

Date: 2022-03-25

Subject: **Film Update and Rates**

Contact: **Natalie Stogdill, Interim Director Strategic Communications,
Culture and Events**

Report Number: Corporate Support Services-2022-384

Recommendations:

1. That the report from Natalie Stogdill, Interim Director Strategic Communications, Culture and Events, dated March 25, 2022, titled Film Updates and Rates be received;
2. That Council accept the 2021 Film update including ongoing work to provide a streamlined concierge-style service (one point of contact, one invoice covering all city-related charges) to film clients as per the Film Services Feasibility Report (CW062-2021 – ratified by Council on February 10, 2021); and
3. That Council approve staff moving forward working with city departments for the development of a consistent set of rates and fees specific to filming across all city-owned facilities.

Overview:

- The City of Brampton Film and Television Office has been operational for approximately eight years and is a unit within the Tourism Department.
- Year-over-year statistics illustrate the continuing upward trend in film production companies selecting Brampton as a preferred location.
- 2021 was the busiest year for film productions in Brampton and to further support this sector, staff continues to formalize processes, guidelines and by-laws for efficient operations and for leveraging film as an economic driver as per the Council approved Film Services Feasibility Study.

- To drive continuous improvement of Film and Television Office processes, staff requests the opportunity to develop, in conjunction with city departments, rates and fees specific to filming across all city-owned facilities. A tiered approach to fees and flexible permit types geared to low budget projects by student and Brampton-based film makers will be reviewed.

Background:

The City of Brampton's Film and Television Office has experienced increased year-over-year activity and perhaps a record-breaking year in 2021 in spite of the pandemic.

Filming in 2019, the last full year of operation prior to COVID-19, attracted approximately \$3,000,000 in production spending, saw over 100 shoot days and generated just over \$300,000 in revenue for the City of Brampton.

2021 saw a further increase in the growth of film and television production in Brampton with over 80 film shoots, 553 filming activity days and an economic impact over approximately \$18,000,000. Please see the attached 2021 Film and Television Office Update presentation for additional details.

Staff continues to implement recommendations of the Council-approved Film Services Feasibility Study to streamline services, both internally and externally, and to attain a concierge-style level of customer service providing a single point of contact and the ability to issue one invoice for all city-related charges.

Current Situation:

The City of Brampton Film and Television Office continues to be very busy working with production representatives and the Ontario Film Commission to identify locations based on production inquiries from commercials, television series and feature films. Weekly calls with the Film Commissioner of Ontario aid in keeping staff abreast of opportunities as well as best practices during pandemic recovery.

Brampton continued to be a favourable location for productions and attracted approximately \$18,000,000 in production spending, 183 filming days and over 550 permitted days (including prep, hold and wrap days) and generating approximately \$400,000 in revenue for the City of Brampton.

Production activity also provided economic support for many Brampton filming locations including the Toronto Region Conservation Authority, Royal Canadian Legion, St. Andrew's Presbyterian Church and setup in commonly underused neighbourhoods such as Mount Pleasant Village, Huttonville and Royal Orchard. A variety of city-owned

facilities were more available for filming as many staff and tenants were not on site due to the pandemic.

At present, film rates and fees are not consistent at all city-owned facilities and film clients receive invoices or contracts from each individual department. There are also barriers for clients filming low budget projects due to the inconsistent application of filming rates and fees by various department and lack of flexibility of various City permits. The model of choice is to apply a tiered approach to the rates and fees based on the size of the production – determined by the number of cast/crew and production overall footprint – and to make City-controlled spaces more friendly to Brampton-based and student filmmakers. New forms of flexible permits, issued by the film office or other departments must be explored to remain competitive and help stimulate more local filmmaker activity.

The Film and Television Office is recognized within the Tourism Department and is located on the first floor of City Hall providing easy access to film clients. Work to implement the remaining recommendations of the Film Services Feasibility Study is ongoing with a focus on concierge service invoicing and the potential implementation of a streamlined and consistent rates and fees schedules for filming taking place across all city-owned facilities.

Corporate Implications:

Financial Implications

There are no financial implications from this report. Staff will return to Council with either a separate report or a recommendation to update the Rates and Fees for the Film and Television Office as part of the annual review process.

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by celebrating citizens and creating partnerships through arts, culture and social interaction and practising proactive, effective and responsible management of municipal assets and services.

Conclusion:

Staff is pleased by the overall growth in productions seeking out Brampton as a location for film and television projects during the 2021 calendar year. Staff is seeking Council direction to work collaboratively with city departments to develop consistent rates and fees across all city-owned facilities, the development of one invoice per production as well as reviewing the potential introduction of an administration fee or new types of permits.

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