



EXPORT FUNDING STRATEGIES

FOR CANADIAN ARTISTS AND ARTS ORGANIZATIONS

sources and processes



POLICY FRAMEWORK

origin of the current export
ecology

01

IN DEPTH

defining export: activities,
pathways and definitions

02

FEDERAL EXPORT FUNDING SOURCES

PCH, GAC, CCA, FACTOR,
RSF

03

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REGIONAL FUNDING SOURCES

overview of provincial
funding sources

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SAMPLE FUNDS

analysis of process

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COVID IMPACTS

current information

01

POLICY FRAMEWORK

origins, concepts





PROMOTE DISCOVERABILITY AND DISTRIBUTION AT HOME AND GLOBALLY

Current approaches are driven by the federal Creative Canada framework developed by PCH.

This new policy framework led to new creative export fund in 2018. It also expanded the definition of the creative industries





pillar 2.3 Implement the Creative Export Strategy:

Global competition is not about looking like everyone else. It's about taking what is unique about our country and **telling those stories** proudly. Canada's population reflects the world, and this **diversity** is Canada's competitive advantage. We are building on our international success by making **tailored investments in distribution and promotion**. In Budget 2016, we committed a two-year, \$35-million investment fund to support **the international discovery and export of Canadian creative works**. This also includes support for the participation of Canadian artists and creative industries in cultural events taking place in foreign countries, development of artistic projects, as well as support for outreach events that involve the participation of Canadian creators.

1. We have **rebuilt capacity at home and in key Canadian missions abroad**:
 2. We have **re-established our presence at international events**
 3. We reaffirmed **Canada's international leadership in culture and diversity**
 4. We **increased investment in key programs within Canadian Heritage to support international touring, marketing and promotion**
-
- 



Creative Export Strategy

The Federal Creative Export Strategy was further developed subsequent to this. It says:

The creative industries are a strength of the Canadian **economy**, at the heart of our competitive advantage on the international stage. Canada's creative industries are strong and innovative, and have the potential to be leaders in **accelerating the growth of the Canadian economy**.

In 2017, the creative industries accounted for:

\$53.1 billion in GDP * 2.7 % of Canada's overall GDP * more than 666,500 direct jobs + countless spin-off jobs

We support creative industries in achieving international business objectives through the Creative Export Strategy.

The Strategy is divided into three pillars:

- 1 Position creative industries for export and sales in foreign markets, and bolster funds available through existing programs.
 - 2 Increase capacity at Canada's embassies and consulates to drive success in key export markets
 - 3 Grow Canadian creative industries by funding export ready projects through the Creative Export Canada program and build the relationships needed to make business deals via trade missions, events and partnerships.
-





Creative Export Strategy – three pillars

Pillar number 1: Boost export funding in existing Canadian Heritage programs

Position creative industries for export and sales in foreign markets, and bolster funds available through existing programs:

Canada Arts Presentation Fund

Canada Book Fund

Canada Music Fund

Canada Periodical Fund

Telefilm Canada (a portfolio organization of Canadian Heritage)





Creative Export Strategy – three pillars

Pillar number 2: Increase and strengthen the presence of Canadian creative industries abroad

Offer direct services to companies that are ready to do business abroad through the Trade Commissioner Service of Canada.

This support is provided in Embassies and Consulates abroad in, but not limited to, the following cities:

New York
Los Angeles
London
Paris
Berlin
Shanghai
Mumbai
Tokyo
Sydney
Mexico City
Abu Dhabi





Creative Export Strategy – three pillars

Pillar number 3: Establish a new creative export funding program and build relationships needed to make business deals

Creative Export Canada – a new program to grow creative industries by funding export-ready projects

Coordination of trade missions, international trade events and partnerships to create trade opportunities and increase export capacity.

Create trade opportunities for creative industries, and ensure a strong presence for Canada as Guest of Honour Country at the Frankfurt International Book Fair 2020.





02

IN DEPTH

defining export: activities, pathways and definitions



IN DEPTH

**WHAT ARE ESSENTIAL
EXPORT ACTIVITIES?**

Travel for touring
Travel for showcasing
Digital Discoverability strategies
Product export (recordings, scores)
Music video
Streaming

Canada



IN DEPTH

EXPLICIT AND UNSPOKEN IMPACTS TO ELIGIBILITY

Operating History – can be up to two years

Strategic and Export plans

Letters of support

Letters of endorsement

GOVERNANCE AND ELIGIBILITY

Individual artists

Ad hoc ensembles and collectives

Not for profit organizations and ensembles

Charitable Status

For profit organizations and companies



IN DEPTH

LEVERAGING one level of funding to gain another

STACKING limits

BUDGETING to the maximum participation limits (50-75%)

TACTICS using more than one strategy (inbound and outbound)

CONTRIBUTION AGREEMENTS vs cost recovery

FEEDBACK using rejections

STRATEGIES AND APPROACHES



FEDERAL EXPORT FUNDING SOURCES



PCH

Creative Export Canada
CAPF export supplement



GAC CanExport

CanExport SMEs
CanExport Associations



CCA

Arts Abroad - Travel
Representation and
Promotion
Touring
Residencies
Co-productions

03

FACTOR

Collective Initiatives
Live Performance
Comprehensive Artist
Sound Recording
Music Companies

RADIO STARMAKER

International Touring
International Marketing

SOCAN FOUNDATION

International Travel

REGIONAL FUNDING SOURCES

04

PROVINCIAL FUNDING BODIES

Ontario Music Fund
(Ontario Creates)
MusicAction
CALQ
BC Music Fund (Creative
BC)
Vancouver Music Fund

REGIONAL ARTS COUNCILS

Ontario Arts Council
Alberta Foundation for the Arts
Manitoba Arts Council
Saskatchewan Arts Board

OTHER

Community Gaming
Funds (BC, OLG) for
inbound strategies

Tourism Funds (CEF,
Celebrate Canada,
Celebrate Ontario) for
inbound strategies

Regional Development
Agencies (FedDev)
focused on business
development



05

• sample federal funds

CREATIVE EXPORT CANADA FUND

Department of Canadian Heritage

Creative Export Canada details



general

5 year envelope, 7.5M per
2.5M project max
March annual intake

NFP or For Profit, must be
incorporated
Minimum of 1 FT employee
Maximum 500M annual revenues

eligibility



creative industries definition

Audiovisual
music
performing arts
publishing
visual art
interactive digital
media

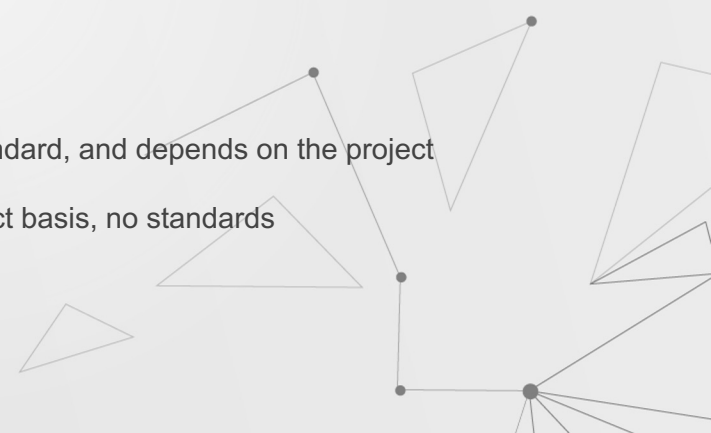


CEC Project Design

- have a minimum total cost of \$300,000 (new in 2020) – PCH is looking for larger projects with significant impact
 - must demonstrate proportionate revenue generation
 - can demonstrate third party impact revenue for creatives
 - requires agreements with third parties to share results in short, medium, and long term
 - a minimum of 25% by private sources (which can include applicant's own contribution), total funding maximum is 75%
 - The applicant must hold the intellectual property rights for content. Or secured rights of usage for the market(s) for third party content
 - Must be export ready, no capacity building or content development
 - They are looking for the potential to expand or replicate the project in other markets, which is evidence of good project design
 - any innovation and any strategic partnerships or partner organizations - is good
 - market research is eligible but not a cornerstone of the project
 - discoverability and monetization of Canadian content is the priority, digital platform development is heavily weighted
 - CEC does not have priority markets - but the export plan must have done the work around environmental assessment for the target markets, and it must express a mid to long term plan for 3-5 years
 - Must go beyond travel and attendance at events
 - Must go beyond primarily B2B concepts, which are not being funded
 - if applicants identify they need outside help to develop a certain export market and they hire outside the organization to do that, *that is a positive*
- 



CEC determination

- service standards are 26 weeks
 - no jury - its an internal committee process – therefore, consult in advance with program officers
 - PCH runs the application by subject matter experts in other departments, and also externally (eg CCA) and others to evaluate for financial capacity
 - Very small department resources (4 officers), intake 1 – 110 applications with 60M asks (20 funded projects), intake 2 – 189 applications with 110M asks (12 funded projects)
 - no sector specific funding envelopes
 - you can resubmit for projects that were previously rejected
-
- Funding is by contribution agreement, but the up front percentage is not standard, and depends on the project
 - specific payment schedule and reporting requirements on a project by project basis, no standards
- 



CEC Intake I recipients

- Apollo Boutique Musicale Inc. – Music
 - Discovery Centre International – Design
 - La Boite à Livres Éditions – Publishing
 - Éditions Chouette – Publishing
 - Festival Fantasia – Audiovisual
 - Guru Animation – Audiovisual
 - Inner City Releasing – Audiovisual
 - LyricFind – Music
 - Moment Factory – Interactive digital media
 - Organisme Schéma – Design
 - Partenariat Quartier des spectacles – Design
 - Peggy Baker Dance Projects – Performing arts
 - Playmind – Interactive digital media
 - Productions Folle avoine – Publishing and music
 - Qaggiavuut! Nunavut Performing Arts Centre – Performing arts
 - SING! Toronto Vocal Arts Festival – Performing arts
 - Squeeze Studio Animation – Audiovisual
 - Trio Orange – Audiovisual
 - Vancouver International Film Festival (VIFF) – Audiovisual
 - Why Not Theatre – Performing arts
- 



sample federal funds

CANEXPORT

Global Affairs Canada

CANEXPORT SMEs

MAX 75K up to 75% of project, 20k – 100K in size

CONSULTATION with Trade Commissioners

ALL industry sectors

TACTICS a project is an ensemble of activities in a target market

ELIGIBILITY – for profit, incorporated, over 100K in annual revenue

PROJECT DESIGN Business travel, market research, trade fairs and events, adaptation/translation of tools, IP protection, certification, contract adaptation, expert advice

ROLLING DEADLINE on portal, 60 day turnaround

Small Medium Enterprises



CANEXPORT ASSOCIATIONS

MAX 75% of project, 20k – 400K in size

CONSULTATION with Trade Commissioners

ALL industry sectors

TACTICS a project is an ensemble of activities in a target market

ELIGIBILITY – for profit, incorporated, over 100K in annual revenue

PROJECT DESIGN Inbound conferences, outbound travel and events, marketing and tools, IP, expert advice, market research and feasibility

ANNUAL DEADLINE on portal, approx 90 day turnaround

**Business
organizations with a
national mandate**





sample federal funds

ARTS ABROAD

Canada Council for the Arts

CCA Arts Abroad

TRAVEL 30K max for significant events, develop markets, present work, explore collaborations

REPRESENTATION + PROMOTION 30K representatives, presenters, networks, support organizations

TOURING 200K at 50% tours of 1 or more INTL locations

RESIDENCIES 20K creative research, creation, networking

CO-PRODUCTIONS 50K at 50% artistic co-production of new work with a foreign public presentation : requires a funding history

Travel
**Representation +
Promotion**
Touring
Residencies
Co-productions





sample federal funds

FACTOR

• Foundation Assisting Canadian Talent on Recordings

FACTOR funding envelopes

projects
showcases
events

Collective Initiatives
Envelope Funding

touring
promotion
showcasing

Live Performance
Comprehensive Artist

intl marketing
distribution

Sound Recording
Marketing and Promotion

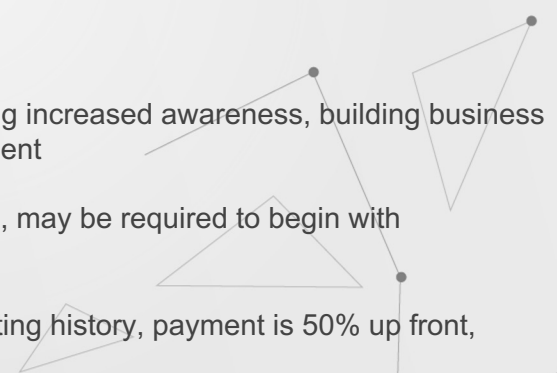


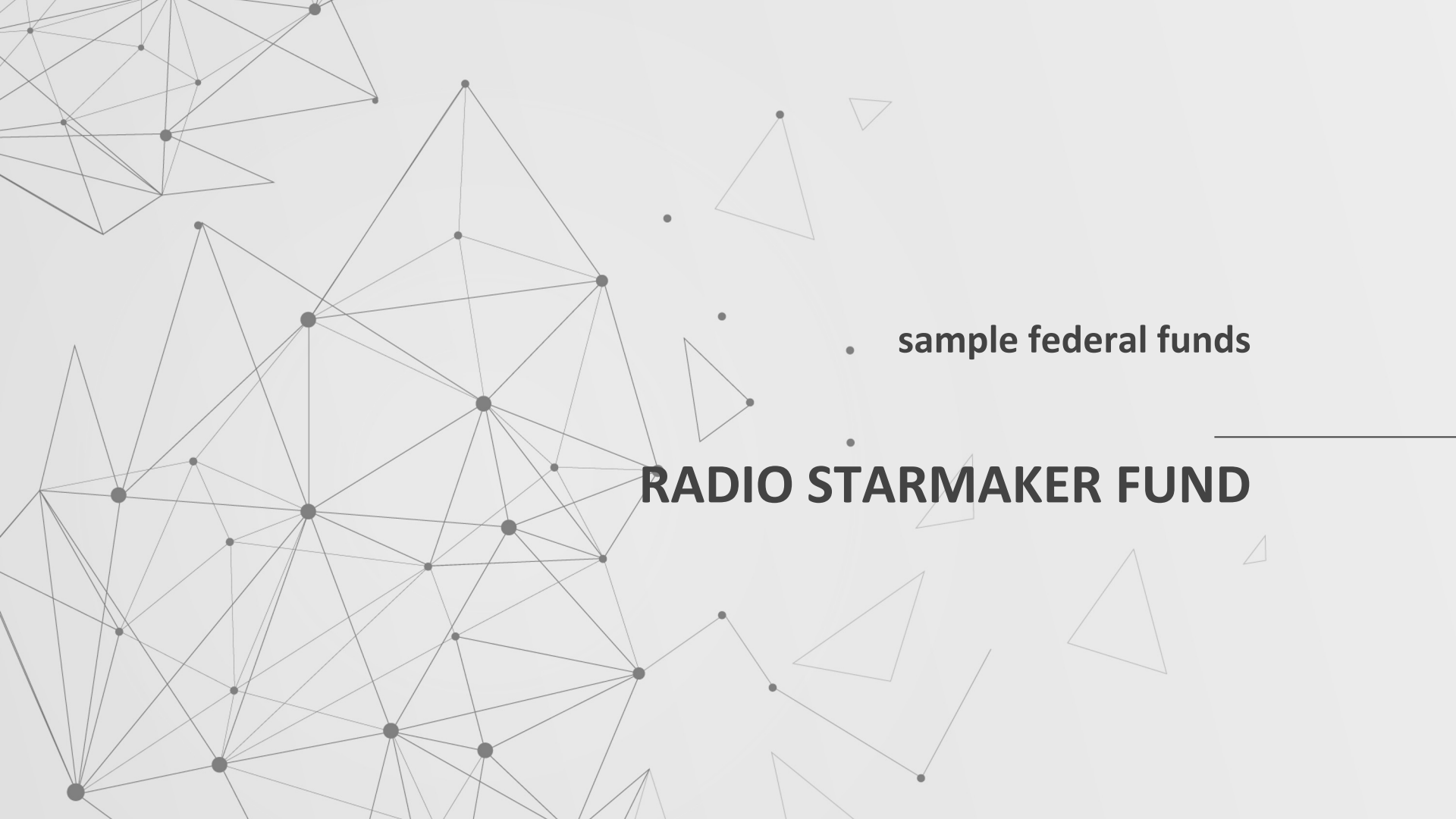


FACTOR

COLLECTIVE INITIATIVES

support initiatives that increase the national and international profile and commercial potential of artists and music entrepreneurs.

- **Industry Events** (music conferences, educational initiatives, awards shows, market development research) 200K
 - **Showcase Production** for Artists from OLM Communities 100K
 - **Showcase Production for Export Ready Artists** 'proportionate'
 - **Digital Marketing** (pch's definition of discoverability) 50K
-
- **PROJECT ARCHITECTURE:** a rationale for accessing new markets, creating increased awareness, building business teams and networks, positioning for success in a global and digital environment
 - **PROCESS:** must have a portal profile, first time projects must submit an LOI, may be required to begin with sponsorships (30K max) determination takes 12 weeks.
 - **ELIGIBILITY** for incorporated companies and associations, 2 years of operating history, payment is 50% up front, generally at 75%
- 



sample federal funds

RADIO STARMAKER FUND

Radio Starmaker Fund

ELIGIBILITY requires min unit sales, and evidence of significant investment, distribution and strategic marketing plans

SUBMISSION next deadline is May 14 with determination on June 17

TOURING provides a per appearance subsidy based on the market

INTERNATIONAL MARKETING for digital strategies, publicity, radio promotion, postering, advertising, retail promotions

Provides set funding limits for International releases based on the market

**International
Touring**

**International
Marketing**





sample regional funds

regional councils * priority demographics * alternative concepts

regional and alternative funding

GENRE SPECIFIC FUNDS Ontario Creates, OMF, MusicAction, BC Music Fund

DEMOGRAPHICALLY SPECIFIC FUNDS eg Indigenous creators or OLM support exists at both the Federal and Provincial level

REGIONAL ARTS COUNCILS Ontario Arts Council, Manitoba Arts Council, Alberta Foundation for the Arts,

ALTERNATIVE CONCEPTS Community Gaming Funds (BC, OLG) can provide strategic funding

TOURISM FUNDS Celebrate Canada, CEF, provincial funds like Celebrate Ontario

REGIONAL DEVELOPMENT AGENCIES in every province (eg FedDev Ontario) are focused on business expansion and development

Provincial funding bodies

Provincial arts Councils

Alternative concepts



Covid impacts





In general, all deadlines are going ahead, although in some cases they have been delayed to allow for additional planning

PCH

**CEC deadline took place as planned
policy is to evaluate on a case by case basis**

FACTOR

**raised minimum contributions to 75%
honoring cancellations at 100%**

CCA

**travel blackout to July 31
events can be moved online
some deadline extensions will be announced
some forgiveness for unused funds**

CanExport

**following global travel advisories
approved project dates and conditions can be changed
credits for conferences etc are allowed**

Radio Starmaker

**all current grants paid in full April 3
special emergency relief fund for tour
cancellations, deadline April 30**

Regional Funders

**on a case by case basis – OMF on hold, OAC has
suspended some grants, others are more benevolent**



THANKS

Does anyone have any questions?

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