Production Program

Evaluation Matrix – Production Stream

ASSESSMENT CRITERIA	POINTS
APPLICANT / KEY CREATIVE TEAM • 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**
PROJECT CREATIVE MATERIALS • 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**
AUDIENCE, MARKETING AND DISTRIBUTION PLAN • 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 FUNDNG
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
APPLICANT / KEY CREATIVE TEAM • 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**
PROJECT CREATIVE MATERIALS • 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**
AUDIENCE, MARKETING AND DISTRIBUTION PLAN • 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 FUNDNG
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.

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

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