



# okanagan

## FILM COMMISSION

“We are currently filming an independent feature in Kelowna, BC called THE LAST VICTIM. The Okanagan Film Commission has been an invaluable resource for the movie, and helped us understand everything we need to know for filming in the Okanagan Region. Jon’s personal touch in providing great location presentations, crew recommendations and problem solving that has been immensely helpful to the project. I’m looking forward to bringing another project there in 2020!” Todd Berger Bandidos Yanquis 8 Spruce Street 15B NY NY 10038

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FILM ANIMATION NEW MEDIA

Our Mandate:

*To generate a positive economic impact by enabling the growth of the Okanagan-Similkameen-Boundary region as a film and animation centre. The Okanagan Film Commission will continue to attract and build the entertainment industry in this region through infrastructure development, strategic partnering, marketing and promotion*

## Summary

Facilitating requests from Film, TV, and Animation producers is the key activity the Okanagan Film Commission undertakes in order to secure production to the area. Each request could yield a multi-million dollar production, providing local jobs within our communities. The challenge for the Okanagan Film Commission is to secure enough resources to not only serve the existing demand, but also attempt to grow the industry by recruiting specific types of production companies that might be viable for the region, while also working towards increasing the infrastructure needed to support film, TV, and animation production. We are also at the in the frontlines on educating the government on the importance of tax credits to these clean industries. It is no longer about simply finding the right location but rather we have to sell the all the incentives in the region. Productions will change a location in a script to suit a region that offers better incentive. The region has competitive labor based tax incentives:

Continually competitive tax incentives for International Productions Tax Incentive: (In the Okanagan you can stack all BC Tax Credits)

## TAX CREDIT VALUE TAX CREDIT CALCULATION BASED ON

PSTC Basic International Production-- 28%

PSTC Regional- 6%

PSTC Distant Location Regional- 6%

DAVE - 16%

FIBC Basic Canadian Production- 35%

Regional- 12.5%

Distant Location Regional- 6%

DAVE- 17.5%

\*These credits can be stacked.

The qualified BC labour expenditure of the corporation pro-rated by the number of days of principal photography in BC outside of the designated Vancouver area to the total days of principal photography in BC. This tax credit must be accessed in conjunction with the Basic tax credit. **The distant location regional tax credit is added to the regional tax credit for principal photography done outside of the Lower Mainland region, north of Whistler and east of Hope.** It is pro-rated by the number of distant location principal photography days to the total BC principal photography days and must be accessed in conjunction with the

The BC labour expenditures directly attributable to digital animation or visual effects activities. This tax credit must be accessed in conjunction with the Basic PSTC. Qualified Canadian labour expenditures of the corporation.

Servicing interested productions is an extensive process. Each production has specific needs and related logistical considerations. All producers are working within very tight time frames and our office is in competition with film commissions from other areas. Within BC, North America and around the world. In order to be considered for production, the Film Commission must respond efficiently and thoroughly.

The Okanagan, Boundary, and Similkameen Valleys have a proven track record for providing exceptional value for the producers' dollar. We have the talent, energy, and heart to meet most production needs and the tools that will help bring it in on time and on budget. We offer a full range of services for film producers and production companies interested in what our region has to offer. The Okanagan Film Commission provides strategic leadership and assistance to the film, television, animation and digital screen-based media sectors in the Okanagan, Boundary and Similkameen.

At the Okanagan Film Commission we are aggressively looking for new clients. There is no time spent waiting for the next client. We follow many companies in film, animation, book, graphic novel, etc. using their websites, industry websites, tradeshow, and social media. We are always first to know if a book has been optioned for film or an animation or company is expanding. We contact companies that currently outsource work to foreign companies and sell our region as a local outsource that comes with expertise and savings without the hassle of working abroad. We will contact any and all leads using individually designed marketing, all built especially for the project.

Sincerely, Jon Summerland , Film Commissioner

## 2019 Production Expenditure Statistics

1	Disney	\$350,000.00
2	Suman Lally	\$250,000.00
3	DOJO	\$30,000.00
4	Tokyo Smoke	\$10,000.00
5	Beyond the Woods	\$25,000.00
6	The Colour Rose	\$360,000.00
7	Undermine	\$60,000.00
8	The Old Man	\$8,000.00
9	Silk Road	\$67,500.00
10	The Lake / N'-ha-a-itk	\$10,000.00
11	Under Armour	\$200,000.00
12	The Pure Heart of the Land	\$125,000.00
13	Most Likely to Become Famous	\$240,000.00
14	Ogopogo Episode Japanese TV	\$140,000.00
15	Blake Gavin	\$5,000.00
16	The Last Victim	\$3,840,000.00
17	The Last Victim	\$1,200,000.00
18	Summertime With Bill	\$5,000.00
19	Persian Surgeon	\$5,000.00
20	NATIONAL GEOGRAPHIC TRAVEL	\$300,000.00
21	Chained	\$1,875,000.00
22	Look Like Christmas Productions	\$300,000.00

23	Finders Keepers	\$1,300,000.00
24	HyperDrive	\$60,000.00
25	BC VQA	\$15,000.00
26	Chevy	\$300,000.00
27	Chevy	\$300,000.00
28	Alice In Winterland	\$2,160,000.00
29	Car Commercial	\$150,000.00
30	Weed	\$30,000.00
31	BBC Discovery Network	\$50,000.00
32	Destination Canada	\$40,000.00
	Yetifarm	\$8,000,000.00
	Bardel	\$2,000,000.00
<hr/>		\$23,810,500.00

*\*estimates based on industry averages and/or confirmed production numbers and includes labour, accommodations and supplier expenditures*

**2020 PROPOSED BUDGET**

Central Okanagan Regional District	140,000
	\$10,000 in-kind)
Regional District of Okanagan Similkameen	45,000
North Okanagan Regional District	44,000
Enderby	1,500
Boundary EDC	7,500
Province of British Columbia	45,000
<b>TOTAL REVENUE</b>	<b>\$293,000</b>
<b>EXPENSES</b>	
Wages & Benefits	132,500
Scouting	66,500
Advertising	10,000
Bank Charges	500
Dues, Fees and Memberships	1,500
Legal & Insurance	5,500
Supplies	3,500
Rent	10,000
Telephones/Wireless	4,500
Board and administrative expenses	3000
Office equipment	2,000
Accounting	5,000
Promotions/Scouting/FAM	10,000
Tradeshows	18,500
Local and Regional Travel	15,000
Other travel	5,000
Website	9,000
<b>TOTAL EXPENSES</b>	<b>\$293,000</b>

## BOARD OF DIRECTORS AND STAFF

### Board Of Directors:

**Paul LaGrange** Chair  
*Member At Large*

**Riley M. Gettens**  
*Director, Electoral Area "F" RDOS  
Appointee*

**Vicki Gee**  
*Boundary Economic Development  
Appointee*

**Bill Baird**  
*Treasurer - Member At Large  
Member At Large*

**Jon Summerland**  
*Film Commissioner*

**Loyal Wooldridge**  
*Councilor / City of Kelowna- RDCO  
Appointee*

**Brian Quiring**  
*City of Vernon RDNO Appointee*

**Anne Denman**  
*Member At Large*

## ***HOW A FILM COMMISSION WORKS***

*The Association of Film Commissioner International (AFCI) has set some standards and definitions for member film commissions globally. The following information from AFCI literature describes how film commissions are structured and the importance of their ties to government. While private business interests are key partners to film commissions, film commissions are only recognized by the AFCI if they are supported by government.*

Film commissions, set up by cities, counties, states, provinces or federal governments are generally operated and funded by various agencies of government, such as the governor's office, the mayor's office, the county board of supervisors, chambers of commerce, convention and visitors bureaus, travel commissions and business and economic development departments.

The film commission must **provide core services, without fee, including (a) location scouting assistance, (b) liaison to and among the community, production companies and government. The film commission must be endorsed and supported as the film commission for a defined geographic area**, by the respective national, state, provincial or local government, and must verify and document such affiliation.



A film commission's primary responsibility is to attract film and video production to their area in order to accrue locally-realized benefits from hiring local crews and talent, renting local equipment, using hotel rooms, rental cars, catering services, or any number of goods and services supplied on location.

While attracting business to their area, they also attract visitors. Film scenes at a particular location are in themselves "soft-sell" vehicles that also promote that location as a desirable site for future tourism and industry.

For well over a century, film and television have been integral to the social and cultural fabric of Canada. And while film and television have left an indelible cultural contribution on Canadian society, they have also made a significant contribution to the Canadian economy. The economic contribution of Canada's film and television sector begins with the development and production stages of the value chain. Once a film or television program is completed, it enters distribution and is ultimately released in theatres, on television and, more recently, in the increasing number of online platforms. Each of these subsequent stages of distribution and content consumption adds economic value to film and television content. These value-adding processes create thousands of jobs for Canadians and generate gross domestic product (GDP) for the Canadian economy....

The economic contribution of the film and television sector does not stop with the economic and tax revenue impacts originating from activity in the value chain. The sector's economic contribution also manifests itself over time through industry development, and through spillover effects captured by the construction and tourism sectors.

### ***ECONOMIC IMPACT TRACKING SYSTEMS FOR ON-LOCATION PRODUCTIONS*** **(As produced by the AFCI)**

Determining an accurate calculation of the economic impact a film or media project brings to an area is an important task. In a perfect world, a commission can establish a good working relationship with the production accountant on each project to arrive at an accurate assessment of the economic impact. However, it is understood that this information is not always available.

In the event actual reports cannot be secured, the formulas listed below have been recognized by the AFCI as reasonable guides for calculating the economic impact (per shooting day) of certain projects. These formulas are based on an analysis of studio accounting records, exit reports submitted to film commissions and generally accepted estimates from film commissioners with experience on a wide range of film, television, print and other media projects.

#### ***Feature Films***

High-end budget motion picture full crew union scale \$100,000 per day (USD)

Average budget motion picture full crew, mixed crew \$75,000 per day

Low-end budget motion picture minimal crew, non-union \$ 35,000 per day



***TV Movie/Series***

Network Cable/Broadcast \$ 85,000 per day

***Commercials, Music Videos***

Commercial Event (expensive director, helicopters, misc. F/X and special equipment) \$100,000 per day

High-end budget full crew, union scale \$ 75,000 per day

Average budget full crew, mixed or non-union \$ 50,000 per day Low-end budget minimal crew, non-union \$ 25,000 per day\*all dollar amounts are in US currency.

