



**Report**  
**Staff Report**  
The Corporation of the City of Brampton  
**4/17/2024**

**Date:** 2024-04-02

**Subject:** **Brampton Film and Television Office Strategy**

**Contact:** Gage Board, Acting Manager, Tourism,  
Strategic Communication, Tourism & Events

**Report number:** Corporate Support Services-2024-291

**RECOMMENDATIONS:**

1. That the report from Gage Board, Acting Manager, Tourism, Strategic Communications, Tourism & Events, to the Council Meeting of April 17, 2024, re: **Brampton Film and Television Office Strategy**, be received;
2. That the Brampton Film and Television Office Strategy and recommendations be endorsed in principle by Council.
3. That staff be given approval to move forward with recommendations that have no financial impacts; and
4. That staff develop an implementation plan for the recommendations with financial impacts, that include costing and funding sources to be brought forward for Council consideration and approval at a future meeting or during the 2025 budget deliberations.

**OVERVIEW:**

- **The City of Brampton Film and Television Office has been operational for approximately 10 years and is currently a unit within the Tourism Department.**
- **A Film Feasibility Study was completed and endorsed by City Council in 2021.**
- **Nordicity Group Ltd. and SKH Consulting were contracted to provide attainable recommendations that the Film Office, and by extension, the City of Brampton, can follow to ensure the continued growth of film services in the city.**

- **Nordicity Group Ltd. and SKH Consulting have delivered a Brampton Film & Television Office Strategy to help guide the next five-years of sustainable growth for the industry in Brampton.**
- **Guided by four proposed goals, a total of 12 recommendations are organized under three levels of commitment – critical, functional and ambitious.**
- **The Brampton Film Office will prioritize the recommendations of the strategy to establish public policy, increase capacity, find efficiencies in processes, support the local film industry workforce, and increase production volume.**
- **The recommended resources will help Brampton to further establish itself as a film-friendly city and a world class production hub.**

## **BACKGROUND:**

The Brampton Film Office has been operational for approximately 10 years and currently a unit within the Tourism Office and the division of Strategic Communications, Tourism & Events. In 2021 a Brampton Film Services Feasibility Study was completed and endorsed by City Council. The study concluded it was viable to explore a strategic approach to grow the Brampton Film & TV Office and to capitalize on the opportunity to drive more productions and businesses to the city, attract employment, and encourage job training through the art & culture community.

Since 2018, evidence has shown that there is opportunities for continued growth in revenue from productions with an increased number of domestic and foreign productions, such as *The Handmaid's Tale*, *The Man from Toronto*, and *Chucky*, among others.

	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021*</b>	<b>2022</b>	<b>2023**</b>
Film Office Inquiries	280	325	171	353	336	276
Permits	61	61	34	77	68	69
Total Productions	61	69	39	80	85	74
Commercials	15	27	10	25	23	39
TV Series	26	22	8	36	21	13
Movies (feature)	8	6	9	5	6	5
Percentage of Inquiries Filmed	22%	21%	23%	23%	25%	27%
Total Revenue	\$160k	\$310k	\$64k	\$280k	\$201k	\$281k

*\*2021 saw higher volume due to the influx of production following COVID lockdowns and more U.S. productions migrating to Canada due to strong COVID safety measures on set.*

*\*\*2023 saw labour disruptions between US-based actor and crew unions that affected the foreign service production levels overall in the province.*

There is one staff member dedicated to film services in Brampton, managing permit requests, location scouting, and liaising with City departments, regional stakeholders and production managers. The role of a film office can go beyond location scouting and permitting, it can also include addressing the needs of the local industry, planning events, promotions and more.

Additional resources are required for the Brampton Film Office to grow and ensure it provides efficient and effective services to the industry, locally and beyond.

### **CURRENT SITUATION:**

The City of Brampton's Tourism Office has received the completed Brampton Film and Television Strategy. The scope of work to develop a comprehensive five-year Film & Television Office Strategy included a literature review, capacity analysis, opportunity assessment and stakeholder engagement.

Literature review consisted of existing documents, strategies and programs developed by the City of Brampton such as the Film Services Feasibility Study, Tourism Strategy and Culture Master Plan. Current and future opportunity assessment was completed to identify the strengths and gaps of the current state of the Film Office and opportunities for growth. Current staff capacity was analyzed to understand how to prioritize staffing areas and meet the demands of the strategy. Stakeholder engagement was completed through 13 interviews with City/Regional partners and two roundtable sessions; one with local, emerging filmmakers and one with past permittees that have shot productions in Brampton.

The strategy is structured to present the research findings, data analysis and stakeholder feedback that lead to a list of recommendations for staff to implement. The strategy's sections include; *Introduction*: providing study context, definitions of film-friendliness and the role of a film office; *Context*: understanding the film/television market, Brampton's current state and the status of comparable jurisdictions; *Current State*: evaluating Brampton's strength, gaps and challenges; and *Recommendations*: outlining the Film Office goals, levels of commitment, recommendations and implementation.

Based on the Film Office's current gaps and anticipated needs the project team proposed the following goals to guide the Brampton Film and Television Strategy;

- Establish public policy and increase capacity
- Find efficiencies and streamline processes
- Support local filmmakers, workforce, and businesses

- Increase production volume and establish a world-class production hub

To meet these goals, there are 12 recommendations that fall under three levels of commitment: Critical, Functional (2 – 3 years) and Ambitious (3 – 5 years). Each of the recommendations listed below has a rationale and expected outcomes identified in the strategy.

Endorsement of the Brampton Film and Television Office Strategy will permit staff to work towards completing these recommendations through future staff reports to Council or through the annual budget process.

<b>Commitments</b>	<b>Description</b>	<b>Recommendations</b>
<b>Critical Commitment</b>	Where the Film Office accommodates basic support for the industry with only those incremental resources deemed critically necessary.	<ul style="list-style-type: none"> <li>• Increase Capacity: Coordinator/ Support Staff (\$92,000)</li> <li>• Industry Engagement: Marketing (\$96,000)</li> <li>• Local Industry Engagement: Supporting Filmmakers (\$35,000)</li> <li>• Resources Sharing and Supports (\$25,000)</li> </ul>
<b>Functional Commitment (2 – 3 years)</b>	Where the Film Office must only implement actions deemed most effective.	<ul style="list-style-type: none"> <li>• Increase Capacity: Film Compliance Officer (\$70,000)</li> <li>• Consider Transition to Economic Development (Costs TBD)</li> <li>• Implement Tiered Rate System (\$0)</li> <li>• Industry Engagement: Workforce Development (\$50,000)</li> </ul>
<b>Ambitious Commitment (3 – 5 years)</b>	Where the Film Office is provided the necessary funding to enact all recommended actions.	<ul style="list-style-type: none"> <li>• Local Industry Engagement: Film Festival (\$380,000)</li> <li>• Public and City Staff Education and Engagement (\$80,000)</li> <li>• Production Facility or Creative Hub Exploration (\$100,000)</li> <li>• Technology Enhancements (\$150,000)</li> </ul>

Staff will prioritize the recommendations under the critical commitments category in the immediate future. Staff will continue to take the necessary steps to ensure the Film Office progresses towards the recommendations under the functional and ambitious commitments.

## **CORPORATE IMPLICATIONS:**

### **Financial Implications:**

There are no financials implications from this report. Future operating impacts as a result of the growth of the Film Office will come back to Council either as a separate report or through future Budget submission.

## STRATEGIC FOCUS AREA:

**Government & Leadership:** Focusing on service excellence with equity, innovation, efficiency, effectiveness, accountability, and transparency. The Brampton Film Office Strategy recommendations give staff the opportunity to be efficient and effective in attracting and accommodating more film permits in the city.

**Culture and Diversity:** Focusing on cultural diversity, cross-cultural understanding, and supporting artistic expression and production. Engaging local filmmakers and providing accessible film space allows for more artistic opportunities in Brampton. Opportunities for production will be open to local creatives and foreign, professional productions. The Film Office will continue to celebrate the diverse, artistic talent that comes from Brampton.

## CONCLUSION:

The Brampton Film Office currently excels in production support tasks. While this is a fundamental part of filming, there are more opportunities for the office to drive growth to the local industry. To stay competitive in a rapidly changing industry, the Film Office is recommended to invest in resources to modernize certain systems and prepare for emerging and future needs of the industry.

Brampton is known as a film-friendly city. The Brampton Film & Television Office Strategy provides a clear roadmap to going beyond a film-friendly city, but to becoming an international, world-class production hub that nurtures domestic talent development.

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**Attachments:**

- Attachment 1 – Brampton Film and Television Office Strategy