation Matrix – Production Stream

| ASSESSMENT CRITERIA | POINTS |
|--|------------|
| <p style="text-align: center;">APPLICANT / KEY CREATIVE TEAM</p> <ul style="list-style-type: none"> Knowledge, experience, and track record.¹ (10) Capacity to execute and successfully deliver the project. (5) Personal connection to the subject matter, and how well suited they are to tell this story. (5) Projects where the primary language is a language other than English. (2) Additional equity factors for the applicant (individual or business) in terms of increased regional representation (outside of Lower Mainland B.C.). (3) | 25 |
| <p style="text-align: center;">PROJECT CREATIVE MATERIALS</p> <ul style="list-style-type: none"> Strength and creative quality of project plan and script, including director’s vision, and as applicable, the robustness of the community engagement plan. (25) Originality, freshness or uniqueness of story. (10) Feasibility of the schedule and budget. (10) Reflection of Canadian topics and issues. (5) | 50 |
| <p style="text-align: center;">AUDIENCE, MARKETING AND DISTRIBUTION PLAN</p> <ul style="list-style-type: none"> Description and understanding of target audience and how to engage with them through a distribution strategy.² (10) Confirmed financing and/or market interest. (10) Potential impact with Canadian and international audiences. (5) | 25 |
| TOTAL POINTS | 100 |

TARGETED FUNDING

A minimum of 30% of the funding allocation available for the current round will be targeted to projects creatively controlled by emerging filmmakers and/or individuals from our target systemically excluded groups: Indigenous, Black, People of Colour, LGBTQ2S+, Women, Non-binary or people with disabilities, and emerging filmmakers.

A NOTE ON CO-PRODUCTIONS

In addition to the criteria outlined above, co-productions will also be evaluated based on their ability to enhance and promote B.C.’s Motion Picture industry, support industry development, and maximize the potential investment.

¹ *Emerging applicants only*: instead of experience and track record, their background and explanation of career plan via their personal statement will be considered.

² *Ultra low budget projects only*: distribution strategy can be a festival strategy, with online distribution potential.

Production Program

Evaluation Matrix – Post Production Stream

| ASSESSMENT CRITERIA | POINTS |
|--|------------|
| <p style="text-align: center;">APPLICANT / KEY CREATIVE TEAM</p> <ul style="list-style-type: none"> • Knowledge, experience, and track record.³ (10) • Capacity to execute and successfully deliver the project. (5) • Personal connection to the subject matter, and how well suited they are to tell this story. (5) • Projects where the primary language is a language other than English. (2) • Additional equity factors for the applicant (individual or business) in terms of increased regional representation (outside of Lower Mainland B.C.). (3) | 25 |
| <p style="text-align: center;">PROJECT CREATIVE MATERIALS</p> <ul style="list-style-type: none"> • Strength and creative quality of project plan and project rough cut prior to picture lock, including director’s vision, and if applicable, the robustness of the community engagement plan. (25) • Originality, freshness or uniqueness of story. (10) • Feasibility of the post production schedule and post production budget, as reflected in the rationale for post production document. (10) • Reflection of Canadian topics and issues. (5) | 50 |
| <p style="text-align: center;">AUDIENCE, MARKETING AND DISTRIBUTION PLAN</p> <ul style="list-style-type: none"> • Description and understanding of target audience and how to engage with them through a distribution strategy.⁴ (10) • Confirmed financing and/or market interest. (10) • Potential impact (cultural and/or commercial) with Canadian and international audiences. (5) | 25 |
| TOTAL POINTS | 100 |

TARGETED FUNDING

A minimum of 30% of the funding allocation available for the current round will be targeted to projects creatively controlled by emerging filmmakers and/or individuals from our target systemically excluded groups: Indigenous, Black, People of Colour, LGBTQ2S+, Women, Non-binary or people with disabilities, and emerging filmmakers.

A NOTE ON CO-PRODUCTIONS

In addition to the criteria outlined above, co-productions will also be evaluated based on their ability to enhance and promote B.C.’s Motion Picture industry, support industry development, and maximize the potential investment.

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