



City of Richmond

Report to Committee

To: General Purposes Committee  
 From: Andrew Nazareth  
 General Manager, Business & Financial Services  
 Re: Richmond Film Office Update

Date: December 17, 2007  
 File:

Staff Recommendation

That the attached report from the Richmond Film Office be received for information.

*Andrew Nazareth*

Andrew Nazareth  
 General Manager, Business & Financial Services  
 (4095)  
 Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Budgets .....		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		<i>Andrew Nazareth</i>	
REVIEWED BY TAG	YES	NO	REVIEWED BY CAO	YES	NO
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>[Signature]</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Staff Report

### Origin

In January 2007, Council approved the Richmond Film Strategy which recommended the creation of the Richmond Film Office (RFO). In addition, a new Filming Application Form and Fees Bylaw 8172 was passed by Council on February 12, 2007 and was well received by the filming industry.

The following are the key goals that were established for the Richmond Film Office:

- *to quickly staff the Richmond Film Office in order to promote film activity in the City.*
- *to develop new filming application forms and a fees bylaw.*
- *to develop "One Stop Service" delivery to the film industry.*
- *to develop mechanisms and procedures that ensure competitive, user friendly fee structures.*
- *to create a larger inventory of Richmond filming locations.*
- *to proactively market Richmond as a "Film Friendly" municipality.*
- *to work with Council, staff and other community stakeholders on "Why Filming Is Good For Richmond" while simultaneously developing effective ways to minimize and/or appropriately deal with and manage filming disruptions in the community.*
- *to encourage the private sector to develop appropriate Richmond based filming service facilities (studios, post production facilities, etc).*

The following report provides a brief update on the work undertaken by the RFO to date, particularly as it relates to the goals that were established.

### Analysis

*To have the Richmond Film Office operational in order to promote film activity in the City.*

The RFO opened on May 1<sup>st</sup>, 2007, with a full time Film Coordinator who met with Managers and staff directly involved with filming in order to share goals and marketing plans. Tracking and billing mechanisms have been set up and relationship building with the BC Film Commission and the film industry is ongoing to position Richmond's attractiveness for filming.

*To develop "One Stop Service" capability to service the film industry.*

Aside from developing a film application that covers all the permits required, the RFO has also negotiated preferred rates with local hospitality and vehicle leasing businesses. The RFO is now

looking at links through the film office web site to those businesses to provide a true “One Stop Service”.

*To create a larger inventory of Richmond filming locations.*

Information on Richmond Filming locations has grown substantially in quality, quantity and sophistication (i.e. more Film Industry specific and including actual film location shot information) and continues to be updated on a regular basis. It is now available through the City and BC Film Commissions’ websites.

*To proactively market Richmond as a “Film Friendly” municipality.*

The RFO has been actively promoting Richmond as a “Film Friendly” municipality at numerous film industry related events and has begun targeting particular segments and companies within the industry. As a result of positive experiences with the RFO, we are continuing to gain momentum as a “film friendly” city to conduct filming business.

*To work with Council, staff and other community stakeholders on “Why Filming Is Good For Richmond” while simultaneously developing effective ways to minimize and/or appropriately deal with and manage filming disruptions in the community.*

There continues to be and will be questions around “Why Filming Is Good For Richmond”. The RFO has requested and received feedback from various stakeholders on what is working and where improvement is required. From May 2007 the RFO has interacted with the film industry, the BC Film Commission, individual film location managers, staff and community stakeholders and as a result we are improving with regard to minimizing disruptions. We can now better anticipate where filming activities may lead to disruptions in the community and know how to proactively work on dealing with these disruptions according to the guiding principles set out by the BC Film Commission.

The economic spinoffs from filming itself are the best indicators of “Why Filming is Good for Richmond”. For example, the movie “Lost Boys 2” spent approx. \$120,000 in total over a period of 30 filming days in Richmond and “Aliens in America” spent over \$70,000 over 22 filming days.

*Encourage the private sector to develop appropriate Richmond based filming service facilities (studios, post production facilities).*

As a result of increased demand from the BC Film Commission for indoor filming space, the RFO is actively working with the private sector to establish studios and post production facilities in Richmond in order to be competitive with our counterparts in Vancouver, Burnaby and North Vancouver.

#### The BC Film Production Statistics for 2007

From Jan 1/07 – Oct 30th/07 there were a total of 156 Movie and TV productions in BC.

Richmond Film Office Statistics for 2007

Of the 156 productions filmed in BC in 2007, 16 were partially filmed in Richmond generating a total of 207 days of filming activity. In addition to feature films and TV Series, 13 Commercials were also filmed generating approximately 16 days of filming activity.

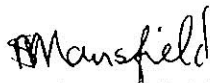
<u>Movies</u>	<u>TV Series</u>	<u>Commercials</u>
Passengers	Supernatural	Mitsubishi
Psych 2	Smallville	West Jet
Lost Boys 2	Stargate SG 1	The Bay
KAYA	The L Word	Motorola
NYC Tornado in New York	Very Bad Men	Reflections
Centre Stage 2	Aliens in America	Microsoft VOIP
	Tale of Two Sisters	Trexima
	Crash Test Mommy	Arrowhead
	Bionic Woman	Lexus
	The Border	Hardigg Industries
		BC Lotterics
		Rivella
		Albert Health

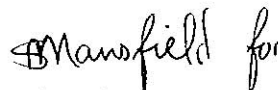
**Financial Impact**

From May 1, 2007 when the new revenue tracking system was implemented, to Oct 30, 2007 the Richmond Film Office generated City revenues of \$64,905.59.

**Conclusion**

With many great events coming to our City, the Richmond Film Office will continue to establish and position Richmond as the most "Film Friendly" City in 2008. This will include marketing the current and future assets which have made us and will make us, a choice filming destination.

  
 Mark Marfield  
 Acting Film Coordinator  
 (4659)

  
 Iain Johnstone  
 Economic Development Manager  
 (4934)

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