

2021-22 EXPORT FUND GUIDELINES

For the Book Industry

Deadline: May 3, 2021 by 5:00pm ET

The Ontario Creates Export Fund – Book program documentation includes:

- Ontario Creates Export Fund – Book Guidelines (this document)
- [Ontario Creates Program Policies](#)

Applicants must review ALL of the documents listed above prior to submitting an application.

PROGRAM ADJUSTMENTS FOR 2021 – 2022:

Ontario Creates understands that COVID-19 has created many challenges across the creative industries. Company activities that facilitate international business and audience development are eligible provided they align with the objectives of the Export Fund program. Travel and participation in industry events organized by third parties is not required. Eligible activities/costs may include but are not limited to:

- design and production of marketing materials including equipment, staff and operations costs
- participation in virtual events and meetings including equipment, staff and operations costs
- market and business consultants to facilitate connections with audience and other partners
- As the COVID-19 situation evolves, successful applicants will be permitted to make activity changes as necessary. As always, activity changes must be approved in advance.

TABLE OF CONTENTS:

1. Introduction /2
 2. Program Deadline /3
 3. Eligible Applicants /3
 4. Eligible Activities /4
 5. Available Funding, Budget Requirements, and Eligible Expenditures /5
 6. Application Process /7
 7. Decision Criteria and Evaluation /7
 8. Successful Applicants and Participant Obligations /9
 9. More Information /10
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1. Introduction

The Ontario Creates Export Fund will provide eligible Ontario companies with funding to participate in export development activities that correspond to a strategy for company growth. These activities must produce measurable business development results (sales, pre-sales, financing, licensing and/or publishing deals, etc.) for the participating company. The proposed export development plan must support the company's content creation and exploitation activities in relation to a slate or catalogue of titles. Primary activities supported are market event attendance and targeted sales trips that support the strategy.

The Fund will cover up to 50% (at a maximum of \$15,000) of a participating company's eligible expenses to engage in export development activities between August 1, 2021 and August 31, 2022 as part of a comprehensive export development plan.

This program welcomes cross-sector opportunities and will support export development plans that include non-traditional markets outside of the applicant company's industry. For example: a book publisher attending an event for the film industry in order to pursue rights sales.

Ontario Creates values and supports diversity and gender parity at all levels and business roles within creative industries. We acknowledge that many communities continue to face systemic barriers, preventing them from participating meaningfully in these industries. Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support, reflect, and strengthen diversity and gender parity in Ontario are expected to tangibly demonstrate a genuine and sustained commitment to these equity-seeking communities.¹ Ontario Creates encourages applications from companies that are led by BIPOC (Black, Indigenous, or People of Colour) or Francophone individuals and applicants that otherwise meet the provincial definition of diversity.²

¹ Equity seeking communities are those that face significant collective challenges in participating in society. This marginalization may be caused by, but not limited to, attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status. Equity-seeking communities identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation.

² The provincial definition of diversity states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Ontario Creates is committed to fostering respectful workplaces in all sectors and companies we support. Please see [Business Policies](#) for more details, including required respectful workplace Applicant Affidavit.

Ontario Creates welcomes applications from people with disabilities, people who are deaf, and people who have barriers to accessing technology. If you would like to request an alternative process or format for submitting an application please contact the relevant Program Consultant a minimum of four weeks before the deadline.

2. Program Deadline

The deadline for complete submission is **Monday, May 3, 2021 at 5:00 pm ET**, through the Online Application Portal. Applications and documentation received after this deadline will not be considered.

Decisions will be communicated to applicants in July 2021.

3. Eligible Applicants

This program is open to export-ready book publishers. Companies must:

- be Ontario-based and Canadian-controlled;
- be incorporated;
- be a private sector, for-profit company; however, Ontario Creates will consider the eligibility of a not-for-profit publisher application if the publisher is able to provide a good business case as to how/why attendance at the particular events is critical to the planned strategic growth of the company, and that the events will result in measurable business growth that can be quantified as anticipated \$ results.
- have been in operation in Ontario for at least one year;
- have minimum sales revenues from Canadian-authored titles of \$20,000;
- derive more than 50% of their total sales revenues for the Company from book sales;
- have at least 50% of their titles written by authors who are neither shareholders nor owners of the publishing firm;
- have a minimum of 6 Canadian-authored titles in print, and have at least 2 books currently signed and/or in production; and
- have an export development plan for a number of book titles/series or projects with defined, achievable and measurable business development goals.

Ontario Creates will only accept one application per company or associated company per fiscal year. Up to three representatives per company, per activity will be considered. At least one of the participating representatives at each activity must be a decision maker at the executive level within the applicant company. Companies are advised to choose the individual(s) best suited to take advantage of this opportunity.

Company Representatives must:

- be Canadian citizens or landed immigrants / permanent residents;
- be Ontario residents;
- ideally be working full time with the applicant company (sales agents, external consultants, etc. are ineligible). However, Ontario Creates will consider, on an exception basis, providing support for a senior, long-term, part-time employee who has the authority to make key decisions for the publishing company. If this is relevant for your company, please contact the Program Consultant in advance of your application to determine if the exception will be allowed.

4. Eligible Activities

Eligible export development activities include attendance at key industry markets and events, planned sales trips to key territories to meet with identified leads and participation in trade missions organized by industry associations and government agencies. Proposed activities must take place outside of Canada.

Examples of approved international fairs include, but are not limited to: Frankfurt Book Fair, Guadalajara Book Fair, London Book Fair, Bologna Children's Book Fair, and Book Expo America.

Applicants are welcome to include events that are not listed above in their export development plan provided the purpose for attending these events is to pursue business development opportunities. Travel that is primarily for professional development, training, to participate as a speaker, receive an award, etc. will not be supported through this program.

Publishers are reminded that markets and fairs applied for under the Ontario Creates Book Fund are not eligible to receive support under the Export Fund.

While companies are strongly encouraged to submit carefully considered, realistic and well-researched export development plans for the period covered by the Ontario Creates Export Fund, Ontario Creates is open to adjustments to a participating company's activities as required due to external pressures and unforeseen circumstances. All changes must be reasonable and will require notification and pre-approval by Ontario Creates prior to the change. **Any changes, including attending additional activities, that are not approved by Ontario Creates in advance of traveling dates may not be accepted and may result in a reduction of the amount of support provided to the participating company.**

Successful recipients will be permitted up to two activity changes with prior Ontario Creates approval over the course of the cycle for which the Export Fund applies. Prior to undertaking a new activity (an activity which is not listed as an activity under the original Export Fund application), recipients must notify Ontario Creates of the activity change through the OAP by uploading a [Change of Activity Form](#) available on the Ontario Creates website along with a revised budget for the year that includes the costs associated with the new activity(ies).

Ontario Creates reserves the right to only relate to a portion of the export development plan submitted by the applicant company.

5. Available Funding, Budget Requirements and Eligible Expenditures

Available Funding

Publishers may apply for the following maximum levels of funding, based on eligible sales revenue:

- Publishers having sales revenues from Canadian-authored titles over \$400,000 may apply for up to \$15,000 capped at 50% of the total costs for all activities.
- Publishers having sales revenues from Canadian-authored titles between \$20,000 - \$400,000 may apply for up to \$6,000 capped at 50% of the total costs for all activities.

Budget Requirements and Eligible Expenditures

Companies must complete the [Budget Template](#) summarizing all eligible expenses including:

- *Market Costs* - Including registration and booth/exhibitor expenses.
- *Travel Costs* - Including flight and local transportation. Air travel should be budgeted at economy rates and should reflect the costs of booking at least 30 days in advance of travel.
- *Accommodation Costs* - Hotel expenses should be at moderate per night rates and should reflect the average for the travel destination/activity. Ontario Creates will relate to accommodation expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. Approval at the application stage is required.
 - Travel and Accommodation Costs must be at reasonable rates. Ontario Creates will determine reasonableness by reviewing available travel information and comparing the applicant's budgeted costs for airfare and accommodation expenses in relation to the average cost submitted by other Export Fund applicants attending the same market/activity. If actual travel expenses submitted in the application and/or final cost report are higher

than an economy rate (due to last minute booking or representative's choice to fly other than economy class) the Export Fund will only support up to 50% of what an economy fare booked 30 days in advance would cost to fly to that destination. The same practice will apply to accommodation expenses. Ontario Creates will only support up to 50% of reasonable rates and reserves the right to adjust its support for any out-of-scale budgeted expenses submitted in the application budget and/or the final cost report regardless of applicant's actual expenses.

- *Per Diems* - Capped at \$100/day (CDN), Including daily meals and incidentals. Ontario Creates will relate to per diem expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. Approval at the application stage is required.
- *Marketing Materials* - Including design, production and shipping material specifically created for the proposed activities. Acceptable marketing materials include activity-specific printed catalogs, event program advertisements, post cards, flyers/one sheets, product samples and demos. Ontario Creates will consider author attendance at events as an approved cost within the Marketing Materials budget line. Publishers should also note that the strategic initiative Ontario Creates Ontario Authors on Tour Support (OATS) provides support specifically for authors to tour for readings and events. OATS will be delivered through the Ontario Creates Book Fund.

For budgeting purposes, Ontario Creates will cover arrival the day prior to and departure the day after an event. Any additional time at an event must be addressed in the application and a rationale provided. Expenses for extended stays over weekends will not be eligible.

Ineligible Costs

While companies may incur additional expenses that do not correspond with the categories above, these costs should not be included in the budget. The amount of the Ontario Creates contribution will be based only on the eligible expenses listed above. Expenses that are considered ineligible for the purpose of this program include:

- hospitality and entertainment costs;
- core business costs such as design and printing of business cards and standard catalogs;
- communications costs such as, mobile phone rental and fees, long distance fees, etc.;
- costs associated with ineligible company representatives and additional representatives over and above the cap for this program;
- individual travel insurance related to business travel; and

- Additional support – Costs covered in full or in part by a third party such as a festival or market place (e.g., registration, accommodation, airfare) are not eligible for inclusion in the Ontario Creates Export Fund budget. The balance of uncovered costs, if any, will be considered as an eligible expenditure.

In addition, applicant companies that are receiving support for a specific activity through another Ontario Creates program are not eligible to receive additional support through the Fund for the same activity.

Companies are advised that if they are participating in activities that are supported by federal government agencies, regional or municipal funding bodies or other third party organizations, expenses financed by those organizations may not be eligible for inclusion in the Ontario Creates Export Fund budget. If you are unsure of how your participation in such activities affects your export budget, please contact the program consultant for clarification.

All eligible expenses included in the budget must be reasonable and appropriate in the opinion of Ontario Creates. A final cost report is required on conclusion of the program and significant deviations from the approved budget may be disallowed. Ontario Creates reserves the right to request changes to the budget submitted by the applicant company as part of their application to conform to the above guidelines.

6. Application Process

Applicants must submit their applications electronically through the Online Application Portal (OAP) at <https://apply.ontariocreates.ca/>. A complete list of required application materials is outlined in the application form on the OAP.

The Ontario Creates Export Fund deadline is outlined in Section 1. One deadline for the Book industry is currently planned for export development activities between August 1, 2021 and August 31, 2022.

7. Decision Criteria and Evaluation

Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support and reflect diversity are expected to tangibly demonstrate a genuine and sustained commitment to these equity-seeking communities. Ontario Creates may identify particular underrepresented communities within a particular sector. The provincial definition of diversity states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language,

physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Specifically the applications will be assessed on the following criteria and relative weightings:

<p>Company background and track record*:</p> <ul style="list-style-type: none"> • Clear explanation of previous industry experience, participation in international markets, critical and commercial successes • Summary of previous participation in Ontario Creates programs • Information about the company, including diversity among senior leadership, staff, or contract employees, particularly underrepresented communities within the book industry • Explanation of company policies and/or activities that support diversity, equity and inclusion 	<p>30%</p>
<p>Objectives and plan:</p> <ul style="list-style-type: none"> • Detailed outline of the company’s proposed export development activities and how the overall plan relates to the company’s short-term and long-term business objectives • Well-defined descriptions for individual activities or markets; applicants may include other marketing materials which help define the project description • Reasonable and detailed budget • Thoughtful consultation, collaboration, and participation of equity-seeking communities, particularly underrepresented communities in the book industry 	<p>20%</p>
<p>Outcomes and impact:</p> <ul style="list-style-type: none"> • Clearly stated and supported • Tangible, measurable, and achievable • Quantitative and qualitative 	<p>20%</p>
<p>Suitability of activities:</p> <ul style="list-style-type: none"> • Clear explanation of the activities’ potential to advance business development goals, growth, and profitability for the company • Culturally appropriate initiatives to engage with equity-seeking communities 	<p>15%</p>
<p>Suitability of products:</p> <ul style="list-style-type: none"> • Well-defined description of all products/projects in the company’s slate including: project description, target markets and current status 	<p>15%</p>

* Track record and profile includes an assessment of a company's ability to accurately budget for similar activities. The Ontario Creates contribution may be reduced accordingly.

Examples for Business Development Outcomes

Ontario Creates will give priority to quantitative business development result projections in selecting participants and measuring the success of this program. These metrics are used when selecting participants and in measuring the success of the program.

- **Quantitative Metrics:** May include dollar value of anticipated rights sales; dollar value of anticipated sales of finished products; dollar value of anticipated distribution agreement.
- **Qualitative Metrics:** May include descriptions of results such as the development of relationships and partnerships for future business, planned meetings and contacts, and media coverage and publicity for project/company, etc.

Applications will be reviewed and evaluated by Ontario Creates staff. This is a competitive process and only those applications that best meet the requirements of the program will be accepted. Failure to achieve targeted results in previously funded cycles may be taken into account in funding decisions. Previous successful applications to the Export Fund do not guarantee continued funding. Consistent underspends in previous cycles of the program may result in applicants receiving an amount lower than their request.

8. Successful Applicants and Participant Obligations

Successful applicants will receive funding during the course of their activities, triggered by pre-determined deliverables as follows:

- 60% on execution of the Ontario Creates agreement;
- 40% on delivery of a satisfactory final report and all deliverables outlined in the agreement

Participating companies are responsible for making all arrangements for travel, registration and accommodation as required by the export development plan outlined in their application package.

- **Payments** – The payment schedule will be determined by a company's schedule of export development activities. Payments will be tied to reporting requirements which include delivery of an interim report at approximately the halfway point and a final report on conclusion of the program.
- **Reporting** – Interim, final and follow-up reports must include an assessment of business development results to date and a comparison of actual results with those proposed in the participating company's application package. Further report

criteria will be outlined in the Ontario Creates agreement. A follow-up report may be required six months to one year after the conclusion of the program that summarizes results of your company's export development activities. This report is not tied to a payment, but failure to respond to requests for this report may have an impact on a company's eligibility to receive further support from Ontario Creates programs.

- Strategic Support – In appropriate situations Ontario Creates may provide strategic support related to key industry events to supplement the funding provided through this program. Strategic support may take the form of access to an industry consultant to provide targeted advice to participating companies, pre-event briefing sessions, networking opportunities during an event, etc. The decision to provide strategic support will be made by Ontario Creates and will be based on the number of Ontario companies attending a specific event, the assessed need for strategic support and the level of interest in these activities.

9. More Information

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Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.
ontariocreates.ca