

Committee of the Whole Report

Report Number:	ED2022-002
Meeting Date:	January 11, 2022
Title:	Film Production and Processes Feasibility Findings
Description:	Results of the 2021 Film Feasibility Study and associated work to develop a Film + Television Office
Author and Title:	Donna Goodwin, Economic Development Officer: Arts & Culture

Recommendations:

That Report ED2022-002, **Film Production and Processes Feasibility Findings**, be received;

That Council endorse the findings of the Film Production and Process Study, attached as Appendix A, in principle and direct staff to work to develop a Film + Television Office in the Economic Development Division;

That Council send a Letter of Support for the South Eastern Ontario Production Acceleration Fund to advocate for a Provincial Film production incentive program for southeastern Ontario municipalities, and

That these recommendations be brought forward to Council for consideration at the next Council Meeting January 25, 2022.

(Acting) Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

At the Council Meeting of January 28, 2021, Council adopted the following resolution:

CR2021-024

Moved By Councillor Seymour-Fagan

Seconded By Councillor Veale

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.

Carried

A Request for Proposals to conduct a Film Production and Processes Feasibility Study was issued in March 2021. SKH Consulting was the successful consultant. The study was completed between May and September 2021.

SKH Consulting was tasked to:

- assess the City's film and television capacity and appetite,
- offer recommendations for delivering Film Friendliness for all-scale domestic and international productions; and,
- recommend a package of Policy tools, which implemented together, would ensure formal inclusion of film + television production activity in the scope of work across all departments, agencies, boards and commissions.

This report provides Council with a summary of, and recommendations from, the Film Production and Process Study.

Rationale:

The Film Production and Process Study included a review of internal reports, the City of Kawartha Lakes Strategic and Master Plans, one-on-one interviews with over 40 department and municipal services leads, Trillium Lakelands District School Board, Parks Canada: Trent- Severn Waterway, Director's Guild of Canada (DGC) Locations Caucus, Ontario Film Commissioner, comprehensive driving of/through the municipality, and benchmarking with neighbouring communities.

SKH Consulting shared that Kawartha Lakes has an opportunity, and the capacity, to transform into a Film Friendly jurisdiction that attracts production, delivering employment and job training, community outreach, and private sector capital. The study revealed that the film and television industry is an excellent fit for the economic development plans of Kawartha Lakes.

Based on the finding of the study completed by SKH Consulting, staff is requesting Council's support to initiate and complete the items set out to establish a municipal film office in the Economic Development Division of the City of Kawartha Lakes. While the name Office is in the title, the function will exist within the Economic Development Division using existing resources. Staff are working collaboratively to assess how to implement the findings of the study in a seamless and supportive way.

To establish the Film and Television Office, the following steps were recommended. Timelines for these steps is included:

1. Listing public and privately owned properties on Ontario Creates beginning in Q1, 2022.
2. Establish the framework for an industry advisory function – composition/structure, guidelines, Terms of Reference, Q2, 2022.
3. Establish the Management Directive and Standard Operating Procedures for a Film office in KL Q2, 2022.
4. Establish a permit IT Master Permitting process created Q3, 2022.
5. Collect data, track and analyze findings to inform future plans starting in Q4, 2022.
6. Webpage for external information Q4, 2022.
7. Develop and execute a marketing and awareness program (incl. Ontario film office) Q1, 2023.
8. Film infrastructure investment attraction (hard and soft initiatives e.g. Education, partnership with Fleming College, Broadband, overnight accommodation, identification of municipal land for studio production) beginning in 2023.

South Eastern Ontario Production Accelerator Fund

In tandem to our study of film and television production in the municipality, a group of neighbouring municipalities have been working together to have the Province provide an incentive for productions to choose South Eastern Ontario as their location for film. Similar to the North Ontario Film Tax Credit, the South Eastern Ontario Production Accelerator Fund (SEOPAF) would provide production incentives for the film and

television industry to choose Eastern Ontario for their location shoots. This type of funding would mitigate some of the limiting factors i.e. outside of Zone 1 (the GTA), limited roofed accommodation, proximity to a major airport or transportation routes, etc. The City of Kawartha Lakes would greatly benefit from this type of provincial initiative as it would level the playing field with regions outside of the Toronto/GTA that have incentives for this economic activity. A copy of their presentation is attached as Appendix B.

Starting in 2022, staff would like to work with South Eastern Ontario Production Accelerator Fund (SEOPAF), on the establishment of an accelerator fund to encourage production in this region of the province.

Other Alternatives Considered:

The report can be received as information with no direction given at this time. Staff do not recommend this, as much of the work can occur within existing staff and budget resources and the web based platform requirements have been approved in the 2022 budget.

Alignment to Strategic Priorities

This aligns to Strategy 2.5 An Exceptional Quality of Life in the 2020-2023 City of Kawartha Lakes Strategic Plan; Community Building through: the enhance community involvement, update and execute the Cultural Master Plan and support and promote arts, culture and heritage.

The study also aligns with the 2020-2030 Cultural Master Plan (CMP) 3.2 Priority Two: Address Local Factors Inhibiting Cultural Sector Growth that directs us to look at 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.

The recommended activities support Objective 3: there is effective inter-departmental consideration of the cultural dimensions of development and city operations as the office would 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.

It would also expand Cultural Sector Funding Options as outlined in 3.4 Priority Four objective 2 that cultural organizations build in a revenue stream in their business plans to improve financial sustainability by developing activities to 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:

The Kawartha Lakes Film + Television Office is proposed to become a function of the Economic Development Division and will be incorporated in existing work plans.

At the December 7 Special Council meeting, Council passed the 2022 budget which includes funding to develop a film permitting process for the film and television industry through the IT department.

Consultations:

CAO Office; Clerk's Office, Municipal Law Enforcement & Licensing, Legal Services, Insurance Risk Management, Realty Services Division.

Community Services Department; Parks, Recreation and Culture Division, Building and Property Division.

Corporate Services Department; Communications, Advertising and Marketing, Information Technology, Treasury.

Development Services Department; Policy Planning Division, Economic Development Division.

Engineering and Corporate Assets Department.

Public Works Department.

Kawartha Lakes Fire Service.

Kawartha Lakes Library Services.

Kawartha Lakes Police.

Other Stakeholders/Organizations

Trillium Lakelands District School Board

Trent Severn Waterway

Ontario Provincial Police

Downtown Lindsay Business Improvement Association

Bobcaygeon and Area Chamber of Commerce

Coboconk Norland and Area Chamber of Commerce

Fenelon Falls and Area Chamber of Commerce

Lindsay & District Chamber of Commerce

Ontario Ministry of Infrastructure

Ontario Creates, Ontario Film Commission

Director's Guild of Canada

Attachments:

Appendix A –Kawartha Lakes Film Production Feasibility Study



Final Kawartha La
Film Production

Appendix B – SEOPAF Presentation



SEOPAF_Proposal
Oct 2021.pdf

(Acting) Department Head email: rholy@kawarthalakes.ca

(Acting) Department Head: Richard Holy