

Council Report

Report Number: ED2021-003

Meeting Date: January 28, 2021

Title: Film Production and Processes

Description: The report is to use funds from the Economic Development Reserve to undertake a Film Production and Processes study

Author and Title: Donna Goodwin, Economic Development Officer- Arts and Culture

Recommendations:

That Report 2021-003, **Film Production and Processes**, be received; and

That up to \$40,000 be allocated from the Economic Development Reserve to undertake a Film Production and Processes study with the intent of establishing a municipal film office in Economic Development Division.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

This new issue is coming forward in response to discussion at the Economic Recovery Task Force (ERTF) to investigate new innovative programs that encourage post pandemic economic recovery.

This report addresses that direction.

Rationale:

Film production is an industry within the cultural economy. It has shown that it can be a significant economic driver and touches upon all five goals of the Kawartha Lakes Economic Development Strategy: Adopt a City-wide focus; Grow specific business sectors; Encourage a positive community business culture; Align and inspire City resources; and, Attract and retain a new generation of great entrepreneurs and workforce.

There is interest in film production in the municipality but current processes have not supported this activity in a meaningful nor strategic way. To create a **film friendly** process and realise the economic benefits of film production, a comprehensive study is required. The study will set the vision for the next five years of industry development and will identify the process needed to:

- start a municipal film office for processing and production and to market the City of Kawartha Lakes as a film friendly community;
- partner with local post-secondary institutions on a skills development program and;
- build cultural tourism products with community partners (i.e. Fenelon Falls – Films by the Falls event, the Kawartha Art Gallery's Toronto International Film Festival, and Fleming/Royal Ontario Museum partnership)

thus creating, over the next five years, the foundation of a solid creative economy ecosystem.

The proposed study scope of work includes:

- Benchmark existing film services with comparable strategically selected municipalities;
- Review current film industry and internal workflow processes, and provide a statement of future readiness to achieve Film Friendliness (appetite and capacity);
- Based on the above, provide recommendations regarding a film office structure and services (including recommended Film Manager/Commissioner job

description, online permitting, tax credit processes, fulsome website info and documentation);

- identify policy recommendations to deliver Film Friendliness (for all CKL departments to deliver film friendliness);
- Review any existing film related fees, and provide suggested structure, if possible, to assist in funding a Film/TV/Production Office and engaging stakeholders;
- Identify best practices for assessing economic impact of film activity.

Staff are bringing forth this concept as a response to ERTF's direction. Given this, the initiative was not included in the 2021 budget and requires funding through the Economic Development Reserve.

It is important to have the study completed now to be well positioned to implement its findings as the economy reopens for travel and investment.

Other Alternatives Considered:

Staff have investigated alternative funding sources i.e. provincial funding programs such as the Ontario East Development Fund, Rural Economic Development Fund, Ontario Trillium Foundation and have found this type of initiative to be ineligible.

As this is a new initiative, current budget allocations cannot fund this request.

Alignment to Strategic Priorities:

This aligns to the 2020-2023 City of Kawartha Lakes Strategic Plan

2. An Exceptional Quality of Life

5. Community Building through:

- Enhance community involvement
- Update and execute the Cultural Master Plan
- Support and promote arts, culture and heritage

The study also aligns with the 2020-2030 Cultural Master Plan

3.2 Priority Two: Address Local Factors Inhibiting Cultural Sector Growth

Local conditions, municipal zoning and other regulations, as well as regional factors significantly affect the health and success of cultural sector businesses and non-profit organizations in Kawartha Lakes.

Objective 3. There is effective inter-departmental consideration of the cultural dimensions of development and city operations.

Establish a structure and process for inter-departmental communication with respect to the implementation of the CMP and to encourage a cultural lens for new development and municipal projects.

3.4 Priority Four: Expand Cultural Sector Funding Options

Objective 2. Cultural organizations build in a revenue stream in their business plans to improve financial sustainability

Provide training/workshops to cultural organizations to identify and include new revenue streams in their business plans (i.e. museum space rentals for events, ticketing for special events, historic book publishing, filming on museum sites, behind the scenes VIP experiences)

And, it aligns with all five goals of the Kawartha Lakes Economic Development Strategy:

1. Adopt a City-wide focus
2. Grow specific business sectors
3. Encourage a positive community business culture
4. Align and inspire City resources
5. Attract and retain a new generation of great entrepreneurs and workforce

Financial/Operation Impacts:

Funding of up to \$40,000 for the study is proposed to come from the Economic Development Reserve.

Consultations:

City of Kawartha Lakes Senior Management Team
Director of Corporate Services
Manager of Economic Development
Ontario Ministry of Agriculture, Food and Rural Affairs
Ministry of Infrastructure

Attachments: None

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Department Head: Chris Marshall, Director