



okanagan

FILM COMMISSION

CONTENTS INCLUDE:

COVER PAGE AND TABLE OF CONTENTS	PAGE 1
MANDATE, SUMMARY AND TAX CREDIT INFO	PAGE 2 -3
PRODUCTION EXPENDITURE STATISTICS	PAGE 4
2019 PROPOSED BUDGET	PAGE 5
BOARD OF DIRECTORS	PAGE 6
STAFF	PAGE 6
HOW A FILM COMMISSION WORKS	PAGE 7
ECONOMIC TRACKING SYSTEMS FOR PRODUCT	PAGE 8
LATEST PRESS RELEASE AND MARKETTING	PAGE 9 10

“Jon Summerland provides a deep understanding of production requirements coupled with extensive knowledge of the Okanagan valley. As such, a producer is really able to fully understand the possibilities of filming within the valley.”

Charles Leslie – Production Supervisor “The Trial of the Chicago” Producer “The Last Victim”

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

OKANAGAN IS OPEN FOR BUSINESS!

The region welcomes all production activity to restart, resume, or begin with employers' COVID-19 Safety Plans implemented and in place—from domestic production companies to international studios. Our job here at the Okanagan Film Commission (OFC) is to facilitate requests from Film, TV, and Animation producers. It is key that the OFC undertakes any requests in a time sensitive manner and ensures all inquiries are brought to the correct party and decisions are expedited quickly. Often the OFC is the middleman, the agent, the fixer. We make it happen because we are committed to making decisions in a timely manner. 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. As investors in the provinces creative industries, the OFC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment. The OFC is constantly working with various schools, bands and governments trying to encourage those that assume the jobs are unattainable that there is indeed positions ready for them. 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. Our incentives are our tools, be it a crewmember, a location, a studio, a truck, or a film office each piece makes it easier to do business here. We now have a very full tool belt now. One of the tools of great importance is our 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 ONPSTC

Basic International Production-- 28%

PSTC Regional- 6%

PSTC Distant Location Regional- 6%

DAVE - 16%

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FIBC Basic Canadian Production- 35%

Regional- 12.5%

Distant Location Regional- 6% DAVE- 17.5%
credits can be stacked.

*These

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 to come to us. 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

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2020 Production

Project Name	Total Spend	
Vintage Hearts	\$ 1,500,000.00	
For Fetter or for Worse	\$ 1,500,000.00	
Hyundai Tuscon	\$ 150,000.00	
The UnKnown (BlomKamp)	\$ 1,750,000.00	
Dicks Sporting Goods	\$ 25,000.00	
To The Bone	\$ 75,000.00	
A Change Of Pace	\$ 4,500,000.00	
Love And Romance Oregon	\$ 1,800,000.00	
12 Tweets Of Christmas	\$ 2,000,000.00	
Under A Lovers Moon	\$ 1,500,000.00	
A Christmas to Savour	\$ 1,500,000.00	
Love On The Vine	\$ 1,500,000.00	
Shot at Love	\$ 1,500,000.00	
Romance at Crystal Cove	\$ 1,500,000.00	
Snatched from Mommy	\$ 1,500,000.00	
The Angel Tree	\$ 1,500,000.00	
Dangerous	\$ 11,000,000.00	
Claire	\$ 2,200,000.00	
The Last Victim (PickUps)	\$ 250,000.00	
WW2 Short Heritage Film : Promises	\$ 80,000.00	
YULE BLOG	\$ 1,500,000.00	
Yetifarm	\$ 8,000,000.00	
Bardel	\$ 2,000,000.00	
	\$ 48,830,000.00	

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

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

TOTAL REVENUE **\$283,000**

EXPENSES

Wages & Benefits	183,000
Scouting	30,000
Advertising	10,000
Bank Charges	1,500
Dues, Fees and Memberships	2,500
Legal & Insurance	4,500
Supplies	3,000
Rent	-
Telephones/Wireless	4,500
Board and administrative expenses	3,000
Office equipment	7,000
Accounting	5,000
Promotions/Scouting/FAM	11,000
Tradeshows	4,000
Local and Regional Travel	5,000
Website	9,000

TOTAL EXPENSES **\$283,000**



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

Tracy Wright
CFO

Loyal Wooldridge
Councilor | City of Kelowna- RDCO Appointee

Brian Quiring
City of Vernon RDNO Appointee

Anne Denman
Member At Large

Jon Summerland
Film Commissioner

Gord Wylie
Location Services Officer

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.

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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.

Film & TV Production Booming in the Okanagan
Productions Booked into Summer 2021

For Immediate Release

Kelowna BC — Film production is booming in the Okanagan and there is no end in sight of the projects coming to the region. There have been non-stop films and television being shot locally since the 3rd week of lockdown and productions are booked well into the summer of 2021.

Jon Summerland, Okanagan Film Commissioner states, “Because the Okanagan Film Commission initiated a pro-active approach to Covid-safe film production and worked with Work Safe BC to create protocols for the industry, which continue grow now from the initial strategies, the South Okanagan set an industry standard by being in the forefront of safe production and hence became the first region in Canada ‘to go to camera’ during Covid.”

The economic impact of film production in the South Okanagan in 2020 will be upwards of \$45 million, which will surpass previous years. Jon continues, “We developed a slate of MOW’s (movies of the week) and Hallmark and Lifetime films and television that are booked and will take production in the region significantly into 2021.” In addition, there are more productions being lined up to film here including two reality shows, dozens of additional MOW’s, and multiple features (timing dependent on cross border talent).

Currently filming: “Christmas Au Pair” in Kelowna
-30-

For more information on the Okanagan Film Commission visit okanaganfilm.com

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AN INVITATION TO WRITERS AND PRODUCERS
IMAGINE OUTSIDE A STUDIO BOX
Safety, Global Looks, Experience, Infrastructure, The Future

In response to Covid 19 safety protocols our three Film Commissions in the southern interior of British Columbia are working collectively to encourage producers and writers to look at alternatives to producing scripts to be written for stages. Our regions, the Okanagan, Thompson-Nicola and Columbia Shuswap, are where you can film safely in our wide open spaces.

We are thinking proactively for when the film industry reopens. We invite you to create and design your future projects for our British Columbia regions, for outside in open spaces and fresh air locations. To film the world, consider exploring our extensive variety of global looks. You can shoot international stories close to home.



Far from ordinary and closer than you think, our BC regions have thousands of square miles of cinematic landscapes. From arid to rainforest and everything in between, they offer mountains, grass and ranch lands, farms and vineyards, lush valleys, lakes, rivers, charming towns, and world class wine regions and tourism facilities. And, the micro climates of each region have four distinct seasons.

These vast and extraordinary locations are easily accessible directly by air with an international airport in Kelowna, a regional airport in Kamloops, and via the Trans-Canada Highway system. All three regions are in the same time zone as California and even our remote areas have well serviced communications. Plus all our regions are known for their vibrant world-class tourism and hospitality sectors.

We offer unique and distinctive locations, innovative funding incentives, experienced crews, great infrastructure and amenities, and years of experience. You will be filming in Canada's renowned playgrounds and top international tourist destinations, safe and worry free, and being taken care of by people who have done this before and know what you need.

We know that "the virus" is smart and here to stay for some time, so we are thinking to a future. We invite you to imagine your future here with us by creating and designing your projects for our vast open spaces.

Okanagan Film Commission, Kelowna

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Thompson-Nicola Film Commission, Kamloops

www.filmThompsonNicola.com / VWeller@tnrd.com

250-377-8673 / [Victoria Weller](#)

Columbia Shuswap Regional District, Salmon Arm

www.filmcolumbiashuswap.com / sgoodey@csrd.bc.ca

250-833-5947 / Stephanie Goodey

Additional Regional Tax Incentives for all three regions: www.creativebc.com/programs/tax-credits/

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