Sacramento Film + Media Grant Program

Guidelines – FY 2021-2022

Program Overview

Sacramento Film + Media is committed to sustaining and growing film and television production in the City of Sacramento. The Film + Media Grant Program supports this aim by subsidizing permit fees and reducing the costs of safety personnel and qualified expenses for production companies when these activities occur in the City of Sacramento.

Sacramento Film + Media will award four $5,000 grants during each of three grant rounds between the period of October 15, 2021 through May 15, 2022. In each grant round, two grants will be made to applicants with budgets over $100,000 and two grants will be made to applicants with budgets $100,000 or below. One additional grant of $2,500 will be awarded per round for 75% of post-production done locally. Grant funds that remain available due to a lack of eligible applicants in the prior period will be rolled over to the next round. Grants will be for:

1. Required services and permitting fees by City of Sacramento staff and/or departments, including police, fire, permit fees, parking fees (inter-department transfer of funds);
2. Reimbursement awards where an applicant has demonstrated a need that exceeds City services support, where qualified expenses occur within the city (i.e., hotel nights, rental cars, rental equipment, location fees, catering, local hires, post-production, etc.); or
3. Reimbursement awards for post-production support.

Eligibility

The Sacramento Film + Media Grant program is open to productions filming at least 50% of the project in the Sacramento region with at least two locations in the City of Sacramento. It is also open to productions where 75% of post-production is done locally. Eligible productions include feature length films, short films, episodic television, television pilots, television movies/miniseries, documentaries, docuseries, commercials, music videos, and unscripted television. Production companies may apply for projects in more than one round but may only be awarded two grants in a twelve-month period, including a post-production grant. Applications must be submitted prior to physical production commencement to be considered eligible, except for post-production grants.

Funding support for a grantee may be revoked at any time if it is determined that the production does not fit within the criteria of the Guidelines, or the applicant provided false or misleading information to the City.

Application Deadlines & Submittal Periods

Grants will be awarded in each of three separate rounds. Deadlines and submittal periods for each round are below:

1. Round 1 Deadline: November 30, 2021 11:59 p.m. PDT
   Round 1 Application Submittal Period: October 15, 2021 through November 30, 2021

2. Round 2 Deadline: February 15, 2022 11:59 p.m. PDT
   Round 2 Application Submittal Period: December 1, 2021 through February 15, 2022

3. Round 3 Deadline: May 15, 2022 11:59 p.m. PDT
   Round 3 Application Submittal Period: February 16 through May 15, 2022

Applicants may submit at any time during the application submittal period, but the submission must be received by the deadline date. Applicants are asked to submit for projects that will begin physical production within 180 days from the award date.

Announcements concerning application period(s) will be made by email, Sacramento Film + Media social media (Facebook, Instagram, Twitter), and the Office of Arts & Culture and Sacramento Film + Media websites.

How to Apply

Applicants must complete the application in Submittable and attach the following documents:

1. Treatment – This document should include the following components: the story idea, the most important information about the film including title, logline, story summary, and character descriptions and demographics. Panelists will use this treatment to rate the application against the community impact criterion.
2. Budget – This document should include the following components: Overall Budget in each line item as well as a column with the Sacramento spend. The budget will be used to determine eligibility and the group the applicant will be reviewed in.
3. Shooting Schedule – This document should include the following components: total number of filming days, number of Sacramento filming days, locations, scene summary, and characters. Panelists will use this to rate the application against the economic impact criterion of number of locations as well as eligibility.
4. Vendor List – This document should include the following components: all vendors used for physical and post-production denoting which vendors are Sacramento support service companies. Panelists will use this to rate the application against the economic impact criteria of number of support service companies.
5. Crew List – This document should include the following components: crew member name and contact information, with Sacramento crew noted. Panelists will use this to rate the application against the economic impact criteria of number of local hires and the community impact criterion of local cast and crew representation.
6. Hotel Nights – This document should include the following components: name of hotels, number of hotel nights, and rate per night. Include short term rental properties. Panelists will use this to rate the application against the economic impact criteria of number of hotel nights.

Grant Review Process

Staff will review grant applications for completeness and eligibility. Failure to provide information at any time during the application and screening process will result in rejection of the application for the grant round in which it was originally submitted.

Complete and eligible applications are then reviewed by a panel consisting of industry peers and economic development professionals. Panelists will be asked to declare any conflicts of interest and will recuse themselves from reviewing applications where such conflicts of interest exist.

Panelists will score applications against the evaluation rubric and provide constructive feedback. Panelist scores will be averaged to create an aggregate score. The top scoring applications in each review group (based upon production size) will be awarded support. In the event of a tie, the panel will discuss the applications and will decide based upon majority support.

> *Review Criteria – total number of points = 40 (see panelist scoring rubric below)*
>
> Does this production have a positive economic impact on businesses in Sacramento? Measurements of economic impact include:
>
> 1. Number of hotel nights
> 2. Number of local hires
> 3. Number of support service companies
> 4. Number of locations
>
> Does this production have a positive community impact? Measurements of community impact include:
>
> 1. Production reflects the lived experiences of people of color, LGBTQ+, disabled or other marginalized community
> 2. Local cast and crew representation
> 3. Production reflects the cultural and artistic expression of one or more marginalized communities
> 4. Offers local internships

Applicants will be notified as to the status of their grant application after panel review, usually within 2 to 4 weeks of application deadline. If applying for monetary reimbursement awards, it can take up to 6 to 8 weeks to receive funds.

Grant Contracting & Disbursement Process

Reimbursements for city services will be processed by the City. Monetary Reimbursement awards require grantees to meet City of Sacramento insurance requirements, which include maintenance of commercial general liability insurance of not less than one million dollars and submission of certificates and required endorsements showing evidence of insurance. Other requirements shall include obtaining

a Business Operation Tax (BOT), supplier ID, signing a contract, purchase order and check processing that can take several weeks.

Grantee Obligations

Grantees must provide a detailed post-event report within 30 days of principle production wrap for analysis by the City of Sacramento. Analysis elements include economic and/or social impact on the community, final crew and contact list, final vendor list, final shooting schedule, daily call sheets, final list of locations, expenditures ledger highlighting Sacramento spend, review of hotel occupancy, final demographics of crew and cast.

Public Record

Because Sacramento Film + Media is a government agency, applications and application materials are public records. All information received from a grantee, whether received in connection with a grant application or in connection with any grant funded activities performed, will be disclosed upon receipt of a request for disclosure, pursuant to the California Public Records Act.

Sacramento Film + Media reserves the right to use application materials as demonstration examples in future workshops. Submission of an application gives Sacramento Film + Media permission to use it for training purposes except for protected or proprietary information which will be redacted from shared materials and confidential information removed.

Panelist Scoring Rubric

Budget $100,000 or below

Economic Impact (40%)	Low - 1	Average - 2	High - 4
# of Hotel Nights	Less than 3 nights	3-5 nights	Over 5 nights
# of Local Hires (paid positions)	Less than 10 hires	10-20 hires	Over 20 hires
# of Support Service Companies	Less than 5 companies	5-10 companies	Over 10 companies
# of Locations	Less than 5 locations	5-10 locations	Over 10 locations
Community Impact (60%)	Low - 2	Average - 4	High - 6
Production reflects the lived experiences of people of color, LGBTQ+, disabled or other marginalized community.	No to low representation	Some Representation	High Representation
Local Cast/Crew Representation	Less than 25% of cast/crew is local	25-75% of cast/crew is local	Over 75% of cast/crew is local
Reflects the cultural and artistic expression of one or more marginalized communities.	Less than 25% of cast/crew is from a marginalized community	25-75% of cast/crew is from a marginalized community	Over 75% of cast/crew is from a marginalized community
Offers Local Internships	1 or fewer internships	2-3 internships	More than 3 interns

Budget over $100,000

Economic Impact (60%)	Low - 2	Average - 4	High - 6
# of Hotel Nights	Less than 10 nights	10-30 nights	Over 30 nights
# of Local Hires	Less than 10 hires	10-30 hires	Over 30 hires
# of Support Service Companies	Less than 5 companies	5-10 companies	Over 10 companies
# of Locations	Less than 5 locations	5-10 locations	Over 10 locations
Community Impact (40%)	**Low - 1**	**Average - 2**	**High - 4**
Production reflects the lived experiences of one or more marginalized communities.	No to low representation	Some Representation	High Representation
Local Cast/Crew Representation	Less than 25% of cast/crew is local	25-75% of cast/crew is local	Over 75% of cast/crew is local
Reflects the cultural and artistic expression of one or more marginalized communities.	Less than 25% of cast/crew is from a marginalized community	25-75% of cast/crew is from a marginalized community	Over 75% of cast/crew is from a marginalized community
Offers Local Internships	1 or fewer internships	2-3 internships	More than 3 interns

Definition of Terms

1. Hotel Nights-the number of total hotel nights for cast and crew
2. Local Hires-the number of hires residing in the Sacramento region
3. Support Service Companies-the number of companies paid in the Sacramento region including but not limited to city services, hotels, rental cars, rental equipment, rental facilities, location fees, catering
4. Locations-the number of location fees paid in the Sacramento region
5. Local Cast/Crew Representation-the percentage of cast/crew members that reside in the Sacramento region
6. Marginalized Communities-people of color, LGBTQ+, Disabled or other similarly marginalized community
7. Internships-the number of interns, paid or unpaid, onset throughout the production