

Economic Benefit Evaluation Criteria	
A) JOB CREATION (Job Ratio)	SCORE /3
<p>Job ratio formula: Eligible Labour (\$) + 35 per cent Eligible non-Labour (\$) / Estimated Grant Amount</p> <ul style="list-style-type: none"> o 3 points awarded for job ratios in the top 10 per cent of applications. o 2 points awarded for job ratios in the top 30 per cent of applications but less than top 10 per cent. o 1 point awarded for job ratios in the top 50 per cent of applications but less than top 30 per cent. o No points awarded for job ratios in the bottom 50 per cent of applications. 	
B) TOTAL SPEND	SCORE /3
<ul style="list-style-type: none"> o 3 points awarded for anticipated total Alberta spend greater than or equal to \$30 million. o 2 points awarded for anticipated total Alberta spend greater than or equal to \$15 million but less than \$30 million. o 1 point awarded for anticipated total Alberta spend greater than or equal to \$5 million. o No points awarded for less than \$5 million Alberta spend. 	
C) RETURNING PRODUCTION	SCORE /2
<ul style="list-style-type: none"> o 2 points awarded for a returning series, e.g., television series. 	
ALBERTA PRODUCTION ACTIVITY	
i) Shooting Days/Production Hours	SCORE /3
<ul style="list-style-type: none"> o 1 point awarded if more than 2 but less than 30 days of location and/or studio shooting or 20 and 299 production hours for digital/animation projects are carried out in Alberta. o 2 points awarded if more than 30 days of location and/or studio shooting or 300 or more production hours for digital/animation projects are carried out in Alberta. o 1 additional point awarded if at least 25 per cent of total shoot days or digital production hours occurs outside of the Calgary Regional Zone. 	
ii) Post-Production (Picture and Sound)	SCORE /2
<ul style="list-style-type: none"> o 1 point awarded for Picture Post-Production if at least 35 per cent of the total budget for picture post-production or visual effects consists of Eligible Alberta Expenses (Note: does not include dailies or activities normally carried out on-set during Principal Photography period). o 1 point awarded for Music Recording, Voice Recording or Sound Post-Production if at least 50 per cent of the total budget for music, voice recording activities / sound post-production consists of Eligible Alberta Expenses (Note: does not include proprietary license fees, e.g., Dolby). o For Animation only – 1 point awarded if at least 35 per cent of the total budget for voice recording consists of Eligible Alberta Expenses. 	
ALBERTAN PERSONNEL	
i) Albertan Cast	SCORE /1
<ul style="list-style-type: none"> o 1 point awarded if at least 50 per cent of cast are Eligible Albertans i.e., actors and performers (includes stunt men/women) but not extras. o For Animation ONLY: includes actors voicing characters. 	
ii) Albertan Crew	SCORE /1
<ul style="list-style-type: none"> o 1 point awarded if at least 75 per cent of production crew* are Eligible Albertans. <p><i>*Production crew means people directly involved in the making of a production but who do not appear in the production, i.e., people directly involved in the production and post-production stages but not those involved in providing ancillary services, e.g., caterers. Whether a person is or is not in the production crew will be determined by considering two factors: if they are contracted by the production company to perform services on the film; and if they are given industry-standard on-screen credits.</i></p>	
Total Points	SCORE /15

Cultural Benefit Evaluation Criteria	
A) DIVERSITY AND INCLUSION	
i) Roles	SCORE /3
<ul style="list-style-type: none"> ○ Up to 3 points awarded, one for each of the following roles that are filled by individuals that identify as a member of an under-represented or marginalized group: <ul style="list-style-type: none"> ● Producer ● Director ● Writer (includes Screenwriter or Script writer) ● Director of Photography/Cinematographer ● Showrunner 	
ii) On-screen representation of under-represented groups	SCORE /1
<ul style="list-style-type: none"> ○ 1 point awarded if any of the top 4 performance contracts issued is filled by an individual who self-identifies as a member of an under-represented or marginalized group. <p><i>For documentary only - this can include the narrator, presenter and the subject/s or other contributors on-screen.</i> <i>For animation only – this can include actors voicing characters.</i></p>	
B) ALBERTAN SUBJECT MATTER	
<ul style="list-style-type: none"> ○ 1 point awarded if any part of the production is set in Alberta ○ 1 point awarded if any of the lead characters are Albertan characters <p><i>For documentary only - this can include the narrator, presenter and the subject/s or other contributors on-screen.</i></p>	SCORE /2
C) ALBERTAN CREATIVE MATERIAL	
<ul style="list-style-type: none"> ○ 1 point awarded if the story is based on an original screenplay, book, story, article, play OR an original concept written by an Albertan. ○ 1 point awarded if at least one of the screenwriters is Albertan, or if there is more than one, one of the three lead scriptwriters. ○ 1 point awarded if the production received support for one or more phases of development through the Project/Script Development Program. 	SCORE /3
D) CONTRIBUTION TO ALBERTAN CULTURE OR HISTORY	
<ul style="list-style-type: none"> ○ 1 point awarded to productions featuring high levels of historical content of specific relevance to Alberta, e.g., portrayals of historical events, issues or personalities. ○ 1 point awarded to productions featuring subject matter or issues of particular relevance to Alberta residents, e.g., ethnicity, diversity, cultural values, the environment, politics. 	SCORE /2
E) REACHING ALBERTANS	
<ul style="list-style-type: none"> ○ 1 point awarded to productions that submit an audience engagement plan that demonstrates reach and engagement with Albertans, e.g., involvement in Alberta film festivals, curated screening programs, contributions or features in publications, public events for the industry, master classes or seminars, engagement with Albertan post-secondary institutions or industry associations. 	SCORE /1
F) COMMUNITY OR REGIONAL IMPACT	
<ul style="list-style-type: none"> ○ 1 point awarded to productions that demonstrate an enhancement to local economic or social conditions, or increased capacity in a community or region outside of major centers, e.g., contributing to tourism development, economic development, community services. ○ 1 point awarded to productions that hire 3 or more residents from an economically disadvantaged region, i.e., a region of the province where the current unemployment rate is higher than the provincial average. ○ 1 point awarded to productions where greater than 50 per cent of Alberta shoot days take place in an economically disadvantaged region. 	SCORE /3
Total Points	SCORE /15

Cap Increase Evaluation Criteria	
A) ALBERTAN PERSONNEL	SCORE /3
<ul style="list-style-type: none"> ○ 1 point awarded if at least 75 per cent of the cast (actors, performers, stunt men or women) OR 90 per cent of the production crew (production and post-production stages) are Eligible Albertans. ○ 1 point awarded for productions that demonstrate outcomes in skills and/or talent development through employment of 2 or more Albertan trainees. ○ 1 point awarded for productions that demonstrate hiring a recent graduate from a relevant Alberta post-secondary program, i.e., graduated in the past 24 months. 	
B) MARKETING, PROMOTING / SHOWCASING ALBERTA	SCORE /3
<ul style="list-style-type: none"> ○ 1 point awarded to productions that submit a plan to work closely with Government of Alberta agencies, e.g., Alberta Film, to showcase Alberta as a screen production destination. ○ 1 point awarded to productions that submit a plan to work closely with Government of Alberta agencies to showcase another aspect of Alberta, e.g., tourism, music, education, investment, technology. ○ 1 point awarded if significant association with Alberta is created on-screen leading to Alberta brand recognition, e.g., for the prominent placement of an Alberta setting or an Alberta character in a significant and prominent role. 	
C) INVESTMENT IN ALBERTA INFRASTRUCTURE	SCORE /2
<ul style="list-style-type: none"> ○ 2 points awarded for major capital investment, e.g., standing set, sound stage. ○ 1 point awarded for minor improvement proposals, e.g., road or bridge improvement. <p><i>Investments could be screen industry infrastructure (physical and business capability) to enhance future productions, e.g., construction of specialist sound stages, specific equipment or facilities provided to an educational institution at the end of production.</i></p>	
D) INVESTMENT IN INNOVATION, TECHNOLOGY/KNOWLEDGE TRANSFER	SCORE /1
<ul style="list-style-type: none"> ○ 1 point awarded for productions that demonstrate one or more of the following: <ul style="list-style-type: none"> • Use of innovative production technologies not already found in Alberta. • Transfer of know-how to Alberta personnel. • Entering into commercial partnerships to develop new technologies or methods. • Research and development initiatives. 	
E) USE OF A QUALIFIED PRODUCTION FACILITY OR FILM STUDIO	SCORE /3
<ul style="list-style-type: none"> ○ 2 points awarded if 10 or more shoot days take place in a Tier 1* production facility or studio. ○ 1 point awarded if 10 or more shoot days take place in a Tier 2** production facility. ○ Bonus point awarded if 30 or more shoot days take place in a Tier 1 or Tier 2 production facility. <p><i>*Tier 1 production facility or studio is defined as a purpose-built facility whose primary revenue is drawn from screen-based production activities.</i></p> <p><i>**Tier 2 production facility is defined as a retro-fit or altered space used by productions whose primary revenue source is drawn from activities other than those related to screen-based production.</i></p>	
F) ANCILLARY BUSINESS OPPORTUNITIES FOR ALBERTAN COMPANIES	SCORE /1
<ul style="list-style-type: none"> ○ 1 point awarded to productions that demonstrate a contract with an Alberta business for ancillary business opportunities, e.g., software applications, game development, other related transmedia production, merchandising or promotional materials. 	
G) SUSTAINABLE PRODUCTION PRACTICES	SCORE /2
<ul style="list-style-type: none"> ○ 1 point awarded to productions with a sustainability plan identifying choices made to render the production sustainable. ○ 1 point awarded to productions with a sustainability plan that demonstrates engagement with existing provincial sustainability organizations/initiatives AND/OR communicates sustainability efforts to increase public/industry awareness of issues concerning environmental sustainability in the film and television sector. 	
Total Points	SCORE /15