

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING ON MAY 29, 2017
FROM:	KATE GRAHAM DIRECTOR, COMMUNITY AND ECONOMIC INNOVATION
SUBJECT:	GROWING LONDON'S FILM AND MULTI-MEDIA INDUSTRY

RECOMMENDATIONS

That on the recommendation of the Director of Community and Economic Innovation, the following actions **BE TAKEN** with respect to Growing London's film and multi-media industry:

- a) The "*Growing London's Film and multi-media Industry Report*" **BE RECEIVED**.
- b) The Civic Administration **BE DIRECTED** to:
 - i. Work with the City's service partners including, but not limited to: the London Economic Development Corporation (LEDC), the London Arts Council, Tourism London, and the London Public Library to build stronger relationships with the film and multi-media industry locally and regionally by engaging in a series of consultations, which would result in the development of a Film and Multi-media Industry Strategy for London;
 - ii. Work with the Ontario Media Development Corporation¹ (OMDC) to better understand the economic impact and benefits of the film and multi-media landscape in London and Ontario;
 - iii. Enhance the showcasing of the City of London film and multi-media locations and by telling the community story through photos of the Ontario Media Development Corporation film and multi-media location database;
 - iv. Leverage existing resources within Community and Economic Innovation (Culture and Economic Partnerships) and Parks and Community Sports (Special Events) Divisions to complete this work; and,
 - v. Report back to Committee and Council in 2018 with findings and recommendations as to next steps.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
--

- London's Cultural Prosperity Plan March 5, 2013
- City of London Strategic Plan 2015-2019
- London's Community Economic Road Map 2015-2020
- The City of London Special Events Manual Annual Review March 2017

¹ OMDC: The Ontario Media Development Corporation is an agency of the Ministry of Tourism, Culture and Sport, and is the central catalyst for the province's cultural media cluster. OMDC promotes, enhances and leverages investment, jobs, and original content.

BACKGROUND

Culture is a priority for City Council, Administration, and the London community. Council's *2015 – 2019 Strategic Plan* identifies culture as a component of "Growing our Economy" with a strategy to "Promote culture as a key part of economic growth and quality of life." Council has approved numerous strategic documents which further this direction, including London's Cultural Prosperity Plan and the London Music Strategy. Culture also plays a vital role in London's Community Economic Road Map by contributing to "An exceptional downtown and a vibrant urban environment." Ultimately, all of this work aims to further Council's vision of London as "A leader in commerce, culture, and innovation - our region's connection to the world."

In December 2016, Council directed Administration to explore a specific cultural industry by examining how the City of London can help grow London's film industry.

That the Civic Administration BE REQUESTED to report back on how the City of London can assist with the growth of our film industry, including the possibility of creating a Film Industry Development Office.

Since receiving this direction, Administration has taken a number of steps in preparation for reporting back to Council, including: (1) examining the current landscape of the film industry in London, Ontario and beyond; (2) contacting the 20 Canadian municipalities to understand their current activities and supports for their local film industries; (3) examining current activities at the City of London and in the community related to supporting film; and (4) meeting with individuals engaged in the film industry on a local and provincial scale for insights and ideas.

This report provides a summary of these activities, and makes recommendations on how the City of London may further assist with growing the film industry in the future.

1. CURRENT LANDSCAPE

An immediate observation of the film industry is the close relationship between film and multi-media. The Ontario Media Development Corporation (OMDC) includes film as part of a defined cultural media cluster which includes book publishing, film and multi-media, television, interactive digital media, magazine publishing and music industries. Film and multi-media share an intertwining relationship, with close connections to music and digital media industries as well. For this reason, the scope of the film industry examination was broadened to include both film and multi-media.

Without question, advancement in technology has shaped how film, multi-media and music are created and consumed – and has shifted the relationship between industries with greater connections between them than ever before in history. As the internet age continues to evolve, video, film and multi-media play an increasingly important and interconnected role. For example, YouTube Canadian musician superstars such as Justin Bieber and Walk Off the Earth owe their initial success to YouTube. Local musician & YouTube star Mike Thompkins has made a career recording music and growing his audience through video. Many Canadian musicians are evidence of the linkages between film and digital creative industries and the music sector.

Film and multi-media is recognized as an economic driver for the cultural sector, by bringing direct employment opportunities to communities through industry specific jobs in the cultural sector. Film and multi-media also creates compound spending through spinoff industries in the hospitality and service sectors (restaurants, hotels, retail, caterers, transportation, and stylists) and contribute to a community's brand, vibrancy and quality of life.

Ontario is home to Canada's largest film, multi-media and television sector. These industries include many components at all stages of audiovisual content production and the delivery value chain. Film, multi-media and TV production in Ontario is mainly made up of small to medium sized companies, and has shown considerable growth in recent years.

Production statistics for the Ontario Film and Television Production (2013-2015)

	2015		2014		2013	
	Number of Projects	Production \$ left in Ontario*	Number of Projects	Production \$ left in Ontario*	Number of Projects	Production \$ left in Ontario*
Domestic						
Feature Film	27	\$57.1	43	\$105.7	29	\$134.1
Television Series	113	\$641.4	127	\$639.7	117	\$581.0
Television Movies, Mini-Series, Specials, Pilots	64	\$63.4	61	\$44.7	69	\$60.0
Total Domestic	204	\$761.9	231	\$790.1	215	\$775.2
Foreign						
Feature Film	28	\$209.1	15	\$139.3	15	\$97.7
Television Series	44	\$465.7	26	\$319.3	23	\$246.2
Television Movies, Mini-Series, Specials, Pilots	26	\$88.2	15	\$45.1	11	\$28.7
Total Foreign	98	\$763.0	56	\$503.6	49	\$372.6
TOTAL	302	\$1,524.9	287	\$1,293.7	264	\$1,147.8

* Production \$ = millions of dollars

According to the OMDC²:

- Film, multi-media and television production contributed \$1.5 billion to the provincial economy in 2015 – the fifth year in a row over the one billion dollar mark – sending a welcome message of jobs and stability, and reflecting Ontario's ongoing reputation as a top-quality and reliable jurisdiction.
- The film, multi-media and television industry accounts for 32,489 full time direct and spin-off jobs, an increase of almost 4,500 over the previous year.
- Television production accounted for \$1.26 billion or 83% of the total.
- The most recent Statistics Canada data show that Canadian film, multi-media, television, and video production companies paid out \$926.4 million in salaries, wages and benefits to workers in the sector in 2013. Ontario accounted for approximately 46% of those payments, disbursing \$423.3 million in salaries—more than any other province.
- Canadian Media Production Association's (CMPA) Profile 2015 estimates that total film, multi-media and television production in Canada is responsible for generating a total of 148,500 full-time equivalent jobs (FTEs) in 2014-15, of which 58,400 are direct FTEs and 90,100 are spin-off FTEs. The majority of FTEs were generated by Canadian production (24,400 direct and 37,700 spin-off FTEs). Ontario's share of the direct and spin-off employment in 2014-15 was the single largest among all provinces and territories, having generated 46,250 FTEs.

With Ontario and Canada's television, video, and cinema markets projected to show signs of growth over the next five years, it is in London's interest to explore the potential of developing our local film and multi-media industry – and to ensure appropriate linkages with the investments and efforts already underway in the music sector.

² Reference: [http://www.omdc.on.ca/collaboration/research_and_industry_information/industry_profiles/Film and multi-media___TV_Industry_Profile.htm](http://www.omdc.on.ca/collaboration/research_and_industry_information/industry_profiles/Film_and_multi-media___TV_Industry_Profile.htm)

2. SCAN OF FILM OFFICES IN CANADIAN MUNICIPALITIES

“Appendix A” provides a summary of twenty (20) Canadian municipalities with and without film resources. The summary includes information on whether the identified municipality has a film office; if so, in which organizational division; a brief overview; and, structure where applicable.

Of the municipalities examined, 45% have an internal film office (Toronto, Mississauga, Hamilton, Halifax, Quebec City, Winnipeg, Vancouver, Sudbury, Surrey, Brampton), 20% have an external film office (Montreal, Calgary, Ottawa, Saskatoon) and 35% have no film office (Kitchener, Regina, London, Markham, Vaughn, Edmonton, Windsor). The City of Sudbury is a unique film and media context in Northern Ontario is a helpful case study, with further details attached as “Appendix B” to this report.

Notably, film offices are most common in Canada’s largest cities such as Toronto, Montreal, Vancouver, Calgary and Ottawa. Some cities of London’s population size have dedicated resources to supporting film, while others have not.

Size and Responsibilities of Film Offices

The number of full time employees appears directly related to the number of film permits issued during a year. For example, the film office of Hamilton processed and managed 572 film permits and has been averaging 550+ permits over the last two (2) years. The increase in filming has created a need for the City of Hamilton to review its processes and resources in order to ensure staff balances the needs of the two key customers - residents and the film industry.

The services of a film office in municipalities vary, including:

- Regulation, review, process and conduct site visits of permits/year;
- Community liaison and communications: resolve and track resident complaints/concerns and provide proactive updates to media and public (i.e. communicate potential impacts);
- Process management, review and continuous improvement; and,
- Industry support and promotion of the city as a film destination.

Measurement of the Success of the Film Industry in Municipalities

Measures of the success of municipal film offices include: examining the number of permits processed per year through on-line applications, turn-around times for permit approvals, staffing, services provided, permit fees, by-laws, limitations to filming, notification letters to residents, by-law requirements from residents where filming is proposed, and the number of resident complaints such as parking and road closures.

Economic Impact and Business Development

Film and multi-media can have a considerable local economic impact and contribute towards business development. Film offices take different approaches to encourage the spending associated with film productions towards local businesses, and ultimately to increase the local economic impact. Film offices may identify a listing of local businesses that can support film productions, and educate them on the requirements of the film industry, so that they can provide goods and services to support those needs (eg. caterers who can handle a high volume request over a short period of time). Consideration of the relationship between regulation (the film permit process) and business development (the recruitment and retention of film industries and complementary businesses) within a city is important.

3. CURRENT ACTIVITIES IN LONDON

London has a film and multi-media industry, which includes companies directly engaged in film and multi-media production, and those in related or supportive industries. London currently has more than sixty companies that fall under the categories within film and multi-media production/photography and need supports for similar production needs.

London also has existing resources which support the growth of the industry. The LEDC is involved with growing the digital creative sector in London through recruitment of talent, collaborations and acting as a location of spaces broker for film production companies who might be interested in shooting a film in London. Tourism London also plays a role in liaising with the OMDC to attract film companies to produce films using London as a location. The London Arts Council services the local film and media industry through its administration of the City of London Community Arts Investment Program (CAIP), which continues to provide funding to develop and grow a number of community not-for-profit film and multi-media initiatives. London's Music Industry Development Officer has been working in collaboration with LEDC to connect London's technology companies with the music industry and sound design in the video game industry.

The City of London also currently plays a role in the film and multi-media industry through permitting. The City has established guidelines to protect producers, city employees and assets from accidental injury, loss or damage, through the Special Events Policies and Procedures Manual. The City's contact for information about film permits is the Special Events Manager and Community Rentals. Film permit applications are located on the City of London website found at: <http://www.london.ca/city-hall/special-event-planning/Documents/Filming%202016.pdf>

This policy provides information for those seeking to produce a film in London about street closures, filming on city property, resident notification, parking permits, the use of helicopters, and more. The City of London has invested in infrastructure to support special events which assists organizers of special events, community events and films with permits and approvals for various event spaces. The City supports the operation of events at locations across the community, while ensuring the appropriate use of public spaces as well as the public interest. Currently, the City of London issues an average of six to ten (6 – 10) permits per year, and the majority of these permits are issued to students.

4. SUPPORTING FILM AND MULTI-MEDIA IN LONDON

In preparing this report to Council, meetings were held with several individuals currently engaged in the film and multi-media industry in London. Discussions were also held with individuals from Tourism London, LEDC, the London Arts Council, Fanshawe College, OMDC, and other municipalities engaged in film. Some common themes from these meetings included:

- The film industry is a competitive business between municipalities for initial limited financial return to the municipality;
- The number of full-time staff working for municipalities in the film industry is directly related to the number of film permits issued on a yearly basis and currently London does not issue very many permits;
- There is a perception that existing London policies are too restrictive, the existing guidelines too dogmatic and permit approval too long for film and multi-media producers;
- In-kind additional support is always an expectation of the film industry and the City of London is currently not resourced to offer that support;
- There appear to be a number of organizations and service areas currently playing a local role in the film and multi-media business of London, and these roles can be confusing;
- London does not have a mature production and distribution infrastructure to support this industry, which was cited as a key to success by film producers;

- London film makers and those engaged in the film and multi-media sector in some way are not always well resourced, and access to supports can be or feel limited;
- Local residents of municipalities more heavily involved with the film industry have concerns about the disruptions that film shoots have in their neighbourhoods (however, it should be noted that 8% of film permits generated complaints in Hamilton);
- Fanshawe College and other institutions offer leading programs related to film and multi-media, but many of the graduates of these programs depart after graduation;
- London's "focus" is unclear, as some individuals felt London should focus on attracting television series, while others felt the focus should be on motion pictures with a production value of under \$5 million, and others felt the focus should be on supporting local independent film production;
- Several individuals engaged in the film sector directly felt that linkages within the sector are weak, and film producers are often unaware of talent available in their own city;
- There are limited opportunities for the sector to network and connect;
- It may be difficult to measure the success of efforts to develop the film and multi-media industry in London as many artists in the industry are working multiple related types of jobs to make a living in London. Measures in other municipalities relate specifically to the number of permits generated;
- The concern about building expectations with limited financial and staff resources; and
- Film, multi-media and music are very distinct business lines and combining these businesses to be the responsibility of one full-time staff person may limit the success of all these businesses.

These conversations proved highly informative and insightful, and a number of individuals indicated a willingness to be a part of future discussions about growing the film sector in London. Acknowledgement with appreciation is extended to Councillor Van Holst who leveraged a number of personal connections to arrange these meetings.

RECOMMENDATIONS

Based on the learnings identified above, this report recommends a number of next steps to support London's film and multi-media sector.

The most immediate opportunity is to better promote opportunities for producing films in London. OMDC maintains a film location database which is well used by an international film industry. Any individual, organization, or corporation can submit a location for the database. There are currently eighteen (18) locations included in the database from London including: Blackfriars Bridge, Citi Plaza, Fanshawe Pioneer Village, Robarts Amethyst School and Museum London. Despite the inclusion of locations from the City of London, there is not an official City of London profile that curates, updates or manages these locations. In discussions with the Ontario Film Commissioner, it was recommended that the City of London establish a stronger presence in the location database to encourage site selectors to consider London as a location for future films. The Film Commissioner also indicated that film producers periodically seek specific types of locations (hospitals, schools, prisons, etc.) which may be difficult to access in Toronto. There are provincial incentives in place (See "Appendix B") including a regional bonus for films shot outside the Greater Toronto Area will already incentivizes producers to consider locations outside Toronto within Ontario. A greater awareness of London's assets within OMDC and on the location database may serve to attract more films and multi-media productions to London.

Another near term recommendation is to work with OMDC to better understand the economic impact and benefits of the film and multi-media landscape in London and Ontario. This was also suggested in discussions with the Film Commissioner. Unfortunately, localized data on economic impacts from the film and multi-media industry are limited. OMDC and the City of London share

an interest in better understanding this landscape, and may be well positioned to work together in collecting and analyzing data.

Finally, this report recommends that the City of London work with partners to develop a film and multi-media strategy for London. This would include working with the London Arts Council, LEDC, Tourism London, Fanshawe College, the London Public Library and a variety of community industry partners. It would also involve individuals directly involved in the film industry. This process would include a series of conversations to identify priorities to strengthen the film and multi-media industry in London. Should Council support this direction, the development of a strategy would begin in Fall 2017 with a target to bring a draft strategy back to Council in 2018. Existing internal resources would be used to support this process.

This report does not recommend creating a Film Industry Development Office at this time. The Council resolution directed Administration to consider this possibility, but at this time is it not a recommended option. The film industry is considerably smaller than other sectors such as music. While it is recognized that there are many economic benefits related to growing the film and multi-media industry in London, it should be noted that this is at least a five (5) year commitment because of the complexity and serendipitous nature of this business. Promoting and contacting key players in the industry is essential and requires considerable resources.

Approximately 30 years ago, the then City of London Economic Development office undertook the development of a film development strategy which included the establishment of the London Film Commission which collaborated with both the cities of Toronto and Ottawa to promote film production. Notwithstanding the Commission's best efforts, it became increasingly apparent that London was unable to attract filming due to a paucity of post-production and production infrastructure as well as seasoned production crews. Attempts to establish a London Film Festival, in collaboration with the Toronto International Film Festival (TIFF), could not be achieved due to funding constraints and the lack of professional and organizational expertise.

The recommendations in this report include immediate and near term actions which seek to grow London's film and multi-media industry, and a longer-term exploration of recommendations to continue this growth. It is hoped that together these steps advance Council's interest in supporting film and multi-media in London, as another lever towards investing in culture in our city. Appreciation is extended to all individuals who contributed to the development of this report.

PREPARED BY:	PREPARED BY:
CATHY PARSONS MANAGER, ECONOMIC PARTNERSHIPS	ROBIN ARMISTEAD MANAGER, CULTURE
RECOMMENDED BY:	
KATE GRAHAM DIRECTOR, COMMUNITY & ECONOMIC INNOVATION	

ATTACHMENTS

- Appendix A: A summary of 20 Canadian municipalities with and without film resources
- Appendix B: The City of Sudbury

Municipality	Film Office	Org. Division	Overview	Human Resources & Structure
Toronto, ON	Yes	Toronto Film, Television & Digital Media Office – Economic Development, Culture & Tourism, City of Toronto	<ul style="list-style-type: none"> Provides a One-Stop-Shop for film the film, television and commercial production companies Coordinates all commercial filming activity on city Streets, parks and property through location filming permits Promotes Toronto as a location filming destination of choice, with its exceptional technicians, crews, talent, suppliers and locations Liaises on behalf of client companies with municipal, provincial and federal government offices/agencies, residents and businesses Provides resource material relating to the film industry for the media and general public 	<ul style="list-style-type: none"> 7 FTEs <ul style="list-style-type: none"> 1 Manager, 5 Film Permit Officers, 1 Film Support Toronto also has a Film Board, led by the Film Commissioner, represented by the City Council and industry representatives
Ottawa, ON	Yes	Film, Television & Digital Media Office, Invest Ottawa	<p>A non-profit organization that promotes a “film friendly” environment in the National Capital Region, providing locations and production services that facilitate film and television production undertaken by resident and non-resident producers.</p>	<ul style="list-style-type: none"> 2 FTEs <ul style="list-style-type: none"> Permit Coordinator Business Development Manager Commissioner
Mississauga, ON	Yes	Mississauga Film Office, City of Mississauga	<p>The Mississauga Film Office will coordinate location filming in Mississauga and promote the City and its many diverse attractions as a choice location destination, while offering superior customer service. Let them show you one of the best kept secrets in Ontario.</p>	<ul style="list-style-type: none"> 2 FTEs <ul style="list-style-type: none"> Supervisor Film Liaison
Brampton, ON	Yes	Brampton Film Liaison Office, Economic Development Office, City of Brampton	<p>The Brampton Film Liaison Office is dedicated to providing a film-friendly environment through partnerships with government, business and residents. No film permits? No hassle. Brampton is proud of its varied locations and one-stop shopping. Brampton is The Film Friendly City.</p>	<ul style="list-style-type: none"> 1 FTE <ul style="list-style-type: none"> Specialist, Tourism and Film Services
Hamilton, ON	Yes	Film & Television Office, City of Hamilton	<p>The Hamilton Film & Television Office is committed to assisting in all aspects of your film project. They can help from the initial search stage until final wrap in Hamilton. This level of one-stop shopping service is at no cost to you or your production. Welcome to the City of Hamilton, a premier location that truly does premier service.</p>	<ul style="list-style-type: none"> 2 FTEs <ul style="list-style-type: none"> Manager Film Liaison Assistant
Markham, ON	No	Clerk's Department, City of Markham	<ul style="list-style-type: none"> Processes filming application and requests 	<ul style="list-style-type: none"> 1 communication clerk processes and handles all filming applications
Vaughan, ON	No	Clerk's Office, Licensing & Permits, City of Vaughan	<ul style="list-style-type: none"> Processes filming application and requests 	<ul style="list-style-type: none"> 1 clerk processes and handles all filming applications
Kitchener, ON	No	Special Events, Economic	<p>The economic development team works to attract new businesses to our city and encourage the expansion and retention of existing businesses</p>	<ul style="list-style-type: none"> 2 FTEs in Economic Development manages filming requests, as well as other special events <ul style="list-style-type: none"> Manager of special events

Municipality	Film Office	Org. Division	Overview	Human Resources & Structure
Montreal, QC	Yes	Development, City of Kitchener Montréal Film and Television Commission	<p>within our community. The Kitchen Film liaison services processes permits, establishing contacts locally, and helping your projects work.</p> <p>Permits to film in public areas, public buildings or on the road network are required throughout the province. The regional film office is in charge of permits and licenses. It will also assist with public safety issues, which are usually the municipalities' responsibility.</p>	<ul style="list-style-type: none"> ○ Event Development staff ● 9 FTEs <ul style="list-style-type: none"> ○ Manager, Assistant, controller, 2 logistics employees, 2 locations employees, 1 support employee 514 872 1503
Quebec City, QC	Yes	Major Events Office, City of Quebec	<p>Film and television office for local and foreign producers. Its mission is to facilitate film and television production in Québec City, acting as the one-stop facilitator that reviews filming requests, collaborates with producers to identify locations and qualified personnel, issues permits and coordinates municipal services in an effort to increase the number of productions in the region.</p>	<ul style="list-style-type: none"> ● 2 FTEs <ul style="list-style-type: none"> ○ Counsellor in cinema and television ○ Technician
Calgary, AB	Yes	Calgary Film Commission, Calgary Economic Development	<p>Provides comprehensive information about filming in the Calgary region, script breakdowns, photo packages, scouting, permits as well as liaison with agencies, unions and support services.</p>	<ul style="list-style-type: none"> ● 3 FTEs <ul style="list-style-type: none"> ○ Television and creative industry commissioner ○ Team assistant ○ Logistics coordinator
Edmonton, AB	No	Enterprise Edmonton, EEDC	<p>The fate of Edmonton's Film Commissioner continues to be sorted out by the city administration and various stakeholders. Council's executive committee reviewed a proposal to set up an independent, non-profit Film Commission office. The executive committee passed a motion directing the administration to work with the Edmonton Arts Council, Edmonton Economic Development and industry stakeholders, to work out the terms of reference for a new Film Commission.</p>	<ul style="list-style-type: none"> ● N/A
Winnipeg, MB	Yes	Film Office, Film and Special Events Office, City of Winnipeg	<p>Serves the needs of the expanding film industry by processing film requests, assisting businesses with location selection and funding opportunities.</p>	<ul style="list-style-type: none"> ● 3 FTEs in the Film office, a component of the Film and Special Events Office <ul style="list-style-type: none"> ○ Film Liaison ○ Film and Special Events Manager ○ Special Events Liaison
Vancouver, BC	Yes	Film & Special Events Office, City of Vancouver	<p>The Office helps you access civic services, get film activity permits and other related permits suited to your production's specific needs, approve location requests to film on streets, parks, or other City properties in ways that respect our residents and businesses. One can work with the Park Board Film Office (for in/around parks) or the City Film office (for other public locations)</p>	<ul style="list-style-type: none"> ● 6 FTEs in Vancouver Film Office <ul style="list-style-type: none"> ○ 2 Film Liaisons ○ 1 Special Events Liaison ○ 2 Managers ○ Assistant

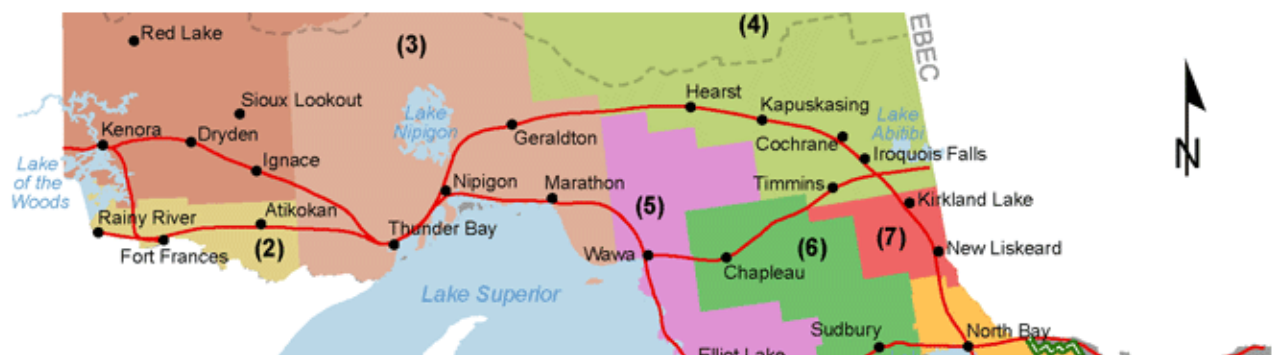
Municipality	Film Office	Org. Division	Overview	Human Resources & Structure
Surrey, BC	Yes	Filming & Special Events, City of Surrey	<p>All productions require a film permit to film in the City of Surrey. The Film Office reviews the request in consultation with the department(s) responsible for the operation and safety of the property. The Film office will work with business to identify any special requirements or terms. The Film Office, in cooperation with the department(s) responsible for the operation of the property, will issue a film permit outlining the terms and conditions under which the approval is granted.</p> <p>The Film Office is the first place to call for filming in the Halifax Regional Municipality. All municipal services can be facilitated in one call - from stop and go traffic to securing municipal locations.</p>	<ul style="list-style-type: none"> • 6 FTEs <ul style="list-style-type: none"> ○ 1 film liaison ○ Manager ○ Assistant to the Manager (sponsorship) ○ Communications Coordinator ○ Vendor Coordinator ○ Project Coordinator
Halifax, NS	Yes	Film Office, Culture & Events, Halifax Regional Municipality	<p>Creative Saskatchewan is a provincial crown agency serving the people of Saskatchewan through work with the creative industries (6) of the province.</p> <ul style="list-style-type: none"> • Music • Screen based media (Creative Saskatchewan provides financial support to all phases of project – development, production, and marketing) • Visual arts and fine craft • Book publishing • Live performing arts • Digital media 	<ul style="list-style-type: none"> • 2 FTEs <ul style="list-style-type: none"> ○ 2 Event Coordinators
Saskatoon, SK	Yes	Creative Saskatchewan	<p>10 FTEs at Creative Saskatchewan, servicing all 6 creative industries</p> <ul style="list-style-type: none"> ○ CEO ○ Assistant to the CEO & Board ○ Program Manager ○ 2 Program Coordinators ○ Program & Finance Assistant ○ Communications & Social Media Manager ○ Creative Industries Researcher & Market Analyst ○ Finance & Accountability Manager ○ Office Administrator 	<ul style="list-style-type: none"> • 10 FTEs at Creative Saskatchewan, servicing all 6 creative industries <ul style="list-style-type: none"> ○ CEO ○ Assistant to the CEO & Board ○ Program Manager ○ 2 Program Coordinators ○ Program & Finance Assistant ○ Communications & Social Media Manager ○ Creative Industries Researcher & Market Analyst ○ Finance & Accountability Manager ○ Office Administrator
Windsor, ON	No	Economic Development, City of Windsor	<p>Windsor currently does not have a film office, and no formal regulations around shooting in the city. The Windsor International Film Festival once applied to the City for funding, and only received \$2,000 to support arts and culture.</p> <p>There is not an official film office, but film-related business is managed by the Community Services Department. They assist those who want to film in Regina and use civic property, facility and services, and to provide them with an attractive, accessible, convenient and competitive place for film production. Guidelines include procedures, standards, forms, and permits.</p> <p>City of London currently does not have a film office, but does have production guidelines and special events policies & procedures in place. Parks and Community Sports division currently handles film permits, as well as operations of public spaces, such as parks.</p>	<ul style="list-style-type: none"> • n/a
Regina, SK	Yes	Community Services Department, City of Regina	<p>2 FTEs (2 community consultants) associated with handling special events and film permits/requests</p>	<ul style="list-style-type: none"> • 2 FTEs (2 community consultants) associated with handling special events and film permits/requests
London, ON	No	Parks & Community Sports, City of London	<p>24 staffs in the Parks and Community Sports division, but only 1 FTE is currently the key contact for film permits and inquiries.</p>	<ul style="list-style-type: none"> • 24 staffs in the Parks and Community Sports division, but only 1 FTE is currently the key contact for film permits and inquiries.

The City of Sudbury - A Unique Film and Media Situation in Northern Ontario

The City of Greater Sudbury opened its film office in 2012. In 2014, fifteen (15) productions spent \$13 million in the City. In 2015, twenty (20) productions spent \$18 million in the city, plus spending by companies filming on private property that isn't tracked, with a total spending estimated to be about \$30+ million, in addition to spinoff spending of at least 3 times that amount. More than 1,000 jobs have been created since 2012. Also, the City has a small but growing, motion picture and video industry that consisted of 23 business establishments in 2014.

It is difficult to compare the possible success of film offices in municipalities to the City of Sudbury or Northern Ontario in general. Ontario has a competitive tax credit program, intended to attract investments from filmmakers worldwide¹, however Northern Ontario has an additional incentive program through the Northern Ontario Heritage Fund Corporation (NOHFC). Incentive programs provide a grant based on Northern expenditures and hires. These incentives make Northern Ontario one of the most highly incentivized production hubs in the world. For more information on the incentive programs please see attached Schedule A (Film and Television) and Schedule B (Production Services): Comparison of the Production Services Financial Incentives between Federal-Ontario-Northern Ontario.

Northern Ontario Districts



The NOHFC, established in 1988, is a crown corporation and an agency of the Ministry of Northern Development and Mines mandated to promote and stimulate economic development in Northern Ontario. The corporation funds and operates a program called the Northern Business Opportunity Program² and allocates specific focus and funding towards film and television Industry Projects. In 2016, nine (9) productions received funding totaling just over \$6.9 million dollars. Unlike the OFTTC, OPSTC, and OCASE that are tax credits, reducing a taxable corporation's taxes owing to the CRA, the Northern Business Opportunity Program is not a tax credit, but a pocket of money administered by the NOHFC which is allocated to production companies that enhance Northern Ontario's economic development.

¹ OFTTC, OPSTC, and OCASE Tax Credits:

OFTTC	The Ontario Film & Television Tax Credit (OFTTC) is a refundable tax credit based upon eligible Ontario labour expenditures incurred by a qualifying production company with respect to an eligible Ontario production. It is a Canada's Cultural-based "Canadian Content" Tax Credits. The OFTTC is generally "harmonized" with the Canadian Film or Video Production Tax Credit. The OFTTC is generally calculated as 35% of the eligible Ontario labour expenditures incurred by a qualifying production company with respect to an eligible Ontario production.
OPSTC	The Ontario Production Services Tax Credit (OPSTC) is a refundable tax credit based upon eligible Ontario labour and other production expenditures incurred by a qualifying corporation with respect to an eligible film or television production. It is a Canada's Economic-based "Production Services" Tax Credits. The OPSTC is calculated as 21.5% of all qualifying production expenditures incurred in Ontario.
OCASE	The Ontario Computer Animation & Special Effects (OCASE) Tax Credit is a refundable tax credit to Ontario-based Canadian and foreign-controlled corporations of 18% of qualifying Ontario labour expenditures for digital animation and digital visual effects created in Ontario for film and television productions.

It is important to note that as a large proportion of filming takes place in Toronto, the OMDC offers an incentive to film outside of the Greater Toronto Area. Regional Bonus: Productions that are shot in Ontario entirely outside of the Greater Toronto Area (GTA), or have at least five location days in Ontario (or in the case of a television series, the number of location days is at least equal to the number of episodes), and at least 85% of the location days in Ontario are outside the GTA, receive a 10% bonus on all Ontario labour expenditures incurred for the production. Wholly animated productions which create at least 85% of key animation in Ontario outside of the GTA qualify for the regional bonus.

² Visit <http://nohfc.ca/en/programs/northern-business-opportunity-program-film-television-industry-projects> to see more information about NOHFC Film & Television Industry Projects.

The NOHFC provides a conditional grant up to 50% of eligible costs to a maximum of \$500,000 (include all costs of the production that are spent in Northern Ontario, i.e., labour costs for Northern Ontario trainees under the Trainee Provision, production goods and services, and post-production costs). NOHFC funding is based on the project's level of spending in Northern Ontario and on employment and training opportunities for Northern Ontario residents.

The NOHFC conducts and reviews the application against the specific criteria, such as: economic benefits to Northern Ontario, projected expenditures in Northern Ontario, employment potential in Northern Ontario, the feasibility of the project with respect to budget, financing, schedule and scope, and so on. With one of the most attractive film funding programs in North America, NOHFC is one of the key reasons the region is becoming known around the globe as a desirable place to bring production.

The City of Sudbury does not provide financial incentives, but they do offer very film-friendly supports, resources, and services as a municipality.

Schedule A - Comparison of the Film and Television Financial Incentives between Federal-Provincial-Northern Ontario

	Canadian Film or Video Production Tax Credit (CPTC)	Ontario Film and Television Tax Credit (OFTTC)	NOHFC - Northern Business Opportunity Program - Film & Television Industry Projects
Type of Incentives	Refundable Tax Credit	Refundable Tax Credit	Not a tax credit but funding
Eligible Corporation	<p>The production is a "Canadian film or video production". A Canadian film or video production means a film or video production, other than an "excluded production", produced by a "prescribed taxable Canadian corporation" and that is either a treaty co-production or a film or video production that meets certain specific requirements of the Income Tax Regulations.</p> <p>The CPTC program gives a refundable tax credit of 25% of qualified labour expenditures by a qualified corporation for the production of a Canadian film or video production. The qualified labour expenditures cannot be more than 60% of production cost, net of any assistance. The maximum credit available is therefore limited to 15% of production cost net of assistance. You cannot claim the CPTC for a production that gets a benefit under the Film or Video Production Services Tax Credit Program (PSTC).</p>	<p>The production company must be a corporation taxable in Canada, with a permanent establishment in ON, primarily carrying on the business of film, TV, or video production; broadcasters/cable subsidiaries are eligible but cannot be initial broadcaster of the program.</p> <p>The OFTTC is based only on Ontario labour expenditures, net of assistance reasonably related to these expenditures. Assistance includes grants, subsidies, and forgivable loans. The OFTTC is generally calculated as 35% of the eligible Ontario labour expenditures incurred by a qualifying production company with respect to an eligible Ontario production. Bonus: 1. Regional Bonus: Productions that are shot in Ontario entirely outside of the Greater Toronto Area (GTA), or that have at least five location days in Ontario (or in the case of a television series, the number of location days is at least equal to the number of episodes), and at least 85% of the location days in Ontario are outside the GTA, receive a 10% bonus on all Ontario labour expenditures incurred for the production. Wholly animated productions which create at least 85% of key animation in Ontario outside of the GTA qualify for the regional bonus; 2. Ontario Computer Animation and Special Effects (OCASE) Credit: 18% of qualifying digital animation and visual effects ON labour; 3. First time Producer Credit: 5 % on the first C\$240,000 of qualifying ON labour expenditures. The above noted provincial incentive is stackable with Canada's Federal Tax Incentive which is 25% of 'qualifying Canadian labour expenditures', defined as the lesser of (i) actual labour expenditures, and (ii) 60 % of 'Production Costs less Assistance' ('Assistance' includes any provincial incentives that are directly attributable to the Production).</p>	<p>The production company must be a Canadian corporation which is Canadian controlled. Projects with a total budget of less than \$1 million must be produced by an Ontario resident. Economic benefit, projected expenditures, and employment potential in Northern Ontario, etc. (to see more details: http://nohfc.ca/en/programs/northern-business-opportunity-program-film-television-industry-projects)</p> <p>NOHFC provides assistance in the form of a conditional grant up to 50% of eligible costs to a maximum of \$500,000. NOHFC funding is based on the project's level of spending in Northern Ontario and on employment and training opportunities for Northern Ontario residents.</p>
Eligible Expenditures	Credit is based on Canadian labour expenditures – amounts paid to persons resident in Canada at the time the payments were made.	Credit is based on eligible Ontario labour expenditures include salaries, wages and remuneration paid for the services	Project costs that are eligible for NOHFC funding include all costs of the production that are spent in Northern Ontario, including labour costs for Northern Ontario trainees under the Trainee Provision. Eligible costs include production goods and services and post-production costs.
Administration	CAVCO and the Canada Revenue Agency (CRA) jointly administer the CPTC program. Certificate addresses eligibility of the production and applicant. Copyright owner applies to CAVCO for an accreditation certificate. Eligible production corporation applies to Canada Revenue Agency for credit refund.	The OFTTC is jointly administered by the Ontario Media Development Corporation (OMDC) and the Canada Revenue Agency. Application is made by the production company to the OMDC for an OFTTC Certificate of Eligibility.	The Northern Ontario Heritage Fund Corporation (NOHFC) will be conducting and reviewing the applications and eligibility.
Resource:	1. http://nohfc.ca/en/programs/northern-business-opportunity-program-film-television-industry-projects ; 2. http://www.canadafilmmcapital.com/TaxMapCC.aspx ; 3. http://www.omdc.on.ca/film_and_tv/tax_credits.htm ; 4. http://www.cra-arc.gc.ca/tx/nmrdsnts/flm/ftc-cip/menu-eng.html		

Schedule B - Comparison of the Production Services Financial Incentives between Federal-Provincial-Northern Ontario

	Canadian Film or Video Production Services Tax Credit (PSTC)	Ontario Production Service Tax Credit (OPSTC)	NOHFC - Northern Business Opportunity Program - Film & Television Industry Projects
Type of Incentives	Refundable Tax Credit	Refundable Tax Credit	Not a tax credit but funding
Eligible Corporation	An eligible production corporation is defined as a corporation whose activities in the year are primarily (more than 50%) the carrying on, through a permanent establishment in Canada, of a film or video production business, or a film or video production services business.	The production company must be a corporation taxable in Canada, with a permanent establishment in ON, primarily carrying on the business of film, TV, or video production; broadcasters are eligible.	The production company must be a Canadian corporation which is Canadian controlled. Projects with a total budget of less than \$1 million must be produced by an Ontario resident. Economic benefit, projected expenditures, and employment potential in Northern Ontario, etc. (to see more details: http://nohfc.ca/en/programs/northern-business-opportunity-program-film-television-industry-projects)
Calculation of Credit	This refundable tax credit is provided to an eligible production corporation at the rate of 16% of its qualified Canadian labour expenditures, net of any assistance, in respect of an accredited production for services rendered in Canada by Canadian residents. the PSTC is not available if the production corporation has claimed a Canadian film or video production tax credit (CPTC) for the production.	Federal Tax Credits do not constitute assistance. The OPSTC is calculated as 21.5% of all qualifying production expenditures incurred in Ontario. Bonuses: 1. Ontario Computer Animation and Special Effects (OCASE) Credit: 18% of qualifying digital animation and visual effects ON labour; The above noted provincial incentive is stackable with Canada's Federal Tax Incentive which is 16% of qualifying Canadian labour expenditures net of 'assistance' ('assistance' includes any provincial incentives that are directly attributable to qualifying labour spend).	NOHFC provides assistance in the form of a conditional grant up to 50% of eligible costs to a maximum of \$500,000. NOHFC funding is based on the project's level of spending in Northern Ontario and on employment and training opportunities for Northern Ontario residents.
Eligible Expenditures	Credit is based on Canadian labour expenditures. The qualified Canadian labour expenditure for a production refers to all amounts, which are Canadian labour expenditures less any form of government or non-government assistance.	The credit is based on qualifying Ontario production expenditures. To be eligible, amounts must be paid to Ontario-based individuals (individuals resident in Ontario at the end of the calendar year preceding the year in which principal photography started). The individuals must also be Ontario-based at the time the payments were made.	Project costs that are eligible for NOHFC funding include all costs of the production that are spent in Northern Ontario, including labour costs for Northern Ontario trainees under the Trainee Provision. Eligible costs include production goods and services and post-production costs.
Administration	The PSTC is jointly administered by the Department of Canadian Heritage through the Canadian Audio-Visual Certification Office (CAVCO) and by the Canada Revenue Agency (CRA).	Certificate addresses applicant and production eligibility and the estimated amount of the credit. Qualifying corporation applies to the OMDC for a Certificate of Eligibility and to the Canada Revenue Agency for a credit refund.	The Northern Ontario Heritage Fund Corporation (NOHFC) will be conducting and reviewing the applications and eligibility.
Resource:	1. http://nohfc.ca/en/programs/northern-business-opportunity-program-film-television-industry-projects ; 2. http://www.canadafilmmcapital.com/TaxMapCC.aspx ; 3. http://www.omdc.on.ca/film_and_tv/tax_credits.htm ; 4. http://www.cra-arc.gc.ca/tx/nrrsdnts/film/pstc-cisp/menu-eng.html		