

INFILM Report to REGIONAL DISTRICT OF NANAIMO

2019 Summary / 2020 Forecast

“Vancouver Island Is Winning”

2019 Summary

Following up on a record breaking 2018 with 60 million dollars infused into the regions local economy featuring large studio productions like the Apple TV+ streaming service 8 episode dystopian series “SEE” launched Nov 1st 2019 touted to be the largest budget to date for a streaming tv series. Landed key locations which included a large exterior set build in Strathcona Park and interior sets built in a closed industrial site. Hotels where full, locals were hired, services were rented and all of it kept under wraps as requested by the studio, at the same time Paramount Studios “Sonic The Hedgehog” was setting up in Ladysmith while filming on the Inland Island Highway Cook Creek to Horne Lake utilizing Nanaimo hotels and services for support. Disney Studios filmed the 3rd in the Descendants feature film series in Qualicum Beach while Hallmarks Chesapeake Shores shot 10 episodes in and around the Nanaimo Regional District featuring locations in Qualicum Beach, Parksville, Nanoose Bay and the City of Nanaimo.

The new Vancouver Island Film Studios opened its doors for business in early March 2018. North Island College wrapped 3 cohorts of film training in Parksville. It was an exciting year and yet scary at the same time, how do you follow up after that.

We started 2019 at full speed, meeting the requests for locations, and staying true to our long term strategy to build one brick at a time. Training and expanding our local crew is critical as the industry is looking closer at the advantages of filming on Vancouver Island. We partnered with North Island College on a review of the pilot training program and presented recommendations to the Ministry of Advanced Education. The report was delivered to the Ministry of Advanced Education in June of 2019 identifying the successes and the recommendations for expanding the program.

The next phase of training was applying for funding and sponsorship of a series of 3 Indigenous Women's Writers workshops led by Doreen Manuel Director of the Bosa Centre at Capilano University, we delivered 3 workshops in Parksville which continue into 2020.

INfilm sponsored 3 Women In Film & Television Vancouver Island Chapter meetings in the mid Island with a goal to encourage more women to enter the industry at all levels.

INfilm sponsored a Creative Industry Solutions “Hackathon” in the mid Island designed to facilitate honest and meaningful discussion regarding Diversity and Inclusion solutions within the creative industry.

Crew data base — we have partnered with Creative BC to develop and populate a new industry recognized ReelScout Crew Data-base launched October 1st 2019. This tool allows people who qualify to register themselves for work as local crew. We provide this information to all producers we work with to encourage local hire.

Policy and Government Relations - continue as a champion for policy reviews as it pertains to the challenges of developing the motion picture industry in the regions of BC.

Support local Independent filmmakers through keynote addresses and mentorship to Hub City Cinema, VI Film Festival and the Comox Valley Youth Media

INfilm championed and leads by example the development and implementation of a secondary film tourism initiative. Speaking on and moderating panels at tourism and film conferences. In 2018 we partnered with Tourism Vancouver and the Vancouver Film Commission, travelling to Los Angeles to meet with Disney,(Descendants 3) Paramount (Sonic The Hedgehog) and Apple (SEE) who were filming in both regions. February 2019 partnered with Tourism Vancouver Island launching a social media campaign for Chesapeake Shore to connect with their Chessy fan base.

The summer of 2019 delivered on a joint event celebrating the filming of Disneys Descendants 3 with a party, screening and virtual reality game that drives the players to visit key tourism sites around our region as well as Vancouver. With our partners which ow include Tourism Vancouver Island , Tourism Vancouver and the Vancouver Film Commission returning to Los Angeles in early November 2019 to meet with Paramount - Apple - Disney - Warner Bros - Facebook - Netflix and Hallmark.

Tourism Vancouver Island and INfilm will be the first in the Province of BC to sign a Memorandum of Understanding moving forward as sector partners.

Business attraction and marketing is part of the 5 year plan. In 2019 we were successful in leveraging grant through Creative BC to develop and implement a Producers Familiarization Tour of the region. In April we char-

tered a flight bringing 24 key Producers to the Island to tour locations from Campbell River to Ladysmith. Community assets were profiled as potential locations. The feedback was very positive.

Examples of Productions we worked with in the RDN area are “The Amazing Race Canada” and the 4th season of Hallmarks “Chesapeake Shores” both returned to the region to film their 2019 seasons.

We have invested time and resources scouting and surveying with production clients, some who are committed to filming in 2020 many who are taking a close look at the region as an alternate to filming in Vancouver.

Below a link to the Creative BC Impact Report just released

https://www.creativebc.com/database/files/library/IMPACT_REPORT_Creative_BC_FY2018_19_webversion_1.pdf

VIEA State of the Island Report 2019 we are proud to be recognized as part of the new economy on Vancouver Island
“Vancouver Island’s economy has diversified”

- development of tourism on the west coast
- **film and television production**
- tech
- craft brewing
- cannabis

Production To Date 2019

- 87 requests for location packages
- 8 directors surveys
- 17 productions filmed in the region

Infrastructure

- Vancouver Island Film Studios

Training

- Phase 5 LMP Ministry of Advanced Education - North Island College
- Tricksters and Writers - Indigenous Women's Script Writing Workshops

- Diversity and Inclusion Roundtable

Partnerships

- Creative BC - Reel Scout locations data-base / crew data-base
- Canadian Film Commissions Association - members of new Canada wide organization
- Regional Film Commissions of BC - Joan Miller 2018 / 2019 President - shared best practices / development of provincial film tourism strategy / toolkit - Indigenous partnerships
- Association of Film Commissioners International - marketing / professional development
- Hub City Cinema - development of independent production
- Tourism Vancouver Island - Memorandum of Understanding to partner of film tourism development
- North Island College - partnering with ongoing development film training
- Women In Film & Television - sponsor local chapter meetings / script writing workshops

Film Tourism

- Hallmark - Chesapeake Shores campaign partnered with Tourism Vancouver Island / Tourism Nanaimo / Tourism Parksville Qualicum Beach
- Disney - Descendants 3 campaign partnered with Tourism Vancouver Island / Tourism Vancouver / Vancouver Film Commission

Marketing

- Producers Familiarization Tour of the region. 23 producers landed in Campbell River and spent 12 hours touring key locations all the way down the Island departing from Nanaimo's Cassidy Airport.
- Joint Trade Mission Los Angeles November 3rd / 7th 2019
 - Apple TV (SEE)
 - Paramount (Sonic)
 - Disney (Upside Down Magic)
 - Facebook
 - Netflix
 - Hallmark (Crown Media) Chesapeake Shores

Funding

• Nanaimo Regional District	50,000
• City of Campbell River.	50,000
• Alberni Clayoquot RD increased to	10,000
• Mount Waddington RD	3,000
• Creative BC	40,000
• Comox Valley Regional District.	<u>15,000</u>
	<u>168,000</u>

2020 Forecast

2020 is lining up to be another busy year, with many productions already well into discussion and surveys. From large feature films to the return of several tv series we forecast continued growth in the sector.

We are partnered with North Island College to deliver 2 cohorts of film training in January / February - grip and lighting. Have made an introduction to the new VIU President regarding development of Indigenous film programs will continue this discussion in 2020.

Launching new film tourism initiatives in partnership with Tourism Vancouver Island.

Continuing to work with RDN to identify options for standing infrastructure or the development of future stages space.

Production Forecast

We have a large feature film currently moving through the permitting process for filming in the spring of 2020, their choice of locations includes several in the RDN. In a recent discussion with the Producers of Chesapeake Shores, there is positive movement to return to the RDN for a 10 episode season 5 in the spring of 2020. We have 4 other tv series currently shortlisting our region we continue to work with them providing logistics and support.

Infrastructure

- Vancouver Island Film Studio booked out through 2022
- In consultation with several local developers to identify options for studio space

Training

- January 13, 2020 - Grip Training 4 weeks partnered with North Island College - *approved*
- January 13th, 2020 - Lighting Training 4 weeks partnered with North Island College - *approved*
- In development - January 2020 - Indigenous Production Assistant 3 week workshop
- Ongoing Women in Film & Television workshops

Film Tourism

- Paramount Studio - “Sonic The Hedgehog” film tourism campaign partnered with Tourism Vancouver Island / Tourism Nanaimo / Tourism Cowichan Valley
- Apple TV Plus - “SEE” film tourism campaign partnered with Tourism Vancouver Island / Destination Campbell River / Tourism Vancouver /
- Hallmark - “Chesapeake Shores” partnered with Tourism Vancouver Island / Tourism Nanaimo / Tourism Parksville Qualicum Beach (in development)

Funding 2020 Forecast Budget

We have signed a new 3 year contract with the Comox Valley Regional District beginning in 2020 that raises their contribution from 15 to 20,000 per year. Alberni Clayoqout RD voted to raise their contribution from 7,500 to 10,000. We are in discussions with the Cowichan Regional District regarding film services to the northern areas of their service region.

• Creative BC (Province)	40,000
• Regional District of Nanaimo	50,000
• City of Campbell River	50,000
• Mount Waddington Regional District.	3,000
• Cowichan Valley Regional District.	in discussion
• Alberni Clayoquot Regional District	10,000
• Comox Valley Regional District.	<u>20,000</u>
	<u>173,000</u>