

A person wearing a brown hooded jacket is looking through the viewfinder of a professional video camera. The camera has a large lens and various attachments. The background is a blurred outdoor scene with trees and foliage. The image has a color gradient overlay, transitioning from purple on the left to green on the right.

# FY22 FILM GRANT PROGRAM

INFORMATION SESSION MAY 4, 2022



## **AGENDA**

WELCOME

GREETINGS

MISSION AND DIVERSITY STATEMENT

KEY DATES

OVERVIEW OF PROGRAMS

Q & A

May 4, 2022

## KEY STAFF:

### **DONNA FOSTER-DOTSON**

General Manager and Business Developer  
Prince George's Film Office

[donnafoster@princegeorgesfilm.org](mailto:donnafoster@princegeorgesfilm.org)

### **Submittable Questions:**

### **SHERRI BRYANT-MOORE**

Director Of Development And Community Grants

[smoore@pgahc.org](mailto:smoore@pgahc.org)

### **RHONDA DALLAS**

CEO and Chief Curator, PGAHC

[rdallas@pgahc.org](mailto:rdallas@pgahc.org)



## **Mission Statement**

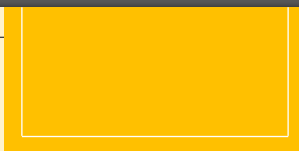
Recognizing the importance of the arts to a vital and healthy community, the Prince George's Arts and Humanities Council, Inc. (PGAHC) is dedicated to promoting artistic excellence and expanding arts opportunities for all citizens for Prince George's County and beyond through an energetic program of advocacy, education and financial support.

10/6/2021

## DIVERSITY STATEMENT

At Prince George's Arts and Humanities Council our mission is to promote artistic excellence and expand arts opportunities for all citizens of Prince George's County and beyond. In our thinking and actions, we embrace, celebrate, and draw on our differences.

We recognize that inclusion empowers us all to belong, connect, and grow.



## DATES: ROUND 1 FILM GRANTS

<b>Information Session</b>	May 4, 2022
<b>Application Deadline</b>	May 16, 2022
<b>Panel Review</b>	May-June 2022
<b>Announcement</b>	By June 30, 2022
<b>Interim/Final Report</b>	TBD

# NEW FILM WEBSITE:

<https://www.princegeorgesfilm.org/>



About ▾

Permit

Locations ▾

Production Resources ▾

Financial Resources ▾

Events ▾



Location Gallery  
Submit a Location  
Location Request

Resource Directory  
Resource Registration

Tax & Financial Incentives  
Grant Opportunities

Events Calendar  
Film Festival  
News

# EXPERIENCE

## PRINCE GEORGES THROUGH FILM

HOME TO URBAN, RURAL, WATERFRONT AND HISTORIC LOCATIONS

The Prince George's Film Office Film Grant Program is part of Prince George's County's American Recovery Act Program, and its goal is to support and provide financial and technical assistance to filmmakers and other digital visual artists who plan to film in Prince George's County using Prince George's resources, workforce and businesses. The Prince George's Film Office is a division of the Prince George's Arts and Humanities Council, Inc. (PGAHC), and this grant program is part of the County's arts-centered economic recovery strategy.

The Prince George's Film Grants Program will make awards up to \$45,000 per production/project to support filmmakers and digital visual creatives in telling their stories and support a variety of production projects. The program will provide technical assistance, capacity building and training support for grantees and applicants.

**Maximum Award for Organizations and Individuals: \$45,000**

**Application Process and Dates: Via Submittable:** You can access the portal on the [Film Office Grants Webpage](#). Applicants must register to apply.

**Round 1: Deadline is 11:59 PM, Monday, May 16, 2022**

**Round 2: Deadline is 11:59 Friday, October 28, 2022**

# Film Grant Program Overview





# ELIGIBILITY

## Who Can Apply?

- ✚ Filmmakers and teams; digital/video/projection artists and artist teams; and production companies must be based in Prince George's County
- ✚ Must be a business entity with an EIN (sole proprietor, LLC, LLP, LP, Non-Profit) and have a business account structure
- ✚ Must submit a Maryland State Certificate of Good Standing within 6 months of grant application.
- ✚ Provide Proof of residence required (Business Licenses, Tax Returns) of at least 6 months prior to date of application.
- ✚ Must have business or commercial bank account
- ✚ Must have a body of work, finished film projects, portfolio etc within ten years.

# REQUIREMENTS:

- ✚ Production must film at least 75% of principle filming and production in Prince George's County *(It is critical to contact Prince George's Film Office if applicant may have a compelling and reasonable exception for this requirement)*
- ✚ Production must utilize Prince George's County crews, production resources and hotels.
- ✚ Must submit bios of key production personnel
- ✚ Production must begin within 60 days of the date of grant award.
- ✚ Production must be complete within the one year of the date of Grant Award.
- ✚ Must provide final financial accounting and verification of how Grant Award was spent.
- ✚ Must provide internship/apprentice opportunities for college credit or pay
- ✚ Must secure required Certificate of Insurance to film in Prince George's County
- ✚ Must provide final visual product within one year following Grant Award.
- ✚ Must include PGAHC and Film Office logos in credits.
- ✚ Must provide access to Film/Project for screenings and promotion on PGAHC & Prince George's Film Office websites and literature
- ✚ Host a premiere in Prince George's County, if applicable.

# OTHER GRANT INFORMATION

## **Grant Awards and Payments:**

Grant Awards will be up to \$45,000 per Film/Project payable in 3 installments with final payment upon completion of project as follows:

Production 50%

Post Production 25%

Final Product 25%

Interim reports will be required as part of Federal guidelines.

This program is funded through the Prince George's County appropriation of the American Recovery Program Act and grantees are required to adhere to funding and award requirements.

**Grantees receiving Federal funds are subject to audit.**

# Use of Funds - Allowable Costs

Funding for this program is for project support and cannot be used for general operations. Funds can be used for a variety of film/digital media production expenses including a percentage of salaries and related personnel costs for productions, equipment/service rental fees, set design/construction, travel, hotel/accommodations, and catering costs, etc.

o

**Applicants are strongly encouraged to utilize Prince George's County personnel and vendors, as this will be part of the review criteria.**

## **Limitations - Funds CANNOT be used for:**

- General Operating Support
- Equipment purchases: *Rentals are allowable.*
- Personal Use
- Property Purchase

# Review Criteria

## **Estimated Revenue Spend in Prince George's County (40%)**

- Emphasis on utilizing Prince George's County workforce and production resources and having an economic impact in the County.

## **Artistic Excellence – Quality of Project (30%)**

- The professional and creative capabilities of the applicant, the artistic strength, quality, vision, innovation, originality and significance of the film and the applicants experience, and relevant training as demonstrated in their work samples, credits, trailer, pitch deck or script.
- Key Production Team and Talent - experience and diversity of production team
- Distribution Platform - How will project be distributed, exhibited, etc.
- Budget must align with the creative vision of proposed project

## **Artistic Merit – Importance of Project (15%)**

- Impact of grant on identified community(ties) and impact on the applicant's business, project and/or ability to accomplish stated goals and outcomes
- Ability to generate revenue and growth for County businesses and workforce
- Potential impact on the applicant's business development

## **Internship and Apprenticeship Opportunities (15%)**

- Demonstration to provide mentorship and training to Prince George's County emerging talent.



## **GRANT REVIEW PANEL**

To assist the Prince George's Film Office with the awarding of Film Grants, a selected grant review panel comprised of professionals in the film industry, higher-education community and representatives from agencies within the county's economic development cluster will evaluate applications and make recommendations for final grant awards.

# HOW TO APPLY

## PGAHC- The Prince George's Arts and Humanities Council

**Welcome! Below you will see all of our current opportunities.**

### **Important:**

- You will need to create a *free Submittable* account in order to submit to these forms. Here is a quick guide on how to get started: <https://submittable.help/submitters/making-new-submissions/how-do-i-submit>
- You can save a draft of your work if you would like to finish filling out the form at a later date.
- We will follow-up with you about your submission by email. Please be sure the email address you used to sign up for your Submittable Account is one that you check regularly.
- Please reach out to Submittable's Customer Support team with any technical questions at [support@submittable.com](mailto:support@submittable.com)

## Essential Information: (ALL INFO must match IRS docs, W-9, etc)

1. **Legal Name of individual or Production Company**
2. **Address, Contact Info, Website and Social Media**
3. **Business Type:** (Select one: Sole Proprietor, (LLC), (LP/LLP), Non-profit Organization)

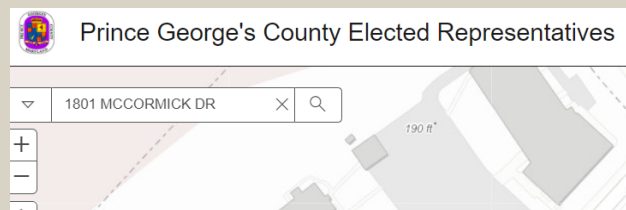
**EIN: Must be a business entity.**

**District Information:** If you do not know your District information, the look up link is provided. We are looking for **numbers**, not names. This link will provide all numbers. See example below

To look up your district, please click here: <https://princegeorges.maps.arcgis.com/apps/InformationLookup/index.html?appid=4555cb39f8a041058dc52e6570e60d72>

FY22 Film Grant Program - Prince George's Film Office

Key in address in top Left corner of the map



Information will be on Left side of the map (scroll down)

### Prince George's County Executive Angela D. Alsobrooks

Party: Democrat  
Address: 1301 McCormick Drive, Suite 4000,  
Largo, MD 20774  
Phone: (301) 952-4131  
E-Mail: [countyexecutive@co.pg.md.us](mailto:countyexecutive@co.pg.md.us)  
[Learn More](#)

### County Council Prince George's County 5

Council Member: Jolene Ivey  
Party: Democrat  
Phone:  
E-Mail: [Councildistrict5@co.pg.md.us](mailto:Councildistrict5@co.pg.md.us)  
[Learn More](#)

### US House of Representatives 4th Congressional District

Representative:  
Party:  
Phone Number:  
[Learn More](#)



## Follow the writing prompts along with the review criteria

### Grant Request:

### Film Production Title:

### Production Type:

Television, Feature Film, TV Series, Digital film /Animation, Documentary, Music Video, Other - Please select production type. If other, please describe project type in summary below:

**Grant Request \***

Please list the amount you are requesting for this grant. It may not exceed \$45,000.

**Film Production Title \***

List title of proposed film production or media project.

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**Dropdown List \***

Production Type

- Television
- Feature Film
- TV Series

## **NARRATIVE QUESTIVES:**

**Review the writing prompts along with the review criteria**

Provide a film Summary/Narrative of proposed project (200 words max)

**Upload:** Script/ Pitch Deck/Pilot/Trailer, if available. **If providing a link in a PDF format, please be sure links are accessible - no password or login requirements.**

**Please describe how grant funds will be utilized?** (400 words max) Describe how you will use grant funds. Use of funds must align with project budget and allowable costs. Include how you will use Prince George's County artists, businesses, and vendors.

**Why should your project be considered for a Prince Georges County Film Grant?** (400 words max) Please describe why the grant is important and the anticipated impact grant will have on your project, business, or the broader community. **Include any negative impacts applicant has experienced from COVID-19 and why the grant program is important to achieving goals and objectives.**

**Describe any opportunities for interns and/or apprentices in the proposed project.** (100 words max)

## Follow the writing prompts along with the review criteria

Please describe how the grant funds will be utilized. \*

Limit: 400 words

Please describe how you will use grant funds. Use of funds must align with your project budget and allowable costs. Include how you will use Prince George's County production resources, businesses and vendors.

Why should your project be considered for a Prince George's County Film Grant? \*

Limit: 400 words

Please describe why the grant is important and the anticipated impact grant will have on your project, business, or the broader community. Include any negative impacts applicant has experienced from COVID-19 and why the grant program is important to achieving goals and objectives.

## Complete ALL information requested, if available.

**Distribution/Broadcast Information:** What platform will your production be distributed be broadcast. (Movie theatres, Netflix or other streaming service, television network, or cable) Be specific and identify ie - TVONE, Netflix, ABC. ***For digital/video/projection artists please indicate site specificity (Where project will be installed / experienced). Please upload proof of distribution (Letter from distributor, property owner etc. Contact film office if using YouTube.)***

**Film Rating** (if available), **Production Dates:** (150 words max)

**Upload:** Detailed timeline or Production Schedule, if available

**Project/Production Budget Total:** What is the total project budget for this request? (Example: \$26,799)

**Project/Production Budget:** (Upload Line-Item Budget).

***Please review USE OF FUNDS guidelines on allowable costs. The project budget must align with the proposed project in the application***

**Funding Sources:** Please list additional funding sources

**List Total # of crew.** Of the total, please list the # of Prince George's County residents

**List total number of talent.** Of the total, please list the # of County residents

**#Hotel:** Please list number of Prince George's County hotel room nights (if applicable)

If known, list Prince George's businesses: ex; Catering/Limo/Posts,

House/Equipment, etc.

## UPLOADS:

- **BIOS:** Upload bios of key production/project personnel (Director, Executive Producer, Talent, other etc.)
- **Samples of Prior Work (Up to 4):** Please upload up to 4 samples representative of your prior work, body of work completed **within the past 10 years**. If submitting video - please upload only the clip or indicate a 3 minute section within the submitted sample.

*Applicants can submit a PDF with links to their video works, provided links **DO NOT** require a password or log in.*

- **W-9:** W-9 must match address of applicants
- **Proof of Residency:** Please submit your proof of residency. 2021 Tax filing, business license etc.
- **Certificate of Good Standing:** Please provide a Certificate of Good Standing within 6 months of the date of the application deadline. To look up your status, you can search here.

<https://egov.maryland.gov/BusinessExpress/EntitySearch>

## Demographic information and EINs are required but will be hidden from reviewers

### Individual Applicant Demographics (optional) – Select all that apply

- ☐ White /Caucasian
- ☐ Black / African American
- ☐ Latinx / Hispanic
- ☐ Asian / South Asian
- ☐ Indigenous / Native American
- ☐ Veteran

### Arts Non-Profit and Arts Small Business Applicant Demographics – Select all that apply Optional

- ☐ Minority Owned / Led
- ☐ Immigrant Owned / Led
- ☐ Woman Owned / Led
- ☐ Veteran Owned / Led

Please Complete all the questions below. This data will help in our continued advocacy and understanding of our constituency for resources, programs and services.

# GRANT TIPS

- **Clear proposal.** Using the review criteria and the prompts in each section, make sure your proposal in each is clear and detailed. Clearly outline project components, your process, potential impact etc. Avoid acronyms, without spelling them out first. **Have someone else read your proposal before you submit.**
- **BE DETAILED:** We need more than two sentences if you are describing a project
- **Set clear goals.** You must be able to clearly articulate a feasible goal and has a compelling, achievable outcome.
- **Find the right match.** When it comes to getting grants, shared goals are essential. Be careful when recycling ideas from another grant- rethink the **current** application to ensure complete and compelling answers with fresh data. **(Check the PGAHC program goals in the guidelines )**
- **Share your passion.** Your artwork or performance will speak to your talent, but your proposal has to illuminate what motivates you to create or do your project. It's important to let the granter know that you have the drive to meet your goal.
- **Follow directions.** Being unique is ideal during the creative process, but when preparing a grant proposal, it's absolutely necessary to do as you are instructed. Include all the requested material, especially the **required uploads.**

## **BUILD YOUR PGAHC RELATIONSHIP**

Do not assume that a successful, competitive grant award one year is a guarantee for an award in future grant cycles. The marketplace is constantly evolving!

## **WE WANT TO HEAR FROM YOU!**

Invite PGAHC staff and board members to your performances, exhibits, etc. to build awareness of your artistic endeavors.

Seek out partners, like **Non-Profit Prince George's** that can help with grant writing and have experience with successful arts education program outcomes!



**PGAHC UPCOMING EVENTS:**

**PLEASE FOLLOW US:**

**TWITTER @PGAHCARTS / FB AND IG @PGAHC**

**[PGAHC.EVENTBRITE.COM](https://www.pga-hc.com/eventbrite.com)**

# **PRINCE GEORGE'S COUNTY FILM FESTIVAL**

**SEPTEMBER 22-25, 2022**



# Thank You!

**Resources:**

**FILM Office webpage**

<https://www.princegeorgesfilm.org/grants>

**Grants Page**

[Pgahc.org/grants](https://pgahc.org/grants)



**QUESTIONS?**



**CONNECT WITH US**

[WWW.PGAHC.ORG](http://www.pgahc.org)

FACEBOOK AND IG:

[@PGAHC](#)

TWITTER: [@PGAHCARTS](#)

[PGAHC.EVENTBRITE.COM](https://pgahc.eventbrite.com)



[DONNAFOSTER@PRINCEGEORGESFILM.ORG](mailto:DONNAFOSTER@PRINCEGEORGESFILM.ORG)

[SMOORE@PGAHC.ORG](mailto:SMOORE@PGAHC.ORG)  
[\(SUBMITTABLE\)](#)