

Update on the Screen Arts Industry

Presentation to
Vancouver City Council

June 24, 2014



creativeBC



A Good News Story...

Last April - the VEC and the film and television industry reported to Council.

A year later, the City has:

- Innovated service.
- Clarified processes and procedures.
- Improved communication.
- Provided budget relief.
- Demonstrated support and advocacy for the industry.

Response and Results

Achievements since January 2013

Parking

- Charge for meters at average occupancy = savings beginning July 1, 2014.

Police

- Agreement on standardized requirements for police on set = more accurate budgeting and consistent deployment.

Response and Results

Permits

- Establish standards and expectations = faster approval times and fewer public complaints.
- UPCOMING: Work with COV departments (Parks, Facilities, etc.) to create a “one-stop shop” service process for film production companies.

Working Together

The City is working with the screen arts industry to:

- Lower barriers to conducting business in Vancouver.
- Position Vancouver as a competitive and sustainable production destination.
- Demonstrate the value of the screen arts industry to Vancouver's citizens.

Presenters

- **Ian McKay**, CEO, Vancouver Economic Commission (VEC)
- **Richard Brownsey**, President and CEO, and **Gordon Hardwick**, Director of Industry Development, Creative BC (CRBC)
- **Peter Leitch**, Chair, Motion Picture Production Industry Association (MPPIA)
- **Sandi Swanigan**, Senior Manager, Film and Special Events, City of Vancouver (COV)

Ian McKay

Vancouver Economic Commission

FILM & TELEVISION



VANCOUVER 2013



TELEVISION COMMERCIALS

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VANCOUVER 2013

VISUAL SPECIAL EFFECTS



VANCOUVER 2013

POST-PRODUCTION/ANIMATION/GAMES



VANCOUVER 2013

Vancouver Film Industry



- Over 20,000 jobs in Metro Vancouver.
- \$1.5bn GDP.
- 2013 COV Film Office Stats:
 - 1425 “shoot days”
 - 30 series
 - 11 pilots
 - 107 commercials
 - 18 feature films
 - 14 movies of the week
 - 45 documentaries/mini-series

Recent Developments



- Sony Imageworks relocation from California.
- “The VFX Capital of N America” - **Variety Mag.**
- Industrial Light & Magic expansion.
- Scanline expansion.
- Increased interest and investment from China e.g. **Gener8.**



What VEC is doing



- Vancouver-China Mission 2013 e.g. Nerdcorps
- Follow up from previous missions to London/LA.
- Convened immigration focus roundtable with Federal/Provincial Ministers.
- Annecy Digital Animation Festival 2014.
- VES Career Fair 2014.
- Ongoing industry promotion.



What Our Competitors Are Doing

- Unsustainable incentives being reduced in some Canadian jurisdictions (Montreal).
- London/NZ have increased tax credits again.
- New Toronto Film Commissioner & Director of Entertainment Industries. 25 staff, \$3.5m budget.



Toronto picks Zaib Shaikh, of Little Mosque fame, as film commissioner

ANN HUI

The Globe and Mail

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7 comments

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Little Mosque on the Prairie actor Zaib Shaikh has been named Toronto's new film commissioner.

The Toronto native will be tasked with serving as an ambassador for the city's film business, with the goal towards doubling the \$1-billion already generated each year by the industry.

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IN THE KNOW

• **LIFE**



Richard Brownsey and Gordon Hardwick
Creative BC
‘British Columbia’s Creative Industry Catalyst’

About Us



Creative BC is a independently managed organization established by the Province to encourage and support the development of the Creative Industry Sector in British Columbia.

- Motion Picture Production and Post Production
 - domestic
 - foreign service
- Interactive and Digital Media.
- Music and Sound Recording.
- Book and Magazine Publishing.

Program Areas

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- Investment Programs.
- Business Attraction.
- Tax Credit Administration.
- Industry Expertise and Support.
- Motion Picture Production Services.
- Industry Partnerships and Initiatives.

Programs and Initiatives

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- Partners on Screen.
- Reel Green.
- Location Library.
- Project Development Fund.
- Slate 2.0
- Market Development Programs.
- Industry Initiatives Support.
- Skills Development Scholarships.

Cooperation with Vancouver Film Office

- Traffic management matrix for work on roadways.
- Recent “Jeep” Commercial - supporting a workable location for a complex shoot.
- Pacific Boulevard Street Use Request - finding a solution to a complete closure requirement.
- UAV Aerial Camera Use - developing best practices.



Peter Leitch

Motion Picture Production Industry Association

Who We Are



- Member-based non-profit organization dedicated to a strong future for B.C's motion picture production industry.
- Voice and vision of the Motion Picture Production Industry.
- Includes cast and crew unions and guilds, studios and equipment suppliers, service sector, and industry sector organizations.

Mission



- To work together with industry stakeholders, governments at all levels, the business community and the public to inform, educate, advocate, market and promote the value of an environmentally friendly, knowledge-based industry.
- To grow and diversify a flourishing creative sector in British Columbia to reach its full potential and economic benefits.

Priorities



- Maintain the social licence to film in our neighborhoods in a responsible, environmentally friendly and sustainable matter.
- Communicate to all constituents the value of the industry including job creation, direct contribution to local businesses and overall contribution to the BC economy.
- Maintain competitive tax incentives by showing the ROI in jobs and economic impact.

Current Status



- World class crews, cast, infrastructure, and fantastic world of looks.
- The CDN\$ much friendlier than a year ago and incentives generally competitive.
- Strong presence of television and an upswing in BC-based productions.
- Top post production and visual effects companies located in Vancouver.
- Fantastic synergy with stakeholders.



Sandi Swanigan
City of Vancouver

COV Film Office



- Resides in the new Film and Special Events Branch (Engineering Department).
- Provides engaged, informed customer and stakeholder service.
- Works closely with industry on immediate needs and long term operational strategies.
- Is busy! 36% increase in business overall in the first quarter of 2014.

Moving Forward



- Remain dedicated to the ongoing improvement of our clients' experience.
- Update guidelines and innovate procedures. Introduce service surveys and health checks.
- Provide improved Vancouver-specific metrics.
- Create agile, resilient, streamlined service model to support a fluid, complex industry.

Moving Forward



- Mitigate impacts and be sensitive to the needs of other non-industry stakeholders.
- Engage and inform residents through story-telling, experiential and positive exposure to the screen arts industry.
- Celebrate a sustainable and diverse creative industry that provides over \$100,000,000 to our City's economy.

Q&A



THANK YOU

