

# *Feature It!*

## Interim Initiative for the Development of English-Language Feature Films in Quebec

The terms and requirements of the *Canada Feature Film Fund Guidelines – Development Program For English-Language Productions* (“the Main Development Guidelines”) apply to this Interim Initiative except as such Main Development Guidelines are specifically varied by these Interim Initiative guidelines.

### 1. FEATURE IT!

#### 1.1 Spirit and Intent

Telefilm Canada and industry stakeholders recognize the unique realities of the English- and French-language markets and agree that asymmetrical approaches are needed to address particular issues in each of these markets. Consequently, as part of the Quebec Office strategic plan, Telefilm Canada is offering this initiative for English-speaking creators working inside Quebec to develop English-language fiction feature films.

#### 1.2 Objectives and Expected Results

The objectives of this initiative are to give eligible Anglophone<sup>1</sup> producers working in Quebec the opportunity to develop market-driven feature film projects previously financed through the *Feature It!* Program.

By providing high-quality training to Anglophone creators working in Quebec and supporting the development of their projects, Telefilm Canada expects to enhance skills within the industry, increase the number of feature film scripts and productions in this sub-market, and enhance creators’ access to mainstream funding.

### 2. ELIGIBLE APPLICANTS

**To be eligible, applicants must (in addition to complying with the Eligible Applicant criteria of the Main Development Guidelines), comply with the following criteria:**

Applicants must have received a development advance through the *Feature It!* Program between 2007 and 2011.

The applicant must have its head office in Quebec.

For this Initiative, the applicant does not need to meet the eligibility criteria of the business policy “Producer Eligibility Procedure (Quebec Office)”.

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<sup>1</sup> An Anglophone is defined as anyone, regardless of ethnic origin or mother tongue, whose first or main official language is English.

### 3. ELIGIBLE PROJECTS

**To be eligible, projects must (in addition to complying with the Eligible Project criteria of the Main Development Guidelines) comply with the following criteria:**

- Be an English-language fiction feature film project<sup>2</sup> that received development financing through the *Feature It!* Program between 2007 and 2011;
- Be a first draft or subsequent draft script; however, neither the packaging nor Greenlight phases are eligible development phases under this initiative;
- Have a confirmed script editor on the project;
- Have an estimated production budget size of between \$250,000 and \$1,500,000.

Applicants may submit a maximum of two projects under the Initiative. However, no more than one project per applicant would be accepted.

### 4. DEVELOPMENT FUNDING

Telefilm encourages applicants to retain the services of a producer-consultant who is currently eligible under the *Canada Feature Film Fund Guidelines – Production Program For English-Language Productions*.

Telefilm's financial participation will be up to 80% of the eligible costs, but not exceeding \$25,000 per phase or a maximum of \$30,000 per phase in the event an applicant hires a producer-consultant.

Telefilm's financial participation shall not exceed \$80,000 for combined scriptwriting phases.

### 5. SUBMITTING AN APPLICATION

To apply, applicants must use the on-line services of [eTelefilm](#) on or before Monday, January 16, 2012.

### 6. SELECTION CRITERIA

Projects will be selected on the basis of the originality and creative qualities of the project as well as the feasibility of the estimated production budget size. Telefilm may also take into account whether or not applicants have retained producer-consultants.

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<sup>2</sup> The intended production must be at least 75 minutes long. Projects destined primarily for the video or television markets are not eligible.