



To: General Purposes Committee

Date: March 16, 2013

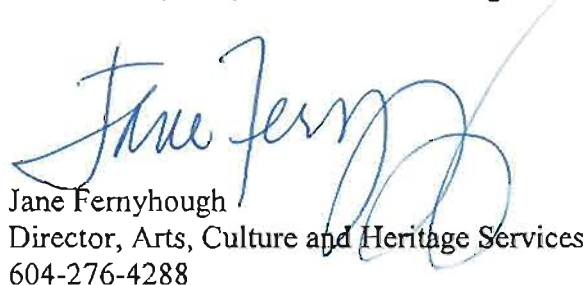
From: Jane Fernyhough
Director, Arts, Culture and Heritage Services

File: 11-7400-01/2013-Vol
01

Re: 2012 Richmond Film Office Annual Report

Staff Recommendation

That the attached "2012 Richmond Film Office Annual Report" be received for information from the Director, Arts, Culture and Heritage Services, dated March 16, 2013.



Jane Fernyhough
Director, Arts, Culture and Heritage Services
604-276-4288

Att. 3

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Finance	✓	<i>[Signature]</i>	
REVIEWED BY DIRECTORS	INITIALS:	REVIEWED BY CAO	INITIALS:
	<i>[Signature]</i>		<i>[Signature]</i>

Staff Report

Origin

In 2007, Richmond City Council adopted an official Film Strategy. With a mandate to increase film production in Richmond, the City established a dedicated film office offering centralized service to the film and television industry as well as to Richmond businesses and residents. The Richmond Film Office (the “Film Office”) processes filming applications and provides permits for filming held on City-owned property. The Film Office coordinates and invoices for any City activities associated with filming, such as policing, signage, heritage liaisons, fire hydrant use, and other services. Film Office representatives liaise with film industry and community stakeholders on film-related matters.

Film Office activities support the following Council Term Goal:

3.9 Build on filming opportunities in the City.

The purpose of this report is to provide the 2012 Film Office update. Forecasts and initiatives for 2013 are also discussed.

Analysis

Provincial Film Projects and Revenue 2012

British Columbia is the fourth-largest overall film and television production centre in North America behind Los Angeles, New York and Toronto. In 2012, British Columbia hosted 294 filming projects, which included 82 feature films and 84 TV series. The filming industry in British Columbia saw an increase of 2 % in production dollars spent to a total of \$1.2 billion. Much of this increase was buoyed by domestic feature film production which posted an increase of 55 % (approximately \$28 million). Foreign feature film production was down 9%, equalling a downturn of over \$105 million. (**Attachment 1**)

Richmond Billing and Filming Days 2012

Over \$248,000 in service and location charges were processed through the Film Office in 2012 which is an increase of \$62,000 over adjusted figures for 2011. Net revenue of approximately \$175,000 went directly to City departments and \$73,000 to the RCMP. The Richmond Olympic Oval, which works closely with the Film Office but processes its own filming requests, had 4 days of filming and generated \$18,700.

Within Richmond there are many publicly-owned jurisdictions used for filming; these include the Steveston Harbour Authority, YVR, Metro Vancouver (Iona Regional Park) and the Gulf of Georgia Cannery. Public jurisdictions and private property owners are not obligated to report revenue or filming days to the Film Office. As a courtesy, however, film production companies generally do complete a Richmond film application when shooting on non-City owned property.

An estimated 140 days of filming within Richmond’s environs took place, 95 of which were on City-owned property and managed by the Film Office.

Film Locations and Productions 2012

TV series and commercials made up the majority of productions filmed in Richmond in 2012. The most popular filming location in Richmond is Steveston Village, which regularly capitalizes on its small village look and feel. Richmond did not host any large-scale feature films in 2012. The films, TV series and commercials filmed in Richmond in 2012 are listed below:

Films	TV Series	Commercials
Anchoring in Seattle	Arrow	Land Rover
Anami Vice (music video)	Bates Motel	Lexus
Scrap Yard	Continuum	Mini Cooper
Stalkers	Fairly Legal	Sleep Numbers
Various Student Films	Fringe	Sleepytime
	Motive	Vancouver Coastal Health
	Penoza (pilot)	Verizon
	Once Upon a Time	Warner Rocket Television
	Rogue	
	Supernatural	
	The Killing	
	The Selection (pilot)	
	True Justice	

Economic Impact 2012

Beyond revenues generated from City- and publically-owned properties, filming contributes significant direct and indirect revenue to local businesses and land owners. The Film Office is not authorized to participate in negotiations between a non-City property owner and a film production company and, therefore, cannot accurately report the amount spent securing non-City property for film locations. Informed discussion with production companies and businesses do allow the Film Office to roughly estimate an average spend of \$75,000 to \$100,000 in direct location revenue per TV episode. Approximately 40 TV episodes were shot in Richmond in 2012, equalling a low estimate of \$3 million paid to private property owners and tenants. Budgets for commercials vary greatly and an average spend is difficult to estimate.

Indirect spending by film crews also contributes to the local economy. Film crews bring an average of 100 people per day into Richmond filming locations; these workers spend a considerable amount on food, beverages and other merchandise while on location. Film production crews also often try to source local supplies whenever possible.

Film tourism is becoming a reality in Richmond, due particularly to the global popularity of *Once Upon A Time*. Much of the tourism has been stimulated by the feature called “Steveston, the Real Storybrooke” which was included on the show’s first season DVD. The Film Office and Tourism Richmond regularly field requests from people planning their vacations and wanting to know *Once Upon a Time*’s filming dates. (For reasons of confidentiality and security, the Film

Office does not disclose such information.) These requests primarily come from North America, but reports of European travelers visiting the set have been mentioned by the film crews.

Community Outreach 2012

The Film Office is a well-utilized community resource: residents and merchants frequently contact the office with comments and questions regarding filming. In heavily-used areas such as Steveston, Film Office staff regularly meet with businesses, organizations, associations and residents to ensure their needs are balanced with those of the production company. Filming, however, inevitably causes some disruption. Therefore, before issuing film permits, the Film Office regularly requests that the production company poll affected tenants and residents and demonstrate that a large majority support the proposed filming.

Filming complaints are down considerably in Richmond overall; the majority of inquiries were redirected to the production companies, as the issues were not under Film Office purview. Film companies are required to follow the Professional Code of Conduct, established by the British Columbia Film Commission. All companies filming in Richmond in 2012 were compliant with the code. (**Attachment 2**)

2013 Forecast

Indicators for Lower Mainland filming in 2013 are mixed. TV pilots, series and movies of the week are on par for the first quarter in 2012, but the decline in feature films that began in the last half of 2012 is expected to continue into 2013. The recent change from HST to a GST/PST combination will also negatively affect production companies' budgets. This may be somewhat offset by the Canadian dollar which is predicted to be under or at par in 2013. Another potential impact to the local economy includes employment rates within the industry itself. In 2012, over \$12 million was directly paid to Richmond residents who work in the film sector. Film sector first quarter 2013 payroll is projecting a 35% decrease over the same period in 2012.

Possible changes in film production incentives could be driven by the grassroots, industry-based initiative called Save BC Film. The initiative has a high media profile and representatives have met with all provincial parties; the two major political parties have indicated varying levels of willingness to re-assess British Columbia's competitive position, particularly in the area of tax credits.

The series *Once Upon A Time* has been confirmed for a third season. The production has indicated they plan to continue filming in Richmond, barring budget or creative changes. The AMC series *Bates Motel* also regularly filmed in Richmond. If the show is picked up for a second season, expectations are that they will continue to shoot in Steveston, Britannia Heritage Shipyards and other locations. The Film Office, working with other City departments such as Engineering and Parks, is currently in discussions regarding the filming of a major motion picture in Steveston, at the City Hall Annex and in Minoru Park in May.

2013 Initiatives

The Film Office will continue to position Richmond as a preferred place to conduct film business. Some 2013 initiatives include:

- Filming in Steveston Information Session, to be held in April. This will be a community forum to discuss filming sustainability, location pricing strategies, marketing opportunities and the Film Office's role. A representative from the BC Film Commission will be attending. (**Attachment 3: 2013 Initiatives**)
- General public session on "How to be a Location for Film" for residents and businesses, with a focus on promoting areas other than Steveston for filming. Time and agenda to be set.
- Update of Richmond's Film Strategy and Implementation Plan. The creation of a 3 year strategy and review of policy and procedures. (**Attachment 3: 2013 Initiatives**)
- Application for a "Partners on Screen" designation from the BC Film Commission. (**Attachment 3: 2103 Initiatives**). Continue participation as one of the voting members at the selection table.
- Continued work with the British Columbia Film Commission and other Lower Mainland film offices to attract filming to the region.

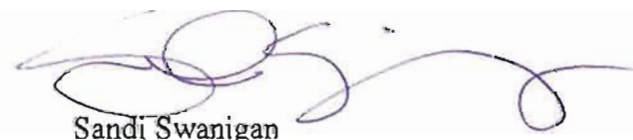
The Film Office will also be reviewing its internal financial processes as improved reporting and statistics are needed. The Film Office will consult with local stakeholders and the film industry to find ways to share information that will help provide a more detailed financial picture of filming in Richmond. Much of this work will inform or be included in the updated Film Strategy and Implementation Plan.

Financial Impact

There is no financial impact.

Conclusion

Filming in Richmond exceeded projected revenue targets in 2012. Film Office community outreach initiatives were well-received and resulted in a decrease in negative perceptions regarding filming. Film production companies are pleased with the Film Office's service, transparent process and flexibility. The Film Office will continue to work with the community and the film industry to sustainably increase filming in Richmond.



Sandi Swanigan
Manager, Film and Major Events
Arts, Culture and Heritage Services
(604-276-4320)

BACKGROUND

March 13, 2013

Ministry of Community, Sport and Cultural Development

BRITISH COLUMBIA FILM AND TELEVISION PRODUCTION 2010 – 2012

Production Type	2012 Year End Dec. 31		2011 Year End Dec. 31		2010 Year End Dec. 31	
	No. of projects	Production \$ spent in B.C. (\$ = millions)	No. of projects	Production \$ spent in B.C. (\$ = millions)	No. of projects	Production \$ spent in B.C. (\$ = millions)
Total Production:						
Feature Film*	82	351.84	77	446.86	69	317.83
TV Series **	84	614.67	69	503.91	43	511.69
TV Movies, Mini-Series, Pilots, Shorts & Docs	97	154.20	99	141.55	97	110.05
Animation	31	95.19	36	96.38	37	82.15
Total ***	294	1215.90	281	1188.70	246	1021.72
% Change	4.6%	2.3%	14.2%	16.3%	2.9%	-22.3%
Domestic Production:						
Feature Film*	24	27.99	19	16.93	33	40.46
TV Series**	58	196.57	45	116.37	29	120.09
TV Movies, Mini-Series, Pilots, Shorts, & Docs	72	76.22	74	62.10	78	57.35
Animation	5	23.46	9	13.58	12	25.93
Total Domestic	159	324.24	147	208.98	152	243.83
% Change	8.2%	55.2%	-3.2%	-14.3%	-1.9%	12.0%
Foreign Production:						
Feature Film*	58	323.85	58	429.93	36	277.37
TV Series**	26	418.10	24	387.54	14	391.59
TV Movies, Mini-Series, Pilots, Shorts, & Docs	25	77.98	25	79.44	19	52.71
Animation	26	71.73	27	82.81	25	56.22
Total Foreign	135	891.66	134	979.72	94	777.89
% Change	.07%	-9.0%	42.5%	25.9%	11.9%	-29.2%

*Includes: features, DVD features and VFX-only (visual effects) projects.

**Includes: drama, lifestyle, reality, documentary, web series and VFX-only projects.

***Includes VFX-only projects (31 feature films and two TV series) with B.C. expenditures of \$121 million.

Contact: Susan Croome, Film Commissioner 604 660-3235

Best Practices of BC's Motion Picture Industry: Locations Code of Conduct

General Courtesies

- ★ Producers, cast and crew will follow the provisions of their motion picture production permit at all times. A copy of the permit must be on location at all times.
- ★ Filming only takes place during the times listed on the permit unless extensions are granted.
- ★ Pedestrians should always be treated with courtesy and not be obstructed at any time unless stipulated in the permit. All cables and similar items are to be channeled neatly and safely.
- ★ Producers must notify the public in writing whenever production activities may directly affect or disrupt their daily lives. The notice must include the name of the company, working title of the project, production type (e.g. feature, MOW.TV series) and a brief description of the activity. It also must include a clear account of the date and time of disruption.
- ★ All catering, construction, strike and personal trash must be removed from the location. Locations must be left in original condition.
- ★ Removing or cutting signs or plants from any public or private location is not allowed.

Vehicles

- ★ Production vehicles must not arrive before the time stipulated on the permit, should arrive one at a time, and should turn their engines off as soon as possible.
- ★ Cast and crew vehicles are not covered by the location-filming permit and must use designated parking areas only.

- ★ Production vehicles shall not block driveways or gated access without permission.
- ★ Vehicles shall not display signs, posters or pictures that the public may find offensive or objectionable (i.e. material containing vulgar language or sexual content).
- ★ Crew cannot move a private vehicle to accommodate filming or parking, without permission of the owner. If a vehicle is parked in a restricted area, the appropriate authority will remove it.

Cast and Crew

- ★ Cannot trespass on private property. They must remain within the boundaries of the property that has been permitted for filming.
- ★ Cannot drink alcohol on public property.
- ★ Must be served their meals, and eat, in the designated areas.
- ★ Must follow smoking restrictions and always leave cigarettes butts in the appropriate containers.
- ★ Shall keep noise as low as possible at all times and refrain from using lewd or improper language.
- ★ Shall wear appropriate clothing – for example, T-shirts with offensive slogans are not acceptable – and comply with appropriate employee safety regulations.
- ★ Will wear a production pass, as required.
- ★ Will not bring guests or pets to the location, without advance permission.

Thank you for honouring this Code of Conduct. Failure to comply can result in disciplinary action by the government authority, production company, union, guild or association.

2013 Initiatives Richmond Film Office

Filming in Steveston Information Session

This public session for merchants and residents of Steveston will take place in April 2013. The BC Film Commission will be attending and leading a part of the agenda. Other industry personnel will also be on hand to present and to answer questions.

The goals of these information sessions will include:

- Providing residents and merchants with an opportunity to discuss any questions or concerns associated with filming;
- Informing merchants, residents, community associations and organizations about the long term financial benefits to an area hosting filming;
- Outlining the process for loss of business forms (how formulas are calculated, why and when money is paid out etc). This will be presented by the BC Film Commission. (The Film Office receives a number of calls on this subject; however it is beyond City authority to be involved in private negotiations.);
- Ensuring merchants, residents, community associations and organizations are aware of the roles the Film Office and BC Film Commission play; and
- Thanking merchants and residents for their ongoing support of filming in Richmond.

Richmond Film Strategy Update

The current film strategy, created in 2007, will be reviewed and updated. Areas of focus will include, but not be limited to:

- Comparison of Richmond's strategy, mission and policies to other municipalities, along with best practices analysis.
- Re-draft of film bylaw, per Council referral, to ensure that the law is relevant to the current filming environment, does not overreach into private domain and accurately informs current filming processes and procedures.
- Review of location and services fees, both set and not set by law, to ensure competitiveness. Changes, if needed, will be recommended in report.
- Review and refresh internal procedures and processes. Survey internal and external community clients on areas of service, communications and quality.

The desired outcome is to produce a 3-year strategy, implementation and action plan that will foster further growth

Partners on Screen Program

Development of the Partners on Screen program is being led by the BC Film Commission in collaboration with local governments and industry professionals. The purpose of the Partners on Screen initiative is to strengthen British Columbia's competitive position, to increase client satisfaction, to promote the economic and social benefits film production brings to communities and to build on BC's outstanding reputation as a World Class Entertainment

Production Centre in the global marketplace. The Partners on Screen program will achieve these goals by:

- encouraging exemplary client service;
- showcasing the environmental, economic and social benefits the industry brings to communities; and
- formally recognizing municipalities that demonstrate consistent regulatory practices and meet industry needs in terms of flexibility, responsiveness, and cost.

Formalization of the Partners on Screen pilot program is currently under way and Film Office staff are actively involved in this process. Municipalities will have an opportunity to formally apply for a Partner on Screen designation. The program will be marketed internationally by the BC Film Commission and it is anticipated that film productions will actively seek out cities meeting this criteria. Staff will present a report to Council later in the year which outlines further details of the program and requests Council's endorsement of the City's application for Partner on Screen designation.