



Council Report

Report Number:	ED2022-029
Meeting Date:	April 19, 2022
Title:	Ontario Green Screen Program
Description:	Participation as a Member of the Ontario Green Screen Program
Author and Title:	Donna Goodwin, Economic Development Officer – Arts and Culture

Recommendations:

That Report ED2022-029, **Ontario Green Screen Program**, be received;

That Council approve participation as a member of the Ontario Green Screen Program;
and

That the Mayor and City Clerk be authorised to execute the Ontario Green Screen Program Letter of Agreement with Ontario Creates attached as Appendix B.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The Economic Development Division is developing a Film + Television Production Office. This work is based on Council direction:

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

At the Council Meeting of January 25, 2022, Council adopted the following resolution:

CW2022-006

Moved by Deputy Mayor Richardson

Seconded by Councillor Elmslie

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 and 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 Regular Council Meeting.

Carried

Furthermore, Section 6.09 of **By-Law 2016-009; A By-Law to Provide Authority for the Execution of Certain Documents and Affix the Corporate Seal on Behalf of the City of Kawartha Lakes**

6.09 A contract or agreement between levels of government, requires a Council Report recommendation adopted by Council that approves the contract or agreement and authorizes the Mayor and City Clerk to sign.

requires all recommended contracts or agreements between levels of government be adopted by Council and authorizes the Mayor and City Clerk to sign on their behalf. The Clerk's Department has identified that Ontario Creates is a Provincial Agency of the Government of Ontario, and is subject to Freedom of Information and Protection of Privacy Act, the same as the Province, and not Municipal Freedom of Information and Protection of Privacy Act. Therefore, Council needs to approve the agreement and direct Mayor and the City Clerk to sign on its behalf.

This report addresses that direction.

Rationale:

There is an opportunity to include environmental film production industry standards in the foundational elements of the City's Film + Television Production Office through participation in Ontario Creates Green Screen Program. The policies, programs, supports and collaborative opportunities are a valuable resource to the City and will help to further the implementation of key municipal strategies and programs. In addition to the development of the Film office, this initiative aligns with other City strategies.

As identified in the 2019 Healthy Environment Plan, the City has identified that it has a key role to play in reducing climate risks and addressing GHG emissions by:

- Influencing change, through the local regulatory frameworks such as assessments and approval processes, the use of surcharges and rebates, integrating the strategies into existing plans and policies and the enforcement of adaptive policies that address community climate impacts.
- Implementing the provincial Planning Act, and through adopting land use policies that support climate mitigation and adaptation principles and result in long lasting impacts to reducing emissions while creating safe and sustainable places to live.

- Actively demonstrating leadership through action as a municipality to ensure climate change considerations are integrated into service delivery and asset management.
- Playing a strong role in communicating with and providing opportunities for residents and businesses to take part in collective action.

Participation on the Ontario Green Screen (OGS) Council will ensure environmental policies that support the Healthy Environment Plan will be integrated into the new Film + Television Production Office. Staff will have access to the latest environmental programs and supports which should help the office to succeed in mitigate the environmental impact of film production in the municipality and help reduce Green House Gas emissions related to this industry.

Partnering with this program will also provide additional opportunities for advertising and marketing Kawartha Lakes as a municipality that aligns with the growing interest by production companies to work where there are environmentally sound practices and processes; reinforcing the fact that Kawartha Lakes is a great place to bring a production.

The Ontario Green Screen Program, facilitated by Ontario Creates, “is only possible through a strong collaboration between Ontario Creates and industry and municipal partners. Collectively, the three sectors have a shared responsibility to embrace and improve sustainable production practices. While advancing these initiatives through their own organizations, industry and municipalities recognize the importance of collaboration in accelerating this important work. Film and television production takes place across the province and OGS partners represent many diverse aspects of the film and television production sector. The success of OGS cannot be accomplished without the input, investment and innovation of these industry champions representing producers, cast and crew (above and below the line), studios, equipment suppliers, post-production and municipalities.”

Currently, the municipalities of Brampton, Toronto and Mississauga, and the Region of Durham are members of the Ontario Green Screen Council. The opportunity to be able to bring a rural municipal perspective to the program would be of benefit as the council implements its strategic plan and begins to develop resources and recommendations for 2023 and beyond.

Other Alternatives Considered:

Alternatively, Council can receive the report for information but not endorse participation in the program.

That Council receive the report for information but no action is taken at this time.

This is not recommended by Staff.

Alignment to Strategic Priorities:

Participation in the Ontario Green Screen Program aligns with all four strategic priorities within the 2020-2023 Kawartha Lakes Strategic Plan but most notably Priority 1: Healthy Environment by increasing waste reduction and diversion; Implementing the Healthy Environment Plan; Protecting and enhancing our water quality; and developing and executing a Green City Charter, demonstrating our corporate commitment to leadership in environmentally friendly business practices by reducing our corporate carbon footprint, creating an efficient facility model and environmentally efficient municipal infrastructure; green procurement policy; green fleet program and practices; and management of waste at municipal facilities.

The development and execution of green Film + Television production initiatives will also support the activities of council and staff in cultivating an Exceptional Quality of Life; A Vibrant and Growing Economy and demonstrate Good Government practices.

Financial/Operation Impacts:

The Ontario Green Screen Program membership cost of \$2,500 will be covered by the 2022 Economic Development operating budget.

Collaboration with other departments such as Public Works, Engineering, Corporate Assets and Building and Property Divisions will be encouraged to assist in strategic implementation the Ontario Green Screen activities where deemed appropriate.

Consultations:

City Solicitor

Deputy Clerk

Ontario Creates

Ministry of Heritage, Cultural and Sports Tourism Industries

Attachments:

Appendix A –Ontario Green Screen Strategic Plan



ON Green Screen
Strategic plan.pdf

Appendix B – Ontario Green Screen Council Agreement



Appendix B -
OGS_Partner_Agreem

Department Head email: rholy@kawarthalakes.ca

Department Head: Richard Holy, Director of Development Services