

INFILM Report to REGIONAL DISTRICT OF NANAIMO

Summary / Forecast “Vancouver Island Is Winning”

2018 / 2019 Summary

The mid and north Island region has experienced a record breaking 60 million dollar economic infusion into local economy from productions requests both large and small. From Apple’s TV+ “SEE” 8 episode dystopian series (shot on location near Campbell River), Paramount Studios tent pole feature “Sonic The Hedgehog”, (shot on location in Ladysmith, Electoral Area H, Comox Valley and Oyster River) Disney’s blockbuster Descendant’s 3 (Qualicum Beach and Victoria), Hallmarks popular tv series Chesapeake Shores season 3 and 4 (Nanaimo, Parksville, Qualicum Beach, Little Qualicum, Coombs, Nanoose, Errington, Electoral Area’s A, H) as well productions like Canada’s “Amazing Race” (Horne Lake, Coombs, Lighthouse Country, Nanaimo River), CBC mini series “Unspeakable”(Comox Valley),independent feature film in Tofino “Come To Daddy” . These and many more to name a few. Our office has been extremely busy working through the stages from initial email or phone requests for information packages, follow-up scouting, surveys, logistics, prep, principle production and wrap. Each client requiring different levels of support, local expertise, time and resources.

RDN local economic impact examples:

Chesapeake Shore Season 1 to 3 \$13,999,000 M. CAD

**Season 4 numbers will be released in Dec*

Total Hotel Room Nights 30,000

Total Vendor Spend \$7,313,000 M CAD

Total Local Payroll \$6,687,000 M CAD

Disneys Descendant’s 3 / Sonic The HedgeHog / Amazing Race Canada

Total Room Nights 3,950

Total Vendor Spend \$910,000 CAD

Infrastructure

March 2018 the Errington based Vancouver Island Film Studios opened its doors for business, in 2019 the studio grew from 1 stage to 3 plus an office and construction shop. The stages are currently rented out until 2022. We are now in search of and in discussions for more stage

space in the mid Island (RDN region) as the need for content has exploded with the launch of new streaming companies ie; Apple, Amazon, Facebook, Disney, HBO and Netflix. We here on the Island have had an uptake in requests for studio space associated with several tv series willing to cross over from the mainland to Vancouver Island. We are currently working with RDN staff as well as Economic Development Officers with the City of Nanaimo and the District of Lantzville to identify existing infrastructure and potential developers throughout the RDN boundaries.

Training

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 the central Island based out of Parksville which continues into 2020.

INfilm sponsored 3 Women In Film & Television Vancouver Island Chapter meetings in the mid Island, one in Nanaimo, one in Parksville and one in Errington with a goal to encourage more women to feel confident to enter the industry at all levels.

In June INfilm sponsored a Creative Industry Solutions “Hackathon” in the mid Island (Errington Vancouver Island Film Studio’s) designed to facilitate honest and meaningful discussion regarding Diversity and Inclusion solutions within the creative industry. All regional economic development officers including First Nations were invited to participate with independent game, VR, film and post productions companies based within the boundaries of our service area. Nanaimo’s Hub City Cinema participated on behalf of their independent filmmakers.

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. Crew covers the region from Ladysmith to Port Hardy.

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 Nanaimo's Hub City Cinema, VI Film Festival in Campbell River and the Comox Valley Youth Media

Screen Tourism - 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 , Tourism Nanaimo, Tourism Parksville, Qualicum Beach launching a social media campaign for Chesapeake Shore to connect with their Chessy fan base. The summer of 2019 delivered on a joint event Tourism Vancouver and Tourism Vancouver Island celebrating the filming of Disney's Descendant's 3 in Qualicum Beach and Victoria with a party, screening and virtual reality game that drives the players to visit key tourism sites around our region as well as Vancouver. In October with our partners Tourism Vancouver Island , Tourism Vancouver and the VanCouver Film Commission we returned to Los Angeles in early November 2019 to meet with Paramount - Apple - Disney - Warner Bros - Facebook - Netflix and Hallmark to discuss upcoming campaigns highlighting projects that filmed throughout the region. We met with Hallmark to talk about opportunities to develop future tourism campaigns to profile Nanaimo, Parksville, Qualicum Beach and the surrounding Electoral area's

In November Tourism Vancouver Island and INfilm signed a Memorandum of Understanding moving forward as sector partners.

Marketing - 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 chartered a flight bringing 24 key Producers to the Island to tour locations from Campbell River to Ladysmith. Starting with the vacant pulp and paper mill in Campbell River to the Shelter Point Whiskey Distillery through the towns of Comox, Courtenay and Cumberland. We drove the sections of the Inland Island Highway where we film and down through Cook Creek bypass to drive the waterfront through Bowser, Little Qualicum, Qualicum Beach then Parksville, We circled back to join invitees made up of local crew and the cast and crew of Chesapeake Shores at the Errington based Vancouver Island Film Studio's. The final portion of the tour was down through Nanaimo's Old Quarter and waterfront industrial area , train yard and port. Our tour took us through main street Ladysmith and culminated at the naimo airport where the producers boarded a flight back to Vancouver. Community assets were profiled as potential locations. The feedback was very positive. We are now working on 2020 projects with several of the producers who were on the tour.

Locations Scouting and Surveys - A considerable amount of time and resources goes into scouting and surveying with production clients, some are already committed to filming in 2020 many are taking a close look at the region as an alternate to filming in Vancouver. Once we have been through the initial process and discussions on the creative looks for the project we send out a digital photo package. If the production likes the look we then get in a car / truck / van / boat or plane accompanying the early key production crew to the physical locations. Our office covers the vehicle rentals, packs and pays for the many coolers of food and beverages as we don't usually stop for lunch we eat on the move due to the tight timelines.

As an example we have a project which we have just landed for 2020. Once the production expressed interest in the images and locations we sent we conducted 3 physical surveys. The first we rented a van in Campbell River, left early to pick up 3 clients off the morning Helijet flight into the Port of Nanaimo. We drove them look and walk 1 key location in Nanaimo, 3 in the Parksville/Qualicum/Errington area and one just outside the boundaries of Coombs returning them to meet the afternoon Helijet flight out of the Port of Nanaimo. We paid for the van, the food, the fuel. The second survey was with 6 members of the production team which included the Director. Again we rented the van, packed the food in coolers and met them at the airport. We drove to locations in Campbell River, Cumberland, Parksville / Qualicum Beach / Errington, Nanaimo and

Coombs then dropped some of them off at Helijet and some to the Nanaimo Airport. This was followed up with a new locations scout hired to re-shoot all the locations, he was on the ground with us for 3 days. Last week we began the start of a 2 day permitting tour with the newly hired Location Manger, we revisited all the locations and held meetings with all the pertinent permitting agencies which includes BC Parks, Ministry of Transportation, NRD Parks and Front Counter BC. This process is the norm with most of the clients we serve. Behind each of these production our office is making calls, opening gates, tracking down contacts, researching weather patterns, looking for additional qualified local crew along with managing a lot of other logistics. The challenge is to provide the same level of support to multiple clients and different stages of the production cycle from initial contact, prep, principle production and wrap.

BC Report - Below a link to the Creative BC Impact Report 2018/2019 was just released. This report outlines the impacts of the Motion Picture Industry in BC with a focus on leadership. Vancouver Island North Film Commissioner Joan Miller is featured in a Spotlight Story on page 37.

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 2018 / 2019

- 175 requests for location packages
- 37 productions filmed in the region

In the RDN

TV Chesapeake Shores Season 3 entire region

TV Chesapeake Shores Season 4 entire region

TV movie Disney's Descendants 3 - Electoral Area H
Feature Film Paramount Studios Sonic the Hedgehog /
Electoral Area H, Ladysmith (hotels where in Nanaimo)
TV Canada's Amazing Race / Electoral Area's H,
Electoral Area C, Electoral Area F, Nanaimo,
Commercial Brit-a Water / Nanaimo, Ladysmith
TV Bring Me / Qualicum Beach, Electoral Area H
Documentary Year in The Wild / Bowser Electoral Area H
Commercial BC Hydro Power Smart / Electoral Area H
Documentary Christina Mittermeier / Nanaimo
Feature Come to Daddy / Errington
TV Shinrin-Yoku / Qualicum Beach
Commercial BC Hydro / Electoral Area F

Infrastructure

- Vancouver Island Film Studios Errington
- Looking for new stage space throughout the RDN Boundaries

Training

- Phase 5 LMP Ministry of Advanced Education - North Island College
- Tricksters and Writers - Indigenous Women's Script Writing Workshops 1 Errington VI Film Studio and 2 at Parksville Community Centre
- Diversity and Inclusion Roundtable Errington VI Film Studio

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 Nanaimo
- 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 Nanaimo, Parksville, Errington

Film Tourism

- Hallmark - Chesapeake Shores campaign partnered with Tourism Vancouver Island / Tourism Nanaimo / Tourism Parksville Qualicum Beach to profile entire region
- Disney - Shot in Dashwood Area H and Victoria, 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) Area H
 - Disney (Descendants 3) (Upside Down Magic) Area H
 - Facebook
 - Netflix
 - Hallmark (Crown Media) Chesapeake Shores Entire region

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 Chesapeake Shores Producer Matt Drake stated "We are awaiting word on an official pickup on season 5 and are hopeful due to the positive ratings S 4 received." We have 4 other tv series currently shortlisting our region we continue to work with them providing logistics and support. One gearing up for January and March will be utilizing Nanaimo for its accommodation and vendor service requirements another will have several locations within the RDN Boundaries and will be using hotels and local vendors.

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 Hotel all in Nanaimo, campaign to include Nanaimo in VR and Screening
- 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) future campaign to include entire region.

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 Clayoquot 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>