

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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