

# 2021 Annual Budget Update

## Budget Amendment # 9 (Added) - Parks and Recreation - Implementation of Strategic Objectives Related to Growing a Film Sector in London

Strategic Area of Focus:	Growing our Economy
Strategy:	Work with multi-sector stakeholders to develop a Screen-Based Industry Strategy
Budget Amendment Type:	New Council Direction
Description:	Funding to support the implementation of strategic objectives related to growing a film sector in London
Service(s):	Parks and Recreation
Lead:	Scott Stafford, Managing Director, Parks and Recreation

Budget Amendment Tax Levy Impact (\$ Thousands)	2020	2021	2022	2023	2020 to 2023 Total
Annual Net Tax Levy Impact	N/A	\$0	\$0	\$0	\$0
Annual Net Incremental Tax Levy Impact	N/A	\$0	\$0	\$0	\$0
Estimated Tax Levy Impact %	N/A	0.00%	0.00%	0.00%	0.00% Average
Estimated Rate Payer Impact \$ <sup>1</sup>	N/A	\$0.00	\$0.00	\$0.00	\$0.00 Average

Subject to rounding.

1) Calculated based on the average assessed value of \$241,000 for a residential property (excludes education tax portion and impacts of tax policy).

## Funding to support the implementation of strategic objectives related to growing a film sector in London

### What is the reason for the budget amendment?

Funding will be utilized to support the strategic objectives as outlined in the report to the Community and Protective Services Committee dated November 3, 2020. The five overarching strategic objectives include, funding and advocacy, marketing and promotion, attraction, growth and retention, and workforce development.

#### Operating Budget Table (\$ Thousands)

Film and Multi-Media Strategy	2020	2021	2022	2023	2020 to 2023 Total	2024 to 2029 Total
Budget	\$75	\$0	\$0	\$0	\$75	\$0
Cumulative Amendment <sup>1</sup>	N/A	\$200	\$200	\$200	\$600	\$0
Amended Budget	\$75	\$200	\$200	\$200	\$675	\$0

Subject to rounding.

Note 1 – The proposed funding source for this budget amendment is the Community Investment Reserve Fund.

#### Staffing Impact Table

Staffing Summary - Changes	2020	2021	2022	2023
# of Full-Time Employees Impacted	N/A	0.0	0.0	0.0
# of Full-Time Equivalents Impacted	N/A	1.0	1.0	1.0
Cost of Full-Time Equivalents (\$ Thousands)	N/A	\$100	\$100	\$100

Subject to rounding.

### Additional Details

Film and multi-media is recognized as an economic driver for the cultural sector, 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.

On November 10, 2020, City Council resolved that Civic Administration *be directed* to submit a business case as part of the 2021 Annual Budget Update process to support the implementation of the Film and Multi-Media strategic objectives (funding and advocacy, marketing and promotion, attraction, growth and retention, and workforce development). This budget amendment proposes temporary funding for 2021, 2022 and 2023, allowing Council to assess the success of this strategy and consider whether permanent funding should be allocated to support this initiative through the 2024-2027 Multi-Year Budget process.

Civic administration will work with community partners to support implementation as some partners already have positive organizational alignment with the objectives.

For additional information regarding London's Film and Multi-Media Strategy, please refer to the November 3, 2020 report to the Community and Protective Services Committee: [London's Film and Multi-Media Strategy Update Report](#) or <https://pub-london.escribemeetings.com/filestream.ashx?DocumentId=75735>