

Greenlight Grant Fiscal Year 2023 Program Guidelines

Greenlight Grants encourage entrepreneurship in Iowa by enhancing the professional capacity of Iowa's media industry. Funding helps Iowans take their projects from script-to-screen and become job creators that grow the film and television industry in Iowa, build collaboration with other in-state filmmakers and benefit small businesses who service the industry.

Funding for the Greenlight Grant program is made possible by an annual appropriation from the Iowa Legislature to the Iowa Arts Council, a division of the Iowa Economic Development Authority. The program is administered by the Iowa Arts Council on behalf of Produce Iowa. Applicants must adhere to the funding policies of the Iowa Arts Council.

Questions

Potential applicants, especially first time applicants, are encouraged to review all published material and contact Senior Program and Operations Manager Veronica O'Hern at veronica.ohern@iowaeda.com with questions well in advance of application deadlines.

Accessibility

The Iowa Arts Council is committed to providing reasonable accommodations to eligible applicants. For application support, please contact the Accessibility Coordinator Lindsay Keast at lindsay.keast@iowaeda.com at least two weeks in advance of application deadlines.

Timeline

Fiscal Year 2023 Application Deadline: May 2, 2022 at 11:59 PM for the funding period of July 1, 2022 - June 30, 2024

Funding Notification

Applicants will be notified of funding decisions via email by June 30, 2022.

Final Report Deadline

Grant recipients are required to complete a final report by August 1, 2024.

Funding

Eligible Use of Funds

Grant funds must be used for direct expenses related to the production and post-production of a film or digital media project. Funding may be used only for goods and services acquired through vendors located in Iowa* Project activities may occur before or after the funding period; however, the grant funds can support expenses and activities that occur only within the funding period. Funded projects must place Produce Iowa-State Office of Film and Media and Iowa Arts Council logos in credits on screen, as well as a suggested "Produced in Iowa" graphic.

*Applicants may request an [expense exemption](#) for consideration by the department for certain expenses that are not available in Iowa. The department reserves the right to approve or deny any requests at their discretion.

Grant Request

Applicants may request funding for eligible one-time project expenses that are incurred and expended within the eligible funding period. The department reserves the right to adjust funding levels based on the quality of submitted applications and available funding.

- Minimum Grant Request: \$10,000
- Maximum Grant Request: \$50,000

Match Requirement

Applicants are required to demonstrate investment in a project by providing 50% cash matching funds to the grant request for project expenses. For example, an applicant that requests \$10,000 in grant funds must have at least \$5,000 in cash match for a minimum total project budget of \$15,000.

Funding Disbursement and Reporting

Grant funds will be administered directly to an individual, not to a for-profit entity, in one lump sum at the start of the funding period. Grant recipients will be required to demonstrate the grant funds and cash match have been spent by providing documentation of expenditures and proof of purchase from Iowa vendors as well as to disclose any other expenses and in-kind donations to the project on final report forms provided by the department. Payments to crew, vendors or service providers must be made within 30 days of receipt of invoices. The grant recipient is responsible for securing any additional funds needed to cash flow the project appropriately.

Failure to demonstrate that the grant recipient has completed the project to the satisfaction of IEDA will result in the requirement to repay the grant funds to the State of Iowa within 30 days of the end of the funding period.

Applicant Requirements

Eligible Applicants

Eligible applicants must meet all of the following requirements. Individuals who do not meet these requirements are not eligible to apply.

- Individual filmmaker
 - If awarded funding, the individual filmmaker will be legally and financially responsible for the grant award and meeting contract requirements
- Current, full-time Iowa resident with permanent address in Iowa
- Legal Iowa resident as defined by [Iowa Code 422.4](#) and [Iowa Administrative Code 701.38.17 \(422\)](#)
- 18 years of age or older
- An application must support a project that is initiated, produced, and/or managed by the individual filmmaker, not another entity or organization
- Maintain current registration in the [Produce Iowa-State Office of Film and Media Production Directory](#)
- Individual filmmakers are encouraged to register on the [Iowa Targeted Small Business website](#)

Ineligible Applicants

Ineligible applicants include the following types of entities:

- For-profit corporation or business
- Federally tax exempt nonprofit organization
- Public and private school that serves grades pre-K through 12
- Nonprofit institution of higher education
- Unit of local, county or federally-recognized tribal government

- Agency, department, or division of county, state, or federal government, including: libraries, parks and recreation, and arts and cultural offices that exist as an agency, department or division of county, state or federal government
- Artist groups, collaboratives and collectives
- IEDA employees and their immediate family members
- IEDA applicants who have already submitted two unfunded applications for the same project
- IEDA grantees who have already received a grant from the department for the current application funding period
- IEDA grantee who has already received a grant from the department for any phase of the project
- IEDA grantee with an outstanding final report or placement on a department funding moratorium

Iowa Arts Council Administered Grant Program Eligibility

- Applicants may only receive one Iowa Arts Council administered grant award per state fiscal year regardless of grant program
 - Eligible individuals may only receive an Art Project Grant, Artist Catalyst Grant, Artist Fellowship, Greenlight Grant, or School Arts Experience Grant in a single fiscal year
- Applicants may not submit more than one application during a single grant deadline or cycle regardless of grant program
- Applicants may not submit more than two applications for the same project regardless of fiscal year if both applications are unfunded
- Projects may not receive more than one Iowa Arts Council administered grant regardless of applicant, phase of project or fiscal year

Project Requirements

Eligible Projects

Eligible projects include the production and post-production of an original film or digital media project within the state of Iowa. Applicants may request funding to support a specific phase of a larger project within the funding period but are encouraged to resource the phase and overall project appropriately. Applicants may only receive support from Iowa Arts Council once in the lifetime of the project and are, therefore, encouraged to apply at the appropriate time when state funding will be most impactful.

Funds must be used for one-time production expenses for goods and services provided by businesses located in Iowa. Examples of eligible project activities include:

- Production
- Casting
- Set Construction
- Location Scouting
- Costuming
- Filming
- Post-production
- Picture Editing
- Sound Engineering
- Musical Scoring
- Dubbing
- Animation
- Sound/Visual Effects

Eligible Genres of Projects

The following genres of film or digital media productions are eligible.

- Animation
- Documentary
- Episodic
- Experimental
- Narrative
- Reality

Eligible Types of Projects

The following types of film or digital media productions are eligible.

- Feature including sequels
- Short
- Web Series
- Trailer
- Episodic including pilot episodes or new seasons
- Proof-of-Concept
- Sizzle Reel

Ineligible Projects

Projects that fall outside of the identified types of eligible projects may not request funding through this grant program. Ineligible projects also include the following types of activities and projects.

- Advertisements
- Award Shows
- Commercials
- Infomercials
- Pre-production
- Productions with news, talk shows, religious, political, instructional, corporate or obscene content
- Projects-for-hire
- Projects that result in an applicant's course credit, degree or certification
- Project submitted by an individual that is initiated, managed by, or that benefit an entity or organization with which the individual applicant has a formal affiliation such as employment or volunteer service
- Projects that have already received a grant from IEDA
- Separate phases of a project that has already received a grant from the IEDA
 - Sequels or new seasons of episodic productions are considered eligible, distinct projects
- Project activities may occur before or after the funding period; however, the grant funds and required match can support expenses and activities that occur only within the funding period.

Budget Requirements

Eligible Grant Request Expenses

Greenlight Grants support one-time, direct project expenses that are essential to the completion of the proposed project. The grant request must be dedicated to eligible one-time, direct project expenses, legitimate parts of the proposed project, and must be incurred and expended within the eligible funding period. Applicants will be required to identify any other anticipated cash expenses and in-kind contributions beyond the grant request in the project budget as well as the anticipated revenue sources

that will cover them. Expenses identified in the grant budget should be based on competitive, current market pricing. All grant request expenses must be acquired through Iowa vendors unless otherwise approved by the department.

Eligible grant request expenses include direct project costs for goods and services such as:

- Crew/Labor (e.g. director, cinematographer, grip, talent, production assistant)
- In-State Travel (e.g. mileage, accommodation, per diem, rental vehicles, gas)
- Marketing (e.g. graphic design, ad buys, web design, publicist)
- Production Rentals (e.g. camera, lighting, sound, props, tents, scissor lift, trucks, portable restrooms, generators)
- Professional Services (e.g. insurance, legal, accounting, payroll)
- Support Services (e.g. sanitation, construction, security, dry cleaning, florist, craft services)

Ineligible Grant Request Expenses

Expenses that fall outside of the identified eligible expenses for the project may not be included as part of the grant request. Applicants that include ineligible expenses in the grant request will be considered ineligible.

Ineligible grant request and match expenses include:

- Budget shortfalls
- Capital expenditures
- Collection maintenance or restoration expenses
- Deficit or debt reduction
- Equipment purchases
- Expenses incurred prior to or after the funding period
- Foreign travel (grant request expenses only)
- Fundraising or benefit activities
- Goods or services acquired through vendors located outside of Iowa not approved by the department (grant request expenses only)
- Lobbying activity
- Membership/dues
- Ongoing or operating expenses including utilities, rent/lease, office supplies, personnel time that is not specifically dedicated to the project
- Personnel benefits
- Pre-production activities
- Prizes and awards
- Property maintenance, restoration or renovation

Match Requirement

Applicants are required to demonstrate investment in a project by providing cash matching funds in an amount that is one half (50%) the total grant amount requested from the Iowa Arts Council. For example, an applicant that requests \$10,000 in grant funds must have at least \$5,000 in cash match for a minimum project budget of \$15,000. Applicants are responsible for determining what level of funding they can afford to match.

The required cash match must be dedicated to one-time project expenses that are legitimate parts of the proposed project. Expenses identified in the match should be based on competitive, current market pricing. Applicants will be required to identify all anticipated cash match expenses and in-kind contributions beyond the grant request in the budget form, as well as the anticipated revenue sources that

will cover them. The cash match does not have to be secured at the time of application but must be secured and identified in the final report at the end of the funding period.

- Cash match is actual cash contributed to direct project expenses by the applicant or other funding sources.
- In-kind match is non-cash goods or services provided at no charge to the project by a third party
- Funding from the state government cannot be used to meet the match requirement
- Funding from the federal government cannot be used to meet the match requirement

Funding Priorities

Applications are encouraged from all applicants that meet the applicant eligibility requirements; however, priority will be placed on applications from individuals that represent populations that have historically been under-resourced by arts and cultural funding due to rural geography, race/ethnicity, or socioeconomic status as defined in the [Grants Terms and Definitions](#) for fiscal year 2023.

Higher Education

Priority will be placed on applications from individuals that are alumni of an Iowa college or university.

Iowa Targeted Small Business

Priority will be placed on applications from individuals who are registered on the Iowa Targeted Small Business website.

Online Application Submission

Applicants must submit applications via the Iowa Arts Council's SlideRoom, an online application portal. Applications will not be accepted in any other format. Late, incomplete or ineligible applications will not be accepted. Applicants can access the current online application requirements at iowaartscouncil.slideroom.com. Applicants must create a login to view the full application requirements for the program. Applicants can visit help.liaisonedu.com for assistance related to the online submission.

Department Eligibility Review

Submitted applications are reviewed by staff for completion, eligibility and adherence to published funding priorities and guidelines. Applications are reviewed as submitted. New application information or subsequent application clarification submitted after a program deadline is not considered unless requested by a program manager. Staff will also review an applicant's record of compliance and good standing with IEDA, State and Federal government. Applications or applicants determined by staff to be ineligible or incomplete will not move forward to panel review and are specifically denied any appeals process.

Competitive Panel Review

Eligible applications will be referred to a competitive review by a panel of professionals with appropriate expertise commensurate to the purpose of the grant program. Applications will be scored and ranked based on the published scoring rubric. Recommendations are submitted to the Administrator of the Iowa Arts Council for consideration and funding approval. Applications will be awarded funding based on the ranked list, funding priorities, and available funding. All funding decisions are final and may not be appealed due to dissatisfaction. Applicants may review the department appeals policy for information on grounds for appeal and the appeal process.

Decision Notification

Applicants will be notified of funding decisions by June 30, 2022. Applicants are notified of the status of their application whether they are or are not selected to receive funding. Applicants will be contacted if any additional information is required and are encouraged to refrain from contacting staff for application status updates until funding decisions are made.

Application Questions and Scoring Rubric

The following scoring rubric will be used to evaluate applications. Each section has criteria and corresponding point values to ensure a fair review process. The rubric is on a scale of 27 points. Application questions are for reference only. Applicants must review and complete application requirements in the Slideroom portal.

Applicant Profile

Describe your career as an Iowa filmmaker, including:

- the type and quality of productions you make
- notable achievements in your film career
- how the proposed production will advance your career and work as an Iowa filmmaker

Applicant Profile: 3 points possible

3: Applicant demonstrates and supports an active filmmaking career with exceptional capabilities in production quality. Applicant demonstrates a strong record of progress in their film

career through relevant notable achievements.

2: Applicant describes filmmaking career and type of productions made. Relevant notable achievements are identified.

1: Career activity and type of productions made is unclear or inadequate. Relevant notable achievements are not identified.

Production Description

Attach one production attachment which may include a pitch package, lookbook, electronic script and/or storyboard to convey your vision. All components of the production attachment should be submitted as one combined file attachment. If production attachment exceeds 10 MB, please attach in the Media section at the end of the application.

Story/Content

Describe the proposed production, including:

- type and genre
- logline
- outline

Production Attachment

Attach the script or storyboard.

Story/Content: 3 points possible

3: Content is exemplary. Story description is clear.

2: Content is identified. Story description is satisfactory.

1: Content and/or story description is unclear or inadequate.

Creative Economy

Describe how the project will contribute to building a more robust and sustainable media production industry in Iowa through job creation and patronage of small businesses, including:

- plans to employ others in the Produce Iowa Media Production Directory with a fair wage
- plans for job shadowing or professional development for Iowa students
- economic impact to rural or economically-challenged areas of the state

Creative Economy: 3 points possible

3: Production will significantly impact and benefit the media industry in Iowa.

2: Production will adequately benefit the media industry in Iowa.

1: Production will not have a significant impact on the media industry in Iowa.

Production Planning

Describe how the proposed project will be successfully happen, including:

- detailed production timeline and shoot schedule within the eligible funding period
- any pre or post-production activities outside of the funding period
- plans for distribution

Production Planning: 3 points possible

3: Confident project will be successfully realized due to extensive planning and a clear, realistic timeline for pre-production, production, post-production and distribution.

2: Applicant demonstrates adequate planning and identifies a timeline for pre-production, production, post-production and distribution.

1: Timeline and planning for pre-production, production, post-production and distribution are inadequate or unrealistic.

Production Team

Identify "above-the-line" members of the production team, including:

- credentials
- roles within the project

Production Team Resumes or CVs

Attach current resumes or curriculum vitae (CV) for the "above the line" production team. Combine all files into one document to upload.

Production Team: 3 points possible

3: Key artistic and logistical production team members and their responsibilities are well-defined and their professionalism will enhance the project.

2: Key artistic and logistical production team members and their responsibilities are identified.

1: Artistic or logistical production team members and their responsibilities are unclear or not identified.

Project Budget

Grant Request Expenses

Itemize the eligible expenses that will be funded by the grant request, including a description and the dollar amount for each. Round to the nearest dollar. Do not enter decimal signs or commas. Add a final "TOTAL" row at the bottom that identifies the total grant request.

Expense Description	Grant Request Amount (\$)
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Match Expenses

Detail any cash match expenses or in-kind contributions outside of the grant request that are dedicated to the project, including the total cash amount or in-kind value, the funding source, and whether the funding source has been secured for the expense. Round to the nearest dollar. Do not enter decimal signs or commas. Add a final "TOTAL" row at the bottom that identifies the total cash expenses and total value of in-kind contributions.

Expense Description	Cash Match (\$)	In-Kind Value (\$)	Funding Source	Secured (Yes/No)
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Estimated Total Project Cost

Enter the total estimated cost of the project. This value should equal the sum of the grant request, cash match expenses and in-kind contributions. Round to the nearest dollar. Do not enter decimal signs or commas.

Budget: 3 points possible

3: Project budget and intended use of requested funds are clear and appropriate. Project demonstrates financial support by leveraging diverse sources of funding for cash match and in-kind expenses.

2: Project budget, intended use of requested funds and sources of funding for cash match and in-kind expenses are identified.

1: Project budget, intended use of requested funds or sources of funding for cash match and in-kind expenses are unclear or inadequate.

Work Samples

Submit 3-5 work samples of past productions that relate to the proposed film, TV or digital media project. Work samples may not be bios, testimonials, news articles or marketing material such as brochures, fliers or posters.

- Video and audio files should not exceed 3 minutes each.
- PDF files should not exceed 1 page each.
- Panelists will not view more than 1 page of a document or more than 3 minutes of an audio or video file.

Work Samples: 3 points possible

3: Work samples are of high quality and clearly demonstrate exceptional capabilities in concept and form.

2: Work samples are of average quality and demonstrate capabilities in concept and form.

1: Work samples are of poor quality or demonstrate inadequate capabilities in concept and form.

Overall Application

The following scoring criteria reference the quality of the proposal and application as a whole and not any particular question.

Production Quality: 3 points possible

- 3: Project is of high quality and will substantially impact the vitality of the media industry in Iowa.
- 2: Project is of average quality and will reasonably impact the vitality of the media industry in Iowa.
- 1: Project is of poor quality and does not adequately impact the vitality of the media industry in Iowa.

Case for Support: 3 points possible

- 3: Case for support is exemplary and merits investment from the state.
- 2: Case for support is adequate.
- 1: Case for support is inadequate or does not merit state investment.

Glossary of Terms and Definitions

Applicants should refer to the [glossary](#) for clarification of program terms and definitions.