



Story is the most powerful cultural force in history

***When Edmonton producers create a television show or film,
80% of the money comes from outside city***

Edmonton Screen Industry Notes

SUMMARY

- The city of Edmonton's economic and social landscape is undergoing tremendous change and transformation. Our Screen Industry can play a very important role in growing and diversifying our local economy
- The Screen Industry creates highly-skilled, green jobs especially for young people educated and trained in post-secondary institutions such as NAIT and Grant McEwan University. A growing industry can also provide opportunities for skilled workers in transition
- Coordinated collaboration, a strategic business plan, and innovation will foster the creation of Intellectual Property (IP), attract investment, and increase the production and distribution of highly exportable 'made-in-Edmonton' cultural products
- Screen Industry production in Edmonton can double in volume within the next two to three years by aligning and focusing on four 'cornerstones': Funding; Human Resources, Corporate Sustainability, and Infrastructure

THE CREATIVE ECONOMY...

and the potential for growth of Edmonton's Screen Industry

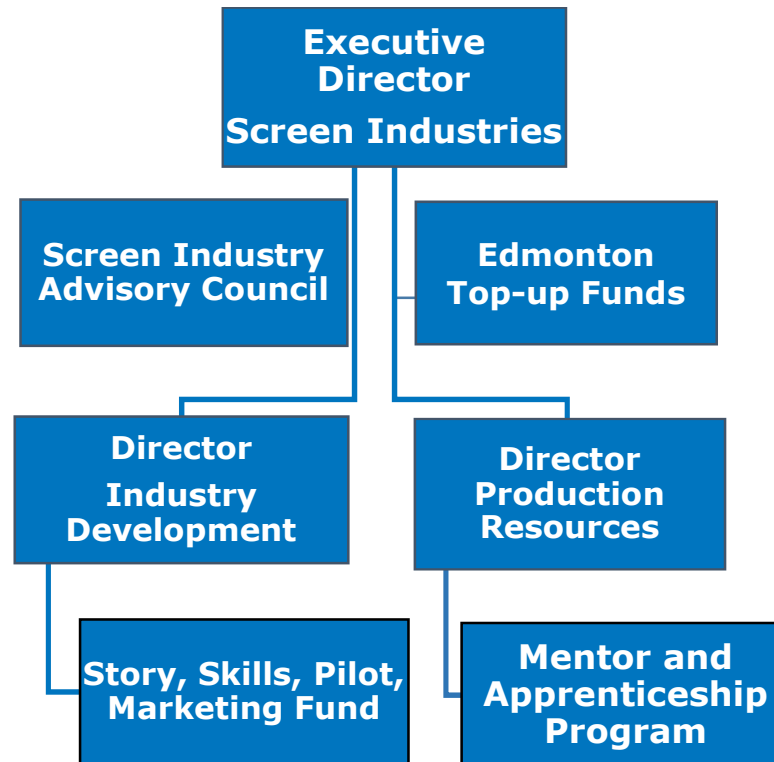
- Edmonton is part of one of the greatest revolutions in history – the Digital Revolution. It keeps changing everything – from how we create, consume, and share culture, to how we trade, collaborate, conduct commerce and participate in the global economy
- In five years there be more than nine digital devices connected to the Internet for every person on the planet, creating a world-wide demand for software, hardware and 'brainware' – **Intellectual Property (IP)**. The Screen Industry is highly transformative in job creation, new income, and export earnings
- Creative industries lie at the crossroads of arts, culture, business and technology. What unifies these activities is they all trade with creative assets in the form of Intellectual Property – the framework through which creativity translates into real economic value and return on investment
- For the Screen Industry Intellectual Property is the high-value currency that must be innovative and focused on 'great story' along with the ability to produce, protect, finance, market, monetize, and distribute products to the new global marketplace
- The growing international economic value of IP has a key role to play in helping diversify the economy. Investment support for creative companies, as in energy and pharmaceuticals, is how to build, retain and distribute IP
- Ideas need investment to launch. For the small and medium sized enterprises (SME) that make up Edmonton's Creative and Screen Industries access to financing is challenging and new business models are needed that can innovate and adapt
- With collaboration as key element of creative economy, the Screen Industry has had great success in 'creative-cluster' partnerships having 'co-produced' television programs, feature films, online and multiplatform storytelling, and so on. In addition there are new synergies with other narrative media such as book publishers, magazines, gamers, and 'app' developers

EDMONTON SCREEN INDUSTRIES...

and new directions in the creative economy

- We suggest consideration of a name change for the *Edmonton Film Commission* to better reflect its proposed new and expanded mandate. For example; ***Edmonton Screen Industries***
- Reporting to the Office of the Mayor of Edmonton during a start-up period, the new office of *Edmonton Screen Industries* would have the mandate and resources to support the local Screen Industry through consultation, collaboration, and skills and production support (\$500K)
- Create a *Production Top-up Fund* and an *Aboriginal Production Top-up Fund* to support 'made-in Edmonton' screen-based productions (\$1.4M)
- Create a *Storytelling Development Program* and an *Aboriginal Storytelling Development Program* to support 'made-in Edmonton' and area screen-based productions (\$270K)
- Establish a *Mentorship and Apprenticeship Program, Skills Development Program and Pilot Development Program* in partnership with the industry and postsecondary institutions with a special emphasis on storytelling, performance, crew skills, business, marketing, distribution and entrepreneurship (\$250K)
- Establish a *Marketing Fund* for Edmonton projects to provide assistance with strategic planning, travel, sales, and 'follow-up' in national and new international markets (\$100K)
- Showcase Edmonton's rich and diverse cultures, artistic innovation, and performance excellence
- Create opportunities to partner with small business and 'corporate Edmonton' to use the Internet, and multiple platform storytelling to help market their products internationally
- Utilize production funding from 'out-of-city' sources and provide a positive return on investment
- Collaborate with municipal and provincial organizations and government departments to align goals and resources where appropriate to grow Edmonton Screen and Cultural Industries

- Ideas need investment to launch. For the small and medium sized enterprises (SME) that make up Edmonton's Creative Industries access to financing is challenging and so new and innovative forms to support investment are required
- Create through appointment an effective *Screen Industry Advisory Council* of the interests and views of key Edmonton stakeholders and funders and ensure the operation of *Edmonton Screen Industries* is: accessible; an effective community communicator; supportive production partner; well-managed; accountable, and; transparent
- Brand and position the Edmonton Screen and Creative Industries as a 'centre of excellence' fostering research, and innovation in storytelling and cultural exports



ECONOMIC RETURN ON INVESTMENT

A SAMPLE LOW BUDGET FEATURES: \$1,000,000

A \$200,000 investment in a \$1,000,000 production attracts spending of \$800,000 to Edmonton from 'out-of-city' sources

Finance:	Alberta Media Fund	\$ 300,000	30.0 %	Gov't of Alberta
	Canadian Audio Visual Tax Credit	\$ 75,000	07.5 %	Gov't of Canada
	Telefilm	\$ 275,000	27.5 %	Telefilm
	Distributor	\$ 50,000	05.0 %	Private Sector
	Edmonton Top Up Fund	\$ 200,000	20.0 %	City of Edmonton
	Producer/Private Investment	\$ 100,000	10.0 %	TBA
		<u>\$ 1,000,000</u>	<u>100.0 %</u>	

A SAMPLE DOCUMENTARY BUDGET: \$ 200,000

A \$40,000 investment in a \$200,000 production attracts spending of \$160,000 to Edmonton from 'out-of-city' sources

Finance:	Alberta Media Fund	\$ 60,000	30.0 %	Gov't of Alberta
	Canadian Audio Visual Tax Credit	\$ 15,000	07.5 %	Gov't of Canada
	Broadcaster	\$ 40,000	20.0 %	Private Sector
	CMF	\$ 40,000	20.0 %	Gov't of Canada
	Edmonton Top Up Fund	\$ 40,000	20.0 %	City of Edmonton
	Producer Investment	\$ 5,000	02.5 %	Private Sector
		<u>\$ 200,000</u>	<u>100.0 %</u>	

GOING WHERE THE FUTURE WILL BE...

- By 2020 the world will be covered with free Wi-Fi access and handheld wireless devices will surpass five billion users. To meet this growing demand for content Edmonton companies need to be an aggressive participant and leader in the creation, production and ownership of Intellectual Property
- The role of the office of *Edmonton Screen Industries* would be to coordinate the initiatives and ideas of Screen Industry partners and stakeholders and to help accelerate their efforts in developing content, new business models, data collection, production, marketing, and distribution strategies required to be competitive and successful
- Edmonton and Calgary are separately focused production centre, not in competition, but complimentary. Initially Edmonton production focus would be on, for example, documentary, low-budget features/movies, online series, multi-platform content
- Edmonton hosts some of the world's best digital gaming and software companies, and a vibrant writing, performing, publishing, music and screen industry – all poised to export globally
- Edmonton companies and institutions such as NAIT can collaborate and continue to be leaders in the use of digital video cameras, high-definition television, 3-D production, and multiple-platform transmedia storytelling
- Having vibrant and dynamic Screen and Creative Industries will not only help diversify the economy and attract significant cultural tourism, it will provide a significant direct return on investment and enable us to tell stories that enriches Edmonton's diversity of voices and cultures and enhances our quality of life

Edmonton! The home of dynamic, young, experienced, creators, innovators and entrepreneurs who show and tell 'made-in-Edmonton' stories that reflect pride in our work, Western values, our diverse cultures, and rich heritage – not only to ourselves, but to the world.