

AGENDA FOR THE REGULAR
NANAIMO ECONOMIC DEVELOPMENT COMMISSION MEETING
TO BE HELD IN THE BOARD ROOM, CITY HALL,
ON THURSDAY, 2011-01-20, COMMENCING AT 3:00 P.M.

1. **CALL THE REGULAR NANAIMO ECONOMIC DEVELOPMENT COMMISSION MEETING TO ORDER:**

2. **INTRODUCTION OF LATE ITEMS:**

3. **ADOPTION OF AGENDA:**

4. **DELEGATIONS PERTAINING TO AGENDA ITEMS: (10 MINUTES)**

5. **CHAIR'S REPORT:**

6. **STAFF REPORTS:**

(a) Request from the Vancouver Island North Film Commission

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Staff's Recommendation: That the Commission receive this report as background information to accompany the Vancouver Island North Film Commission's (INFilm) request for \$30,000 in funding.

7. **DELEGATIONS PERTAINING TO ITEMS NOT ON THE AGENDA: (10 MINUTES)**

8. **QUESTION PERIOD: (*Agenda Items Only*)**

9. **PROCEDURAL MOTION:**

It is moved and seconded that the following meeting be closed in order to deal with the following matters under the *Community Charter* Section 90(1):

(c) labour relations or employee negotiations.

10. **ADJOURNMENT:**

STAFF REPORT

TO: Nanaimo Economic Development Commission

FROM: I. Howat, Director of Strategic Relationship

RE: Request from the Vancouver Island North Film Commission

RECOMMENDATION:

That the Commission receive as background information to accompany Vancouver Island North Film Commission's (INFilm) request for \$30,000 in funding.

BACKGROUND:

The City of Nanaimo funded its own film office until 2007. Council in December 2006 discontinued funding due to lack of industry participation and lack of results. It was felt at that time that Nanaimo could receive an equivalent level of service from the BC Film Commission. The BC Film Commission confirmed with the City their assumption of responsibilities with regard to film location inquiries. In a recent phone conversation with the BC Film Commission, it was confirmed that the BC Film Commission continues to represent Nanaimo.

The BC Film Commission believe that the film industry is motivated first and foremost by its creative needs and pro-active marketing has little effect on trumping those creative needs. The BC Film Commission provide the broadest array of material to the industry that could represent those creative needs and if the material they have on Nanaimo meets those needs and the tax incentives more than offset the burden of mobilizing crews to Vancouver Island than the BC Film Commission contact the City's Economic Development Office for further follow up. Ultimately, if the film maker chooses to work in Nanaimo, we're advised that they prefer to work directly with the permitting offices and public works offices of the host city. The BC Film Commission is a provincially funded organization that does not require any funding from the City of Nanaimo. On occasion we are expected to provide updates on our photo inventory as the physical environment changes in Nanaimo, so that the BC Film Commission can best represent what Nanaimo has to offer.

On December 9, 2010, The Nanaimo Economic Development Commission unanimously accepted and endorsed the Nanaimo 2011 Economic Development Strategy. The Strategy filtered potential target markets based on presence and strength of existing industry, local and national industry growth trends, and the competitive assets that would or would not make Nanaimo a desirable location for specific industries. The target industries are identified as follows:

- Warehouse/distribution (Logistics and Distribution)
- Professional, Scientific, Technology (Innovation)
- Tourism
- Business & Professional Services
- Green Industry

Given that the Commission has just completed the Economic Development Strategy and the implementation plan of the Strategy is ambitious, staff recommend that the limited resources of the Economic Development Office be focussed on the target industries identified in the Strategy and accepted and endorsed by the Commission. Further, its recommended that we continue our relationship with the BC Film Commission and capitalize on film opportunities when they arise through that relationship.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'I. Howat', written over a horizontal line.

I. Howat
Director of Strategic Relationships



November 29, 2010

City of Nanaimo
455 Wallace Street
Nanaimo, BC V9R 5J6

Re: Investment in Creative Economy, Film and New Media

Dear: Mayor Ruttan and Council,

The ongoing work of the Island North Film Commission (INfilm) continues to promote your community and others on Vancouver Island to a global creative industry that maintains its financial strength despite current economic challenges.

Film production has been and will remain a key function of our operation as the industry matures and evolves. INfilm has kept up with the ever-accelerating pace of change. The City of Nanaimo can continue to benefit in the future by investing with INfilm as we continue to provide a leadership position in this rapidly changing industry.

The Role of a Regional Film Commission; Balancing Act - Then and Now

Our role in the film industry has been about locations. This is the commodity we were selling – constantly trying to set ourselves apart from other regions by profiling our diversity, our splendid landscapes or wide variety of architecture.

Locations are still important but are now only one segment of a complex, sophisticated and often baffling puzzle, reflecting the drastic changes in the industry and the global economy. In the past we were more aligned with tourism or arts and culture. Not surprisingly, we are now more aligned with economic development and a growing creative economy.

Film Commissions are expected to be experts in:

- Tax and other incentive schemes,
- Film financing – debt, equity investments – gap financing, bridge loans
- Production and postproduction
- All things digital
- Visual effects, animation, 2D/3D, gaming, interactive, simulation, visualization, new distribution platforms.

Film Commissions are increasingly involved with:

- Education – as it connects to career pathways and job creation
- The creation of indigenous industries

Maybe the biggest change for regional commissions is creating their own industry. From identifying a local crew base, promoting local business and services, to Financing, digital media facilities, soundstage facilities....to capture and become a viable, sustainable industry in their area.

☒ Council
☐ Committee.....
☒ Open Meeting
☐ In-Camera Meeting
Meeting Date: 2010-DEC-13

We are in a time when the basic economic components of many communities in our region are threatened, whether they are based in natural resources, agriculture or manufacturing. The need to diversify our economies is the reason behind dramatic change as governments worldwide become desperate to capture a piece, large or small, of the film and media industries. Capturing a piece of the industry means something completely different than it did 10 – 15 years ago.

The Future:

Vancouver Island and the Sunshine Coast is at a crossroads with a 21st Century entertainment industry. British Columbia is on the leading edge of the digital entertainment revolution with the convergence of film & television production, visual effects and interactive media.

Interactive entertainment revenues in BC are now double those of film. We have an opportunity that will benefit our region. Our proximity to a major industry centre opens us up to participate in a unique confluence of three pillars of growth and sustainability – the physical production of film & television, visual effects and animation, and interactive media.

By leveraging on the combined strengths of these industries, Vancouver Island and the Sunshine Coast is in a position to capitalize on the new opportunities arising from convergence. INfilm is working to attract new companies to locate in the region, attracting inward investment to support the growth of digital infrastructure and the creation of new jobs.

Credibility is Essential:

INfilm has a reputation within the industry as the gatekeeper to the region. Our credibility rests with our experience, knowledge and understanding. We deal with issues such as intellectual property rights, confidentiality agreements, production company publicist constraints and contact with the myriad of potential supporting industries. We focus our activities to *facilitation with*, as opposed to *promotion of* particular productions.

Governance:

The volunteer Board of Directors represents a geographically wide selection of communities on the Island and the Sunshine Coast. It is required that all members of the Board have no vested personal or business interest in film or media production and no personal conflict of interest.

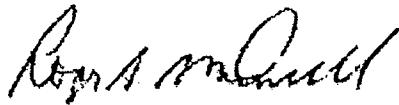
Invest:

INfilm has serviced over 300 productions with a regional economic impact of \$69,023,884. We are forecasting another strong year with 4 features already gearing up to film on location throughout the region. We are requesting the City of Nanaimo include a financial investment of \$30,000 to INfilm in your 2011 budget.

We appreciate the leadership shown by the communities and regional districts who have and continue to recognise the strength of a collaborative regional investment and encourage all other communities and regional districts to consider becoming partners in the attraction and growth of this viable economic driver.

If required Island North Film Commission Board would be pleased to appear before your council to discuss forging a stronger relationship. Below is a list of INfilm 2011 Directors.

Yours truly,



Roger McDonell, President

Cc: Mike Wansink, Vice President - Qualicum Beach
Cc: Marsha Foster, Secretary / Treasurer - Comox Valley
Cc: Kathy Campbell, Director at Large - Comox Valley
Cc: Lillian Hunt, Director at Large - Alert Bay
Cc: Geoff Lyons, Director at Large - Ucluelet
Cc: Paul Galinski, Director at Large - Powell River
Cc: Stephanie Tipple, Director at Large - Campbell River
Cc: Glenn Wong, Regional Liaison - Alberni Clayoquot Regional District