

# ENTERPRISE TRADE FUND

## FILM AND SOUND INDUSTRIES

YUKON ECONOMIC DEVELOPMENT | [REELYUKON.COM](http://REELYUKON.COM)



The Enterprise Trade Fund (ETF) was established by Yukon Economic Development to stimulate and support the growth of Yukon business activity through market penetration and expansion and business development.



## PURPOSE

The purpose of the Enterprise Trade Fund is to stimulate Yukon business activity through market expansion and business development.

## OBJECTIVES

- To open up new markets or significantly expand existing markets, particularly export markets.
- To support the development of Yukon businesses.

## ELIGIBLE APPLICANT

These guidelines apply to Enterprise Trade Fund (ETF) applications from:

- Yukon filmmakers and sound recording artists (must be registered with Corporate Affairs and be in good standing with Yukon government)
- Yukon businesses or non-governmental organizations whose primary activities are related to film or sound production (not-for-profits must be registered under the Societies Act and be in good standing with the Yukon government).
- Specific ETF funding is also available to small businesses not related to the film and sound industries. Please refer to the Enterprise Trade Fund Small Business guidelines for more information.

## ELIGIBLE ACTIVITIES

- Events such as trade shows, festivals, conferences, tours, markets, showcases
- Marketing, including research, analysis and materials
- Business development, including marketing plans, business plans and strategic plans
- Business skills development, including training, workshops and seminars

Multi year funding will only be considered where the need for a sustained marketing effort is substantiated.

## INELIGIBLE ACTIVITIES

- Purchase of capital assets
- Undertaking of leasehold improvements
- Regular and routine business expenses, including operating and maintenance costs
- Any cost or expenses incurred prior to application approval
- Events where the Department of Economic Development has offered a competitive intake for attendance – and the applicant was not a successful candidate of the intake
- Prizes or awards

## FUNDING

The cost and scope of the project must have a reasonable relationship to the business and to the potential return on investment. Project maximums may be further restricted by overall funding availability.

- The maximum eligible for ETF funding for any application is:
  - 75% of eligible costs for marketing activities to a maximum of \$50,000
  - 75% of eligible costs for event attendance, web site or business skills development to a maximum of \$10,000
  - \$2,000 per showcase (applicant must provide confirmation of selection under a competitive process)
  - 50% of eligible costs for business plans to a maximum of \$10,000
- For-profit organizations must contribute 25% of the total project costs, and this contribution must be in cash.
- Not-for-profit organizations must contribute 25% of the total project costs, 10% of this contribution must be in cash, up to 15% may be in kind.
- Funding from other government programs must be declared.
- Government of Yukon's contribution cannot exceed 75% of the total project cost.

## APPLICATIONS

ETF applications for the film and sound industries may be submitted to the Yukon Film & Sound Commission at any time during the fiscal year.

Applications should describe the operations and objectives of your business or organization, the project, its goals and expected outcomes, the impact of the project on your organization and/or the industry overall, and measures by which the economic value of the project can be evaluated against ETF objectives. Applications must include a budget and marketing plan.

- All application approvals will be merit based.
- Applicants must have a proven track record, demonstrating the experience and qualifications to successfully implement the project.
- Applicants must demonstrate that their products are export ready or, for NGOs, that their marketing activities will significantly develop the Yukon film or sound industry.
- For second and subsequent applications, applicants must clearly demonstrate the value of previous ETF funding to the marketability of their products or to the development of the Yukon film or sound industry (i.e. outcomes such as number of new markets opened, new marketing alliances formed, improvement in business knowledge and networks, value of any new investment in Yukon businesses, revenue, employment, change in business reliance on government.)

## EXPORT READINESS

### FILM

Export readiness is judged by a combination of:

- A current commercial product available for sale—may include a film, a script or a fully developed treatment where partial funding is in place
- Demonstrated filmmaking experience, exhibition history and exposure
- Marketing plan and professional promotional materials
- Projected outcomes from the project
- A confirmed buyer or investor.

### SOUND

Export readiness is judged by a combination of:

- A current commercial product available for sale and for digital download on iTunes, PureTrax or other major download site
- Verifiable and significant previous product sales over at least six months, including commercial CD releases
- Demonstrated performance history and exposure, preferably at a national or international level
- Marketing plan and professional promotional materials
- The inclusion of a centre, large festival, arena or other significant venues in the current tour – for tour funding
- Projected revenues from the project – for tour funding

## APPLICANT NOTIFICATION

Applicants will be notified of a decision within 25 business days from the receipt date of a fully complete application for requests above \$10,000, or 15 business days from the receipt date of a fully complete application for requests of \$10,000 or below.

## REPORTING REQUIREMENTS

Upon completion of the project, a detailed project report must be submitted, including:

- A description of the activities and outcomes of the project
- A statement of expenses
- Copies of all invoices and receipts

## CONTACT:

**You may contact or submit your application to:**  
Yukon Film & Sound Commission  
Economic Development, Government of Yukon

101 Elliott St.  
Box 2703 F-3  
Whitehorse, Yukon  
Y1A 2C6

[info@reelyukon.com](mailto:info@reelyukon.com)  
[www.reelyukon.com](http://www.reelyukon.com)

P: 867-667-5400

F: 867-393-7040

Toll Free in Yukon: 1-800-661-0408 ext. 5400

