

AGENDA FOR THE 2004-AUG-16 MEETING
OF THE ECONOMIC DEVELOPMENT STANDING COMMITTEE,
TO BE HELD IN THE BOARD ROOM, CITY HALL, IMMEDIATELY FOLLOWING THE
"IN CAMERA" MEETING OF THE ECONOMIC DEVELOPMENT STANDING COMMITTEE

1. ADOPTION OF MINUTES:

Minutes of the 2004-JUL-12 Meeting of the Economic Development Standing Committee held in the Board Room, City Hall at 10:30 a.m.

2. INTRODUCTION OF LATE ITEMS:

3. RECEIVING OF DELEGATIONS: *(green)* (10 MINUTES)

4. REPORTS OF ADVISORY BODIES: *(tan)*

5. CITY MANAGER'S REPORT: *(blue)*

6. INFORMATION ONLY ITEMS: *(white)*

- (a) Report from Ms. T. McQueen, Economic Development Officer, re: Film Nanaimo Annual Report.

7. CORRESPONDENCE: *(pink)*

8. NOTICE OF MOTION:

9. CONSIDERATION OF LATE ITEMS / OTHER BUSINESS:

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

11. ADJOURNMENT:

July 30, 2004

"FOR INFORMATION ONLY"

FOR ECONOMIC DEVELOPMENT STANDING COMMITTEE

REPORT TO: Brian Mehaffey, General Manager, Development Services

FROM: Tanja McQueen, Economic Development Officer

RE: Film Nanaimo Annual Report

BACKGROUND

The City of Nanaimo provides annual funding to the Nanaimo Film Society to promote, encourage and support film video and television production and related activity in Nanaimo and the mid-island region. The City's contract with the Society requires that Film Nanaimo provide a semi-annual report to the City, outlining its activities and accomplishments. This report summarizes Film Nanaimo's semi-annual report on activities to June 30, 2004.

DISCUSSION


Film Nanaimo's results to date are tracking similar to last year, and the organization is meeting its contracted deliverables. A copy of Film Nanaimo's semi-annual report is attached. Highlights for the year to June 30 include:

- More than half a million dollars of economic activity was generated for the local economy from film and video production;
- 14 productions were produced in Nanaimo in the first six months of the year, including a television series, two TV magazines, one music video, three documentaries, four corporate videos, and three short films; four productions with budgets totaling \$3 million have indicated that Nanaimo has been short-listed for future production
- Film Nanaimo responded to 39 location inquiries, and has hosted seven promotional "fam" tours.
- Film Nanaimo increased its digital photo library from 1500 photos at 206 locations in 2003 to 2850 photos at 225 locations; these photos are now part of a regional web-searchable database, as well as a provincial locations database.
- Film Nanaimo continues to update and maintain a database of crew and equipment, and has developed a "producer kit", and a "property owner kit".
- Film Nanaimo has supported the development of local film industry infrastructure, including film schools and production facilities.

RECOMMENDATION

It is recommended that the Economic Development Standing Committee receive the report.

Respectfully submitted,



Tanja McQueen

☐ Council
☒ Committee EDSC
☒ Open Meeting
☐ In-Camera Meeting
Meeting Date: 2004-AUG-16

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July 15, 2004

Tanja McQueen
Economic Development Officer
City of Nanaimo

Dear Tanja:

Re: 2004 Semi-Annual Report for the City of Nanaimo

I am pleased to present the Nanaimo Film Society/Film Nanaimo 2004 Semi-Annual Report in accordance to the 2004 City of Nanaimo/Nanaimo Film Society Contract and the 2004 Film Nanaimo Work Plan.

Overview

Film Nanaimo gratefully acknowledges the leadership and support of the City of Nanaimo for investing \$80,000 in our annual core operating budget and an additional \$5,000 for the AFCI International Marketing Project. Nanaimo Film Society's board and staff have leveraged this investment to raise an additional \$6,000 cash and \$26,000 of in kind services from 29 corporate sponsors, community partners and fundraising events to assist us in continuing our work of marketing Nanaimo as a film production destination and establishing the local film industry. *Please see Film Nanaimo's June 30, 2004 financial statements and 2004 In-kind Sponsorship List for details.*

We are pleased to report that the film and video industry has responded by spending \$179,500 in Nanaimo creating an economic impact of \$538,500 for local businesses and citizens thus far in 2004. This activity includes fourteen productions, three film festivals and a new film school/production centre. Productions with budgets totaling \$3 million short-listed Nanaimo for their productions. Additionally, Film Nanaimo board and staff facilitated a proposal for a national, state-of-the-art film school and production centre with plans locate its headquarters in Nanaimo in 2004.

Highlight of Activities – January 1 – June 30, 2004

- Film Nanaimo's revised budget for 2004 is \$111,000 cash and \$30,000 in-kind totaling \$141,000. To date the Nanaimo Film Society Board and Staff have raised \$91,000 cash and \$26,000 of in-kind sponsorships. Fundraising efforts are well underway to raise the remaining funds and in-kind sponsorships from community partners such as the Nanaimo Port Authority, Royal Bank, Budget Car and Truck

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Rental, Pope and Talbot, Timberwest, Re/Max of Nanaimo, the Regional District of Nanaimo and fundraising events planned for later this year.

- *Direct inquiries account for nearly half of all inquiries.* Film Nanaimo responded to 39 locations inquiries of which 21 were received directly from filmmakers vs. other film commissions. This indicates that Film Nanaimo is now on the radar screens of local, national and international filmmakers, some of which have made repeat inquiries for their movie locations
- *Promotional tours have increased over the same period last year:* Film Nanaimo hosted seven promotional “fam” tours resulting in four productions with budgets totaling \$3 million indicating that Nanaimo has been short-listed for their production. Five promotional “fam” tours were hosted during the same period last year.
- *Fourteen productions were produced in Nanaimo* in the first half of 2004 including a TV series, two TV magazines, one music video, three documentaries, four corporate and three short films. Additionally eighteen productions are in development.

Achievements – Re: 2004 City of Nanaimo/Film Nanaimo Contract

Products and Services

- Film Nanaimo increased its digital library from 822 photos at 167 locations the first half of 2003 to 2,850 photos at 225 locations for the same period in 2004. We are well on target of 1,500 photos at 250 locations for 2004.
- With financial assistance from the City of Nanaimo and in collaboration with MISTIC, Malaspina University College, HRDC, ARC, Signature Computers, BC Film Commission and Island North Film Commission, Film Nanaimo participated in a provincial locations database and a regional web-searchable database. The regional web-searchable database is now on line and linked to Film Nanaimo’s website at www.filmnanaimo.com. Film Nanaimo is awaiting licensing and software to begin uploading Nanaimo locations to the BC Film Commission database.
- Film Nanaimo’s crew database is continually updated and presently contains over 300 industry contacts. Plans are underway to make the crew database web-driven in 2004/5.
- The service database has been upgraded from 150 contacts to over 750 contacts.
- The producer kit is being continually updated as information and environment changes and as producers identifies changing needs. The last up-date was in June 2004 to reflect international marketing.
- A property owner kit was created in accordance to BC Film Commission and community guidelines.
- A “doing business with film” kit is in development and awaiting our international certification from the Association of Film Commissioners International.

Services

- Reported above
- Film Nanaimo facilitated permitting process with the City of Nanaimo. As a result, film permitting guidelines and application are now on line at www.filmnanaimo.com and <http://www.city.nanaimo.bc.ca/visitors/>. Film Nanaimo is the frontline contact for permitting and provides information and assistance to filmmakers and liaison with the City of Nanaimo.
- Film Nanaimo has moved into year three of our five-year business plan – external marketing. Film Nanaimo placed an ad in the 2004 Reel West Digest to market Nanaimo to producers, scouts and agents nationally and internationally. A listing and feature article profiling Film Nanaimo appeared in the fall 2003 Western Filmmaker as well as listing in various local, national and international film related websites.
- Film Nanaimo applied to become a member of the Association of Film Commissioners International, will attend Cineposium and receive film commission status in the fall of 2004. The purpose of this is to raise our profile among filmmakers internationally and put us on a level playing field with Victoria and Campbell River.

Achievements – 2004 Film Nanaimo Work plan

Location Inquiries

- Reported above

Locations Scouting

- Reported above

Digital Locations Library

- Reported above

Crew & Service Database

- Reported above

Production Support

- Reported Above

Community

Events

- Film Nanaimo co-produced a Canadian Premiere of the motion picture “Godsend” starring local star Cameron Bright and internationally acclaimed Robert DeNiro as a fundraiser. Sponsors were Cameron Bright, Galaxy Cinema, Lions Gate Entertainment, Spotlight Talent, Steve Marshall Ford and various community sponsors.
- Film Nanaimo sponsored the 2004 Moving Pictures film panel, opening night and the film “Corporation”. Because of our sponsorship, Film Nanaimo’s logo appeared on all festival publications, press releases and marketing materials. Film

Nanaimo also made welcoming speeches and received public recognition at each event/screening. Additionally filmmakers from Vancouver and Victoria attended the event providing numerous networking opportunities for Film Nanaimo.

- Film Nanaimo, sponsored by Malaspina-University College, held a VIP Event in March 2004 to recognize our sponsors and apprise them and the media about film activity and events in Nanaimo. Over 50 corporate sponsors, filmmakers and media attended the event.
- Film Nanaimo Board and Staff attended monthly Chamber of Commerce luncheons, Business after Business, Quarterly EDG meetings, Moving Pictures Film Festival, Malaspina Intern Graduation, Tourism Association of Vancouver Island, Tourism Nanaimo and numerous business events.

Media

- Produced semi-annual edition of Film Nanaimo's *ACTION* e-zine.
- Distributed numerous press releases to the City of Nanaimo, sponsors, media, producers, crew and service providers contacts resulting in articles being published in Western Filmmaker, the Daily News, Harbour City Star, News Bulletin, Business Examiner, Victoria Times Colonist, Calgary Herald, The Province, National Post and media clips on Shaw TV and CKNW, CHLY & Wolf Radio.
- Participated in media interviews and editorials for Shaw TV, CHLY Radio, Wolf Radio, Nanaimo News Bulletin, Daily News and CBC.

Presentations

- Made presentations to Nanaimo City Council and the Economic Standing Committee, Vancouver Island Real Estate Board and several corporations during our fundraising campaign.
- Made a co-presentation to MLA Mike Hunter with Island North Film Commission about the impact of provincial taxes on the film industry.

Regional Liaison

- Gwen Harmen, Director of Film Nanaimo is the President of Vancouver Island Film Association for the 2nd term and attends all quarterly meetings.
- Met with Russ Cowan and Ali Foord of the Greater Victoria Film Commission.
- Attended the BC Locations Forum at Victoria

External Marketing

- Reported above
- Maintain a website at www.filmnanaimo.com
- Placed an ad in the 2004 Reel West Digest
- Film Nanaimo plans to obtain film commission status in 2004 - with funding from the City of Nanaimo we have applied for membership with the Association of Film Commissioners International and registered for 2004 Film Commission Fundamentals and Cineposium held September 18 – 23, 2004.

Communications

- Reported above
- Internal Communications

- Film Nanaimo reports monthly, semi-annually and annually to the Nanaimo Film Society Board of Directors and the City of Nanaimo Economic Development Office via financial statements, Monthly Director's Report, Semi-Annual Report and Annual Report.
- NFS President Jerry Pink meets with Film Nanaimo Director, Gwen Harmen, on a regular basis.

Sponsorships

- Film Nanaimo attracted 29 corporate sponsors and community partners for 2004 resulting in \$91,000 cash and \$26,000 in-kind sponsorships.
- Film Nanaimo staff supports the NFS Board in fundraising activity by:
 - Providing sponsorship kits and personalized case statements to potential sponsors.
 - Making presentations to potential sponsors.
 - Thanking sponsors via letter, photo op, press release and logo recognition on marketing materials, A-List, VIP List serve.
 - Hosting a VIP Event to thank sponsors and apprise them of activities and results.
 - Keeping sponsors apprised of film and video activities and events via our VIP email list serve.
 - Marketing sponsor services to producers, scouts and agents
 - Supporting sponsor events and initiatives during hosted tours and marketing activities.

On behalf of the Nanaimo Film Society Board and Film Nanaimo, I would like to take this opportunity to acknowledge the Nanaimo City Council, the Economic Development Standing Committee and the Economic Development Office for ongoing support of Film Nanaimo. We look forward the establishment of a vibrant and lucrative film industry in Nanaimo and area. If you have any questions, please do not hesitate to contact me at 250.754.9614 or director@filmnaimo.com.

Best regards,

Gwen Harmen
Director
Film Nanaimo

CC Jerry Pink, President, Nanaimo Film Society

Attachments: June 30, 2004 Financial Statements & Adjusted Cash Flow
2004 In-Kind Sponsors
Film Nanaimo 2001-2004 Overview

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