



# Thompson-Nicola Film Commission 2009 & 2010 (2011) Strategic Plan

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*"No where else in BC or in Canada for that matter, can you get the variety of looks the Thompson-Nicola region has."*

*Bruce Brownstein  
Locations Manager  
"Firewall" US Feature Film  
"The Andromeda Strain" TV mini-series  
"2012: Farewell Atlantis" Unit Manager*

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# **SECTION ONE**

## **INTRODUCTION - HISTORY**

# **INTRODUCTION**

## **HISTORY**

In early 2000, the Thompson-Nicola Regional District (TNRD) Board of Directors established the Thompson-Nicola Film Commission (TNFC), comprised of 18 voting members:

- Two (2) appointees from the TNRD Board of Directors of which one has to be a Councilor from the City of Kamloops. They will hold the positions of Chair and Vice-Chair on the TNFC with the Chair being responsible for presenting progress reports to the TNRD Board of Directors during their regular meetings.
- Sixteen (16) volunteer members, selected by the TNRD Board of Directors from applicants applying for the position.

The TNFC's main duty is to create and guide the office of the Film Commission, and make recommendations to the TNRD Board of Directors for approval.

One of the first recommendations was to contract an Executive Director of Film (EDF) to oversee the daily operations of the Film Commission office.

The TNFC met in late August 2000 and developed their first Strategic Plan for 2000 to 2003, and thereafter, a Strategic plan was developed for 2003 to 2004, and 2005 to 2006.

Since then, two significant changes have been made to the film commission.

- 1) The number of appointees to the TNFC from the TNRD Board of Directors was increased from two (2) to three (3) of which one has to be a Councilor from the City of Kamloops. This brings the total voting members to 19.
- 2) The TNFC quorum was reduced from eight (8) to six (6) voting members.

In September, 2006, the film commission met and developed a Strategic Plan for 2007 & 2008, with a budget for 2009, which was when the TNRD Board of Director's five (5) year financial plan expired.

In October, 2008, the film commission met to develop a Strategic Plan for 2009 – 2010, with a budget for 2011. The strategic planning session was held in Kamloops and lead by Robyn Grebliunas of R Brand Productions, Merritt, BC. The result of that session is as follows.

# SECTION TWO

## EXECUTIVE SUMMARY

## **EXECUTIVE SUMMARY**

### **MAINTAINING THE THOMPSON-NICOLA FILM COMMISSION**

Present: The TNRD Board of Directors fund and support a full-time film commission that markets the region's locations, crew, and resources to the film industry, facilitates scouting and surveys, lends support to productions filming in the region, and acts as the liaison between productions filming in the region and TNRD government agencies, services and amenities.

Tactic: Status quo.

### **LENGTH OF STRATEGIC PLAN**

Present The TNFC operates according to a two-year strategic plan because two years is an appropriate amount of time to assess film industry trends, successes and challenges, and to develop appropriate strategies in a timely manner.

A third year's budget is included in the strategic plan because it identifies initiatives that will be undertaken on a rotating annual basis.

The film commission is operating according to the TNFC Strategic Plan 2007 & 2008 that includes a budget for 2009.

Tactic: Prepare a TNFC Strategic Plan for 2009 – 2010 with a budget for 2011.

### **HIGHLIGHTS**

The main theme that surfaced during this year's strategic planning session was the desire for film infrastructure within the region in order to realize filming throughout the year, which would, in turn, increase filming activity and dollars spent in the region. This is a goal that was identified and not met in 2007/08.

- 1) Infrastructure: Focus on identifying and supporting opportunities to develop infrastructure with the private sector in order to realize increased production opportunities and filming throughout the year.
  - a. Familiarization Tours: Provide Fam-tours for interested investors and potential tenants, and clients, and collaborate with TNRD economic development and tourism offices in order to best market TNRD desirable lifestyles to clients.
- 2) Marketing: Focus on the Internet as its most significant marketing tool, and revise other materials:
  - a. The TNFC web site:
    - i. redesign its look
    - ii. augment its content
    - iii. create an on-line Directory of Services that can be printed
    - iv. create an on-line Crew Database that can be printed

- b. Exploit new marketing opportunities provided by You-Tube;
  - c. Produce a new “Locations” brochure in 2010 that compliments the BC Film Commission “World of Looks” locations brochure in design and format, as several other regional film commissions have done;
  - d. Produce a TNRD facilities and events brochure targeting the television (reality, documentaries, sports, etc) market (unfinished business from 2007/08);
- 3) Productions: Revise Goal #1 (pages 16 & 17) to include “and other electronic media” due to the advancement of new technology such as Internet short films, and reword to make the objectives less repetitive.
  - 4) Education: Reword Goal #3 (pages 16 & 17) because the word “educate” implies formal classes with a curriculum; that the TNFC inform, advise, or support educational opportunities where and when applicable.
  - 5) Fundraising: Reword Goal #4 (pages 16 & 17) because the word “fundraising” implies holding events and competing with private and non-profit sectors. Rather, state that the TNFC will be financially accountable and will apply due diligence in researching and exploring opportunities to obtain additional financial resources, and form strategic partnerships.

## **FUNDING**

Present: Thompson-Nicola Regional District Board of Directors allocates approximately \$195,000 per year to the TNFC, and rent is provided in-kind.

Tactic: Status quo.

Present: The Regional Film Commissions Assistance Program of a \$30,000 annual grant expired in 2008. The program is under review.

At the Union of BC Municipalities Convention (UBCM) 2008, the membership voted in favour of a match-funding model for the assistance program, instead of a grant.

Tactic: To participate in the Provincial Government’s review of the Regional Film Commissions Assistance Program, and monitor its progress.

Present: The TNFC acquires additional funding by providing film industry courses for profit, selling ads in the TNFC Directory of Services, and partnering on events.

Tactic: With financial accountability in mind, to apply due diligence in seeking additional funding and in-kind resources, form partnerships to mutually support events and marketing endeavors, and sell banner advertisements on the TNFC web site.

## **FILM COMMISSION MEMBERSHIP**

Present: The film commission is comprised of nineteen (19) voting positions.

- Three (3) TNRD Directors are appointed to the film commission by the TNRD Board of Directors Chair; one (1) TNRD Director from Kamloops and two (2) Directors from other TNRD areas.
- Two (2) of the three (3) appointed Directors must be present in order to hold a meeting.
- Membership is comprised of up to sixteen (16) volunteers, and profiles business and other sectors are used as guidelines in determining membership.
- Membership includes Invitees with no voting privileges, when there are no vacancies.
- A quorum is six (6) voting members.

Tactic: Status quo.

### **STAFF**

Present: The film commission staff is comprised of a full-time Executive Director of Film, whose contract expires in 2010, and a full-time Film Commission Assistant, a member of CUPE.

The Executive Director of Film reports to the Chief Administrative Officer

The TNFC utilizes staff from other TNRD departments such as finance, GIS (mapping), administration and reception.

Tactic: Status quo.

Present: Independent freelance Locations Scouts are contracted for additional location scouting, and to assist with FILMpilot data input when assistance is needed to meet location request timelines.

Tactic: Status quo.

### **MISSION STATEMENT**

Present: “In cooperation with the BC Film Commission, to attract and encourage motion picture, television and other electronic media production that will result in significant expenditures in the Thompson Nicola Film Commission area.”

Tactic: Status quo.

### **GOALS & OBJECTIVES**

Refer to “Goals & Objectives” page 14 for a comprehensive outline.

Present: The Goals and Objectives outlined in the Strategic Plan for 2007 & 2008 are satisfactory but require rewording for simplification.

It is felt that the TNFC has not been able to meet its goal of having consistent filming activity throughout the year.

- Tactic: Revise Goal #1 (Promote and Facilitate Filming in the TNRD)  
Add “other electronic media” and reword for simplification, and add:  
  
Objective 1b) Support the development of film industry infrastructure in order to promote filming throughout the year in the TNRD.
- Tactic: Revise Goal #3 (Education)  
Reword “educate” with - to advise, or support, or provide educational opportunities, when and where applicable.
- Tactic: Revise Goal #4 (Fundraising)  
Reword to state that the TNFC will be financially accountable by practicing due diligence in seeking opportunities to acquire additional financial, or in-kind resources.  
  
Reword all objectives to imply support rather than provide endeavors that compete with public, private, and non-profit sectors.

## **MARKETING**

- Present: Preparations are on-going for the 2010 Winter Olympic and Paralympic Games.
- Tactic: Monitor and take advantage of marketing opportunities that promote filming in the TNRD.

## **WEB SITE**

- Present: The TNFC web site is 5 years old. Some search engine optimization (SEO) has been undertaken.
- Tactic: Redesign the TNFC web site and add pages as required, in the format necessary for SEO.
- Present: The Directory of Services is published in book form and is available as a PDF on the TNFC web site.
- Tactics: Revise content and format:
- a. Create an on-line Directory of Services Edition IV that can be updated continuously and be printed as required. Publish it on the TNFC web site.
  - b. Produce an attractive cover for printed copies of the Directory of Services Edition IV in order to make bound copies of the Directory for clients.
  - c. Allow space for banner ads on the Directory of Services; pages that can be purchased by TNRD services and amenities that facilitate production.
- Present: The crew database is an Excel document that is posted to the TNFC web site.

Tactic: Create an on-line crew database linked to our web site which is more attractive and user friendly, and can be updated easily.

#### INITIATIVES - SALES CALLS, FESTIVALS, FORUMS, EXPOS

Present: Satisfactory results from marketing trips to Vancouver.

Tactic: Status quo.

Present: Participate in joint marketing opportunities including special events, receptions and meetings with the BC Film Commission (BCFC), the Regional Film Commissions Association of B.C. (RFCABC), the Motion Picture Production Industry Association of B.C. (MPPIA) and Association of Film Commissioners International (AFCI).

Tactic: Status quo.

Present: No independent marketing trips to Los Angeles studio executives and others.

Tactic: Allow marketing trips to meet with key film industry executives or fly them to the TNRD only if there is an opportunity to support the building of a studio, entice a tenant for a studio and/or a series to establish itself in the TNRD.

Present: Participate in AFCI Locations Expo in Los Angeles on alternating years, and re-evaluate participation yearly.

Tactic: Status quo.

Present: Participate in a strategic International festival or tradeshow.

Tactic: Based on history, to attend and market at the Berlin Film Festival in 2010 but not in 2009, in order to determine the changes and success of the AFCI's Locations Expo in Berlin for 2010.

Present: Market at the Vancouver International Film Festival auxiliary events to exploit networking opportunities but plan not to attend the forum unless there is clear value.

Tactic: Status quo.

Present: Market and network during the Whistler Film Festival at its events and at the BC Film Commission booth.

Tactic: Status quo.

#### MATERIALS

Present: The TNFC has several successful marketing materials:

1. Web site
2. Directory of Services Edition III

3. "Locations" brochure
4. "Locations" CD
5. CD holder with the TNFC logo
6. *new*: Social networking sites on Face Book, My Space Canada, My Space USA, High Five, Plaxo, and Orkut;
7. *new*: E-newsletter - "TNFC New Locations"
8. In development: "TNRD Facilities and Events" Brochure

Tactics: Status quo with the following revisions and additions:

1. Revise, update and augment the TNFC web site.
2. Create and display an up-to-date, searchable and printable version of the new Directory of Services IV on the TNFC web site. Create an attractive cover for printed, bound versions.
3. Revise the TNFC "Locations" brochure within the next three years.
4. Distribute USBs, which display the TNFC logo, and contain information and images, instead of CDs, and CD cases as give-a-ways.
5. Display compelling footage of TNRD locations on You-tube:
  - a. Acquire footage from various sources such as tourism sectors;
  - b. Promote the creation of You Tube footage through sponsorship of a contest.
6. Maintain presence on Internet social networking sites.
7. Continue to distribute our E-newsletter "TNFC New Locations".
8. Complete the "TNRD Facilities and Events" brochure.

### ADVERTISING AND PROMOTIONS

Present: Satisfactory results from advertising in film industry directories and exploit strategic advertising opportunities as they present themselves.

Tactic: Status quo.

Present: Participate in joint advertising opportunities with the BC Film Commission (BCFC), the Regional Film Commissions Association of B.C. (RFCABC), the Motion Picture Production Industry Association of B.C. (MPPIA) and Association of Film Commissioners International (AFCI).

Tactic: Status quo.

## **EDUCATION**

Present: The Executive Director of Film taught the BC Film Industry Orientation Course and WHMIS.

Tactic: Status quo as applicable.

Present: The TNRD financially supports the Kamloops International Film Festival (KIFF), \$2,500 annually, and sponsors the Merritt Walk of Stars Gala because Country Music Television (CMT) covers the event.

Tactic: Status quo.

Present: The EDF notifies the public and film industry personnel of the release dates of projects that were filmed in the TNRD through radio advertisements, media releases, and by creating screening events.

Tactic: Status quo.

Present: Investigated producing a map of film locations for tourism.

Tactic: Its status is "On hold" because it is felt that creating the map is a Tourism initiative. Further, that most of the popular film locations are on private land and the property owners may not want their information made public.

## **PROFESSIONAL DEVELOPMENT**

Present: The EDF participated in the AFCI Film Commissioner Certification Program by taking "Marketing in the Film Industry", and "Film Commissioner as an Economic Developer". The EDF also participated in Royal Roads University "Destination Development" course. All were on-line courses with some classroom instruction.

Tactic: The EDF shall complete the AFCI Film Commissioner Certification Program.

The EDF and Film Commission Assistant may participate in extra training and educational opportunities as long as they apply to the film commission operations.

## **FUNDRAISING**

Refer to "Funding".

# **SECTION THREE**

**FILM COMMISSION MEMBERSHIP**

**MISSION STATEMENT**

**GOALS AND OBJECTIVES**

## **FILM COMMISSION MEMBERSHIP**

Nineteen (19) members plus Invitees is a satisfactory amount of people on the TNFC.

Using sector titles as guidelines is useful in determining membership and all members having two (2) year terms that expire on a rotating basis is satisfactory.

<b>2008</b>	<b>Position</b>	<b>Term</b>	<b>Position or Former Sectors</b>
1	Roland Stanke (Clinton) Chair	One Year	TNRD Director
2	Terry Lake (Kamloops) Vice Chair	One year	TNRD Director
3	Harry Danyluk (Chase)	One year	TNRD Director
4	Don Shook (Clearwater) Rancher & production background	Two years	Member at Large
5	Ray Chatelin (Kamloops) Writer/Screenwriter	Two years	Member at Large
6	Barrie McLean (Barriere) Retired: CBC Producer/Director	Two years	Film Production Industry
7	Denise Recchi (Kamloops) Department of Forests	Two years	Financial Services
8	Connie Falk (Barriere) Financial & Employment	Two years	Legal Services
9	Gina Marks (Kamloops) DGC Locations Scout & Manager	Two years	Locations
10	Danielle Dunn-Morris (Kamloops) Actress/Instructor	Two years	Film Education Sector
11	Chris Dooley (Merritt) Arts Council	Two years	Media - Print
12	Charlie Jackson (Kamloops) Media – Print – Film Critic	Two years	Media - Print
13	Denis Abramsen (Kamloops) Producer/Director/Instructor	Two years	Film Services Industry; President, BC Interior Filmmakers Association
14	Dave Longworth (Merritt) Rancher/ Cowboy Actor/Singer/Poet	Two years	Media - Radio
15	Danny Virtue (Mission) Producer/Location Owner/Director	Two years	Film Production Industry; Special Status: voting but not counted as quorum
16		Two years	Business
17		Two years	Business
18		Two years	Accommodations
19		Two years	Education

<b>INVITEES</b>			
1	Persis Eleanor Tozer (Savona) Producer/Director		Former member
2	Walter Poohachoff (Kamloops)		Former Business Agent

Tactics: Status quo.

## **MISSION STATEMENT**

The Mission Statement is satisfactory.

“In cooperation with the BC Film Commission, to attract and encourage motion picture, television and other electronic media production, that will result in significant expenditures in the Thompson-Nicola Film Commission area.”

## **GOALS AND OBJECTIVES**

Revisions to goals and objectives are in *italics*.

### **GOAL #1**

*To have feature films (theatrical and straight-to-DVD), television shows (episodic, series, mini-series, movies-of the week, reality programming), commercials, and other electronic media productions film and/or tape in the Thompson-Nicola Regional District.*

*Objective 1a) Promote Thompson-Nicola Regional District's locations, facilities, services, amenities, and local crews and acting talent, and other assets to feature film, television, commercial and other electronic media key film industry stakeholders and production companies.*

*Objective 1b) Support the development of film industry infrastructure in order to promote filming throughout the year in the TNRD.*

### **GOAL #2**

*Provide logistical support and information to production companies planning or actively filming projects in the TNRD.*

*Objective 2b) Facilitate requests and assist with logistics for feature film, television, commercial and other electronic media production companies when filming and/or taping all, part or 2<sup>nd</sup> unit of portions in the TNRD.*

*Objective 2b) Provide feature film, television, commercial and other electronic media production personnel with information about TNRD locations, facilities, services, amenities, local crew, and talent.*

*Objective 2c) Assist in finding solutions to problems or removing obstacles that may impede production.*

### **GOAL #3**

Provide TNRD communities and residents with knowledge about the film industry.

*Objective 3a) Inform TNRD communities and residents about how the film and television industry produces projects, their impacts on a community, and the reasons why they do the things they do.*

*Objective 3b) Inform, advise and support all potential film location owners about how to promote their property as a film location, and what logistical and legal issues they should be aware of.*

*Objective 3c) Communicate, inform and advise communities and residents in the TNRD about the film industry through the media, sponsorships and Motion Picture Production Industry Week held annually in October.*

*Objective 3d) Support citizens wanting to become crewmembers, actors and/or extras.*

*Objective 3e) Support communities and services endeavoring to market themselves to the film industry.*

*Objective 3f) Support and advise communities that have productions filming in their area.*

### **GOAL #4**

*The TNFC will be financially accountable by practicing due diligence in seeking opportunities to acquire additional financial, or in-kind support.*

*Objective 4a) Research and exploit opportunities for acquiring additional funding.*

*Objective 4b) Sell banner ads on the TNFC web site, in the Directory of Services section.*

*Objective 4c) Partner with other agencies, associations and groups in order to share costs of TNFC endeavors, when applicable.*

# **SECTION FOUR**

## **FILM INDUSTRY ANALYSIS & TACTICS**

### **TARGET MARKETING STRATEGIES**

# **FILM INDUSTRY ANALYSIS AND TACTICS**

## **British Columbia – Strengths**

- Film Industry Tax Credit Programs:
  - Extension of Provincial Tax Credit Programs until 2013;
  - Federal and Provincial Film Tax Credits for Service (foreign) productions were increased in 2006;
  - Federal and Provincial Film Tax Credits for BC productions were increased in 2006;
  - Digital Animation and Visual Effects Tax Credits (D.A.V.E.) remained at status quo;
  - Regional tax credits were divided into two groups: the Nearby Regional Location Tax Credit and the Distant Regional Location Tax Credit;
  - Distant Regional Location Tax Credit was created at an additional 6% for BC productions, and 6% for Service (foreign) productions.
- Canada's climate – 4 seasons – snow;
- Vancouver and parts of Vancouver Island have no snow during winter season;
- BC's diverse locations;
- Vancouver is a full service production centre with established and highly regarded film industry infrastructure including state-of-the-art post-production facilities;
- BC's acting talent pool and ethnic diversity;
- BC's crew experience and expertise;
- BC's stable labour environment;
- BC's reputation for delivering a top-quality product, on-budget and on-time;
- BC's 5 star accommodations and amenities;
- BC's transportation infrastructure;
- BC's great quality of life;
- BC's safety and security;
- BC's physical proximity to Los Angeles;
- BC is in the same time zone as Los Angeles;
- BC has more daylight hours than Los Angeles;
- BC has key marketing and film industry stakeholder organizations such as the BC Film Commission (BCFC), the Motion Picture Production Industry Association of BC (MPPIA) and the Regional Film Commissions Association of B.C. (RFCABC), that support production in BC
- Regional film commissions throughout BC who share their regional knowledge and expertise;
- Regional film commissions that focus on customer service such as supplying free scouting and survey services;
- BCFC's digital locations library called FILMpilot includes all regional images for pitching locations to clients, and Vancouver film industry production personnel.

## **TNRD – Strengths**

- A full-time, full-service film commission;
- Close proximity to Vancouver;
- Diverse locations and climate;
- Lower location costs;

- Experienced local crew;
- Strong history of having productions filmed in the region;
- Good reputation;
- High-end accommodations;
- Areas with no signs of civilization;
- Kamloops Airport expansion.

### **British Columbia - Challenges**

- US/Canada dollar exchange rate fluctuations;
- Uncertain economic times;
- Recession in the USA;
- Increased costs of production, especially high gas prices and its affects on the costs of other items;
- Global warming and uncharacteristic weather patterns;
- BC's high dependence on foreign production;
- BC's Pine Beetle infestation changing the landscape;
- BC's PST increases production costs and reduces competitiveness;
- Global competition adopting film industry tax credit programs and offering government equity financing to entice productions to their areas.

### **TNRD – Challenges**

- Lack of film industry infrastructure such as studio space and equipment rentals;
- Lack of empty, sound-proof warehouse spaces;
- Alberta and New Mexico are our main competitors for westerns and other productions because their reputation for producing westerns is well established;
- New Mexico has aggressive equity financing;
- The Okanagan and Cariboo-Chilcotin regions continue to be our main competitors in BC.
  - The Okanagan lifestyle and branding is strong and desirable and attracts filmmakers to move their productions to the Okanagan and often, move their families there permanently;
  - Okanagan has some film infrastructure plus resident, active producers in production;
  - Cariboo-Chilcotin “cowboy” branding is very strong due to its lifestyle, cowboy tourism and terrain;
  - Being part of Thompson-Okanagan Tourism area confuses clients into thinking that we are in the Okanagan;
- Current flight prices to Kamloops make day trips to film the TNRD cost prohibitive;
- Lack of client and industry knowledge of TNRD capacity and lifestyle benefits;
- Lack of key local crew and capacity issues;
- Closing of local talent agency;

### **Tactics:**

- Support TNRD Board of Director endeavors to attract low air fare carriers;
- Monitor and advertise TNRD warehouse availability;
- Make efforts to identify and promote crewmembers living in the TNRD;
- Make efforts to find methods of promoting and supplying talent in the TNRD;

- Adjust marketing strategies to current trends.

### **Thompson-Nicola Film Commission Operations - Strengths**

- The BCFC supplies FILMpilot, a digital photo library database and pitching program, to the TNFC and it is our primary program to pitch locations to clients, mostly for feature films and television programs;
- The BCFC has a copy of the TNRD's digital photo library and it is available for BCFC employees to pitch our locations, and for production personnel in Vancouver to peruse and download;
- The TNFC utilizes VisionNet's digital photo library database and pitching program to entice commercials to film in this region, and fulfill their location requests in the format they prefer;
- The TNFC is able to perform most tasks in-house since hiring a full-time Film Commission Assistant.

### **Thompson-Nicola Film Commission Operations - Challenges**

- Recruiting, training and retaining additional, talented location scouts;
- Keeping our TNFC, FILMpilot and VisionNet location libraries current;
- Having only one copy of the FILMpilot program when we receive simultaneous location requests;
- Large amount of time and knowledge required to upload location files and familiarize ourselves with each location library's software;
- Timelines between clients requesting images of locations and needing to receive location images is shrinking; it is expected that we already have all locations on file.

### **Tactics:**

- Continue to seek out and train photographers interested in scouting the TNRD, on a one-to-one basis.
- Prioritize locations to be uploaded to location library databases;
- Emphasize staff familiarization with new software.

## **TARGET MARKETING STRATEGIES**

In order to fulfill its mission, the TNFC will target market the following production sectors because historically, these types of productions spend the largest amount of production dollars in our region. They are also the most likely types of productions to choose to film in the Thompson-Nicola region.

1. US Feature Films;
2. Canadian Feature Films;
3. Movies Direct to DVD;
4. Commercials;
5. TV series, mini-series and episodic
6. European markets with co-production treaties – Films, TV, & Commercials;
7. Specialty TV Programs such as outdoor programs, sports programs, reality shows, etc.

The TNFC determined that the following are effective marketing strategies to target market clients.

- Implement website redesign, augmentation and additions;
- Establish a You Tube presence;
- Hold in-person meetings with clients;
- Attend events/receptions/networking events;
- Join Internet social networking sites such as My Space (Canadian and American), Facebook, Orkut, Plaxo, High Five, and others if applicable;
- Update and publish “Locations” brochure;
- Distribute TNFC newsletter;
- Create and publish printable Directory of Services on line;
- Create and publish Reel West Digest ad;
- Collaborate with the BCFC, RFCABC, MPPIA, AFCI, ACC&T, and other key organizations in joint marketing endeavors;
- Attend film industry trade shows, film festivals and expos when advantageous;
- Host location surveys and fam-tours;
- Sustain mail-outs of TNFC “Locations” brochure and current “Directory of Services III” and other marketing materials;
- Distribute USBs with TNFC and TNRD logos as give-a-ways, in place of CDs and CD cases;
- Continue to send mail-outs with the TNFC “Locations” brochure and other promotional material, to key film industry personnel while filming in BC;
- Continue to send mail-outs with the TNFC “Locations” brochure and other promotional material to key provincial, national and international film industry personnel and companies.

### **Tactics:**

To market key production executives, producers, directors, location managers, locations scouts and other film industry personnel who influence or make location decisions when producing feature films, television programs, commercials, and other types of film projects, utilizing TNFC marketing tools and partnering with other organizations and stakeholders.

# **SECTION FIVE**

**TNFC REVENUE**

**TNFC EXPENDITURES**

## **TNFC REVENUE**

The TNFC believes that the TNRD Board of Directors should continue to fund and support its regional film commission because the film commission continues to produce positive economic results, and generate positive international exposure as a direct result of worldwide exhibition of the projects that were filmed in the TNRD. In turn, exposure promotes future filming in the TNRD, and helps support tourism and economic development.

### **TNRD FUNDING**

The TNRD contributes approximately \$195,000 annually from taxation, with the amount adjusted to off-set inflation and salary increases.

### **PROVINCIAL FUNDING & OTHER**

Provincial funding from the Provincial Government's "Regional Film Commissions Assistance Program" (RFCAP) is \$30,000 annually, and the agreement expired March 31, 2008.

### Discussion

The BC Film Commission hired a consultant to survey regional film commissioners and stakeholders to determine recommendations for funding. The report will be submitted to BC Film Commission, Ministry of Tourism, Culture and The Arts for consideration and recommendations.

### Tactics:

- Monitor the assessment and evaluation of RFCAP.
- The TNFC will continue to seek other funding sources and exploit opportunities, including in-kind services, to assist in the operations of the TNFC but not at the expense of daily operations.
- Sell banner ads on TNFC web site, Directory of Services section.

INCOME/REVENUE	2009	2010	2011
TNRD Taxation	197,016	193,059	199,387
Provincial Funds	30,000	30,000	30,000
Web Site Banner Ad Sales	tbd	tbd	tbd
Estimated Surplus	7,000	15,000	15,000
Taxes in Lieu (undetermined amount)	tbd	tbd	tbd
<b>BUDGET TOTALS</b>	<b>\$234,016</b>	<b>\$238,059</b>	<b>\$244,387</b>

## **TNFC EXPENDITURES**

### **SALARIES AND BENEFITS**

The TNFC staff is comprised of the Executive Director of Film, a full-time contractual employee, and the Film Commission Assistant, a full-time CUPE position. The Executive Director of Film's contract expires December 31, 2010.

Salary increases are according to contract, and the CUPE collective agreement. Amounts include contingency to compensate for extra personnel if required.

Tactics: Budget salaries and benefits according to personal and union contracts.

SALARIES & BENEFITS	2009	2010	2011
Executive Director of Film & Film Commission Assist.	154,766	154,259	158,887
<b>TOTAL</b>	<b>\$154,766</b>	<b>\$154,259</b>	<b>\$158,887</b>

## **OFFICE OPERATIONS**

### **EQUIPMENT AND FURNITURE**

The TNFC owns two (2) desktop computers (pc) with monitors and speakers, a laptop pc that contains FILMpilot and its large library of images, the old FILMpilot pc laptop, a portable memory deck with enough memory to store a copy of the entire TNFC image library, a designated b/w printer, an iPAQ pocket pc, a cell phone, a Blue Ant hands-free car remote for cell phone, plus two (2) Canon digital cameras, two (2) consumer level digital cameras, a stills camera, a compliment of camera bags, a GPS, two (2) USBs and a car/plug A/C adaptor. It also owns office furniture such as desks, chairs, tables and bookcases.

The TNFC utilizes the TNRD's colour printer/photocopiers, fax machine, and other office equipment, plus TNRD services and departments such as mapping, accounting and administration.

- Film Commission Assistant's Computer Screen

Current screen is old technology and is too small for photo-shopping location images.

Tactic: Purchase a flat-screen, larger computer screen for Film Commission Assistant in 2009.

- Digital Camera

Current camera, Canon 5, is getting worn out. Other digital camera, Canon 4, is for back-up. Consumer digital cameras are carried in purse and briefcase, to take advantage of unforeseen photographic opportunities. Commercial agencies are requiring better quality of images when selecting locations.

Tactic: Purchase professional level digital camera and acquire appropriate lens and filters to improve quality of images.

- Video camera, Final Cut editing software and MAC laptop

The video camera is a carry-over from last budget. The Final Cut software and MAC laptop have the ability to edit moving pictures easily and post to You Tube, which is part of the strategy

to augment TNFC on-line presence. Tourism motion pictures of TNRD are not usable as they do not promote locations – they depict experiences and areas not in demand. PCs are not user friendly and can be arduous when editing motion pictures. Telephone survey of editing software users resulted with unanimous recommendations to buy MAC laptop and limited Final Cut software. Furthermore, a MAC laptop is an easier platform for operating FILMpilot.

Tactic: Purchase digital camera, limited version of Final Cut software and a MAC laptop.

- Safety equipment

Since the Executive Director of Film (EDF) travels all types of roads, in all conditions, it is thought that safety must be considered when budgeting. When scouting or travelling, the EDF carries bear spray, a cell phone, a road safety kit and other equipment and clothes, in keeping with the season. The EDF also utilizes a 24-hour call-in service and notifies the office of her whereabouts and progress. However, it is felt that it would be prudent to take advantage of new safety technology.

A SPOT Satellite Messenger is recommended because it has the ability to notify others of her whereabouts if she needs assistance when she is out of cell phone range. A forestry walkie-talkie is recommended to prevent accidents on forest service roads (FSRs).

Tactic: Purchase a SPOT Satellite Messenger and forestry walkie-talkie in 2009.

- Miscellaneous computer or equipment needs  
Batteries, cables and accessories if required.

Tactic: Budget for accessories for technology as required.

- Unforeseen furniture or equipment upgrades or replacements

It is anticipated that the EDF's monitor will need to be replaced, and that a contingency plan should be place in case of damage, as most TNFC equipment travels with the EDF when scouting or working out-of-town, or from home, on weekends or at night, in order to meet deadlines.

Tactic: Budget for upgrades and replacement of equipment, software or furniture.

EQUIPMENT AND FURNITURE EXPENSES	2009	2010	2011
Film Commission Assistant's new computer screen	300	-	-
Digital camera & accessories	950	-	-
Video camera & edit software & MAC laptop for marketing	3,150	-	-
Safety equipment – forestry radio & SPOT	600	-	-
Miscellaneous computer or equipment accessories	100	400	400
Unforeseen furniture or equipment upgrades or replacements		900	900
<b>TOTAL</b>	<b>\$ 5,100</b>	<b>\$ 1,300</b>	<b>\$ 1,300</b>

**OFFICE EXPENSES**

Due to computerization, the need for photocopies and office supplies has dropped. There is an increase in postage due to provincial, national and international mail-outs of the TNFC "Locations" brochures. Telephone & cell costs fluctuate according to production needs and operations.

Tactic: Budget for office operations & supplies according to history and trends.

OFFICE OPERATION EXPENSES	2009	2010	2011
Office Supplies	530	540	560
Photocopies	530	540	560
Postage & Shipping	2,200	2,300	2,400
Telephone, Cell Phone & Fax	4,250	4,500	4,600
Insurance: Liability	1,600	1,650	1,700
Insurance: Property	400	410	420
Office Rental	-	-	-
<b>TOTAL</b>	<b>\$9,510</b>	<b>\$9,940</b>	<b>\$10,240</b>

### **TNFC MEETINGS**

- Meetings

The film commission continues to attract members from all over the region. Film commission meetings are preferred every two (2) months, and more often if required.

Tactic: Continue to try to attract film commission members from throughout the TNRD.

- Special events

Events such as a film commission and crew mixer, dinner with the BC Film Commissioner, screenings of movies and attending the Kamloops Film Festival, to name few, are good opportunities for the film commission members to meet key film industry stakeholders.

Tactic: Exploit strategic networking opportunities for TNFC members as they arise.

TNFC MEETING EXPENSES	2009	2010	2011
TNFC mileage, expenses @ 6 meetings	2,400	2,750	3,000
TNFC events, guest dinners, functions	1,500	1,900	1,700
<b>TOTAL</b>	<b>\$3,900</b>	<b>\$4,650</b>	<b>\$4,700</b>

### **SCOUTING AND TRAVEL VEHICLES**

Whenever possible, TNRD pool vehicles are utilized. Personal vehicles are used when necessary. Rental vehicles are also utilized, mostly due to weather conditions or lack of availability of TNRD pool vehicles. Most rental companies are getting out of the leasing business. Leasing a vehicle is quoted at \$9,000 per year which is cost-prohibitive.

On rare occasions, the TNFC will sometimes hire a more experienced driver for roads that are challenging or for accompaniment when roads are risky such as snowy or during spring run-off, for safety reasons. Safety equipment purchases are listed under "Equipment & Furniture".

Tactic: Continue to utilize TNRD pool vehicles whenever possible for scouting and business trips, and rent vehicles or use personal vehicles if pool vehicles are not sufficient or available.

SCOUTING AND TRAVEL VEHICLES	2009	2010	2011
Scouting – personal car mileage or car or truck rentals	3,000	3,250	3,500
<b>TOTAL</b>	<b>\$3,000</b>	<b>\$3,250</b>	<b>\$3,500</b>

### **HOSTING CLIENTS – Scouting, Surveys and Fam-tours**

#### - Accommodation

The film commission offers free accommodations to all clients scouting, surveying or participating in fam-tours of TNRD locations. Some TNRD hotels will provide a complimentary room, or the film commission will pay for room and tax only.

#### - Transportation

For scouting, surveying and fam-tours, clients typically need group transportation, and the TNFC will provide a vehicle and driver (usually the EDF). Sometimes, an extra driver is required when more than one vehicle is needed, or when a chauffeur driver's license is necessary (15 passenger vans).

#### - Meals/Water/Misc.

The TNFC will pay for meals or contribute to meal costs in order to continue pitching locations, discuss location choices, determine surveying schedules, or utilize the time as a networking opportunity.

Tactic: Continue hosting clients; amount budgeted is based on history.

HOSTING CLIENTS	2009	2010	2011
Surveys and fam-tours (transportation, accommodation, meals)	6,000	7,250	7,500
<b>TOTAL</b>	<b>\$6,000</b>	<b>\$7,250</b>	<b>\$7,500</b>

## **MARKETING ENDEAVORS**

### **TNFC WEB SITE**

#### - TNFC Web Site [www.tnrdfilm.com](http://www.tnrdfilm.com)

Our Internet presence is considered a priority because it is a significant tool for marketing nationally and internationally. Consequently, the film commission is emphasizing search engine optimization, and updating and enhancing the TNFC web site's design and content.

#### - Directory of Services Edition IV

In order to keep the new Directory of Services Edition IV current and user-friendly, the directory will be on the TNFC the web site so that it can be easily searched, updated, and printed according to client and staff needs.

#### - Crew Database

The crew database, like the Directory, will be on the TNFC web site. Staff and crew will be able to register and update resumes in order to keep information relevant and current.

#### Tactics:

1. Redesign and SEO (search engine optimize) TNFC web site.
2. Add the TNFC Directory of Services Edition IV.
3. Add the TNFC crew database.

4. Budget for future changes or adding new features.

TNFC WEB SITE	2009	2010	2011
Redesign TNFC web site	2,500		1,000
Add content and SEO (20 pgs @ \$100)	2,000	1,000	500
Directory of Services Edition IV & Crew database	1,900	250	500
Unforeseen opportunities	-	-	1,000
<b>TOTAL</b>	<b>\$6,400</b>	<b>\$1,250</b>	<b>\$3,000</b>

**SALES CALLS / FORUMS / EXPOS / FESTIVALS**

VANCOUVER

Because Vancouver is close and easily accessible, the EDF can market or attend pertinent meetings or events, and return quickly, keeping time away from the office at a minimum. Short visits allows for working closely with the BCFC and colleagues, and marketing potential and current clients. Target marketing practices can be undertaken because there are many special film events in Vancouver throughout the year that provide excellent marketing opportunities. Organizations that provide opportunities are the BCFC, the Motion Picture Production Industry Association of BC, Union of BC Municipalities (the regions often hold film industry panels) and the Regional Film Commissions Association of BC holds an annual reception for location managers, scouts, directors and production companies.

CANADIAN FILM FESTIVALS, FORUMS AND EXPOS

The Whistler Film Festival provides excellent panels, seminars, and marketing opportunities to meet Canadian directors and producers. The BCFC has a booth at the festival from which regional film commissioners may market.

The Banff International Television Festival is world renowned but the TNRD does not attract many television productions because television productions have lower budgets than movies, especially series television, and therefore, production cannot afford to film outside Vancouver. On the other hand, target marketing on specific days and at pre-determined events may prove advantageous to promoting the filming of a TV mini-series, pilot, reality show or other programming, in the TNRD.

INTERNATIONAL FILM FESTIVALS, FORUMS AND EXPOS

The Association of Film Commissioners International holds a Locations Expo in Los Angeles annually. It is a great opportunity to promote the region to new and repeat clients, as well as evaluate the competition. The TNFC participates at the BCFC booth, and attends Canadian networking events while in LA.

Marketing at the Berlin Film Festival yielded two BC projects; one (1) that plans to film in 2010 in the Ashcroft area, and one (1) in the Cariboo-Chilcotin region. While the AFCl Locations Expo at Berlin did not attract many clients, our marketing efforts there yielded some success.

Tactics:

1. Market at Vancouver film industry events, and make sales calls to BC film industry persons.

2. Market at Canadian film festivals, forums and expos that allow for target marketing.
3. Market at International film festivals, forums and expos only if they allow for target marketing and attract clients that would film in BC, in the TNRD.

MARKETING INITIATIVES	2009	2010	2011
- VANCOUVER			
In-person sales (driving / \$300- \$400 per trip)	1,200	1,200	1,300
BCFC Locations/Green Forum	400	400	500
RFCABC meetings & annual reception	2,000	2,000	2,100
UBCM	250	250	250
MPPIA meetings	400	400	500
Sub-total	(\$4,250)	(\$4,250)	(\$4,650)
- CANADIAN FILM FESTIVALS & FORUMS			
Whistler Film Festival and Forum/Panels	2,000	-	2,200
Banff International Television Festival	-	-	3,000
Vancouver International Film Festival & Forum	500	500	600
Toronto Film Festival (TIFF) est. \$4,000	-	-	-
Sub-total	(\$2,500)	(\$500)	(\$5,800)
- INTERNATIONAL FILM FESTIVALS & FORUMS			
AFCI Locations Expo - LA	\$4,000	4,000	4,000
Berlin Film Festival	-	4,000	-
Asian Locations Expos (China, Korea, Japan)	-	-	-
AICP Commercial Events (NY and LA)	-	-	-
Sundance Film Festival - Utah	-	-	-
American Film Market - LA (producers sell their movies)	-	-	--
Unforeseen Opportunities	600	250	3,000
Sub-total	(\$4,600)	(\$8,250)	(\$7,000)
<b>TOTAL</b>	<b>\$11,350</b>	<b>\$13,000</b>	<b>\$17,450</b>

## **MATERIALS**

The TNFC "Locations" brochure is an effective marketing tool and it is anticipated that it will be reprinted in 2010, but in a format that will compliment the BCFC's "World of Looks" locations brochure. Several of the other regional film commissions have adapted their brochures to compliment the BCFC brochure look and format.

The "TNRD Facilities and Events" brochure for television and documentary producers and broadcasters, is a marketing piece the TNFC still wishes to produce. This is unfinished business from the last strategic plan.

An attractive cover for the TNFC Directory of Services Edition IV is required for when TNFC staff binds printed copies for clients, as required.

USBs containing location pictures and information are more user-friendly than CDs. Similarly, USB's with a TNFC logo would serve as good reminders of our locations and services because they can be used as a personal tool.

The tourism map of TNRD filming locations is “on hold”. It is felt that this is mostly a tourism initiative and that other film commission marketing endeavors take priority. Also, private property owners may not want their information public.

Tactics:

1. Create and distribute a new “Locations” brochure that compliments the BCFC “World of Looks” brochure.
2. Create and distribute a new “TNRD Facilities and Events” brochure that promotes TNRD events and facilities to TV production companies and broadcasters.
3. Create an attractive cover for the print version of the Directory of Services Edition IV.
4. Provide clients with USBs that display our logo on the outside, and are programmed with location images and resource information.
5. Allow for a few purchases of TNRD picture books, specialty items or bags for clients.

MATERIALS	2009	2010	2011
Create a new “Locations” brochure	-	15,000	-
Create TNRD Facilities and Events brochure; 250 copies	7,500	-	-
Directory of Services Edition IV covers and data input	1,000	-	1,500
Promotional gifts - USBs with logo	300	-	-
TNRD promo items such as books and bags	200	200	200
Unforeseen opportunities	-	225	1,150
<b>TOTAL</b>	<b>\$9,000</b>	<b>\$15,425</b>	<b>\$2,850</b>

### **ADVERTISING & PROMOTIONS**

It is the consensus of the BCFC and RFCABC that advertisements in magazines and newspapers are not effective. Nonetheless, one is in a sense forced to advertise or else have a complete profile on Canada without a BC component. Partnering on advertisements is beneficial because it is cost efficient and guarantees a say in the messaging. Consequently, the TNFC will partner with the BCFC on advertisements in film industry publications, on a case by case basis.

The Reel West Digest, published in Vancouver, is still an effective marketing tool but it is felt that a half-page is sufficient.

The AFCI Locations brochure is highly regarded and it is believed that placing an advertisement, especially around the release of a project filmed in the TNRD, would be a good way to reach film industry executives, producers, directors, location managers and scouts, worldwide.

Tactics:

1. Advertise in pertinent directories according to past success in attracting clients such as BC’s Reel West Digest.
2. Partner on other advertising initiatives with BCFC, RFCABC, MPPIA, and others if applicable and beneficial.

ADVERTISING AND PROMOTIONS	2009	2010	2011
Reel West Digest	2,500	2,500	2,500
New advertisement	300	-	400
Commercial publications	-	-	-
Kemps International Directory & Web Site	-	-	-
BCFC, RFCABC & MPPIA Joint Marketing Ads	1,750	3,000	3,000
TNRD Local Ads	275	275	275
AFCI Locations Magazine	-	2,500	-
Unforeseen Opportunities	480	500	1,000
<b>TOTAL</b>	<b>\$5,305</b>	<b>\$8,775</b>	<b>\$7,175</b>

### **LOCAL AWARENESS & EDUCATION**

- Kamloops International Film Festival (KIFF)

The TNFC will continue to financially support the KIFF because it successfully attracts audiences from all over BC to watch Canadian and International films.

- Region-wide Location Scout training

The TNFC found it marginally beneficial to train community members as location scouts as only one (1) person from all the training sessions combined pursued scouting opportunities. Therefore, the EDF will train location scouts on an individual basis.

- Speaking engagements

The EDF will continue to accept invitations for public speaking engagements because they are a mutually beneficial method to educate the public about the TNFC and the film industry, and to receive feedback from the public.

- Special screenings or community events

Publicizing and participating in special events surrounding screenings of projects filmed in the TNRD is an excellent way to educate the public about the operations of the TNFC.

The provincial government proclaimed that the annual "Motion Picture Production Industry Week in BC" will be held in October. The Motion Picture Production Industry Association of BC (MPPIA) is the facilitator of events and its usual charity of choice is local food banks. During this week, the EDF works with TNRD community food banks to promote the bringing of food or money donations by patrons when they go the movies.

- Educational/marketing initiatives

The Walk of Stars Gala attracts Country Music Television (CMT) to the TNRD, which in turn, promotes local artists and locations. The exposure has contributed to the producing of music videos in the region, which are aired on You Tube and CMT stations.

Also, in order to increase Internet presence, the TNFC wants to create and implement a contest and/or marketing initiative that would encourage filmmakers to make video projects that promote the locations of the TNRD, and then launch them on You Tube.

Tactics:

1. Budget financial support for the Kamloops International Film Festival.
2. Accept speaking engagements from regional organizations upon request.
3. Sponsor screenings for projects that filmed in the TNRD.

4. Sponsor educational and marketing initiatives.

LOCAL AWARENESS	2009	2010	2011
Kamloops International Film Festival	2,500	2,500	2,500
Region-wide location scout training	-	-	-
TNRD speaking engagements costs	125	150	250
Special screenings or community events	1,000	1,000	1,500
Contest and Marketing Initiatives – films for You Tube	2,850	500	3,500
<b>TOTAL</b>	<b>\$6,475</b>	<b>\$4,150</b>	<b>\$8,250</b>

## LOCATIONS LIBRARIES & STAFF DEVELOPMENT

### LOCATION SCOUTING - Contractors

When the film commission office is busy, freelance location scouts are required to scout locations, and process the images for our libraries, in order to meet tight timelines.

Tactics: Hire freelance, experienced location scouts as required, to scout new locations. This includes processing the images (stitching, labeling, colour correcting, resizing and organizing images into location files).

The rates for scouting and processing are set according to experience. They range from \$125 - \$200 per day for scouting, and processing from \$12.50 - \$17.50 per hour.

LOCATION SCOUTING	2009	2010	2011
10 days scouting + 5 days processing	4,500	5,000	5,500
<b>TOTAL</b>	<b>\$4,500</b>	<b>\$5,000</b>	<b>\$5,500</b>

### LOCATION SCOUTING EXPENSES - Contractors

Freelance location scouts incur costs when scouting such as gas, oil, meals, cell phone charges, as well as they have the option of using their own vehicles or have the TNFC provide them with a rental.

Tactics: Cover the costs of freelance location scouts, which may include car allowance or rental, gas, cell phone calls, etc. Estimates are based on history.

LOCATION SCOUTING EXPENSES	2009	2010	2011
Scouting Expenses – vehicle, gas, cell phone, etc.	2,500	2,600	2,700
<b>TOTAL</b>	<b>\$2,500</b>	<b>\$2,600</b>	<b>\$2,700</b>

### LOCATIONS LIBRARIES

- FILMpilot Software

Contracting experienced persons to enter new location files into FILMpilot and VisionNet, plus adding contact information and keywords, is still required, when there are unexpected increases in workload.

Tactic: Budget for human resources to process and key-word images in FILMpilot and VisionNet.

- VisionNet Company Software

The TNFC subscribes to VisionNet and populates its library with TNRD locations because VisionNet is subscribed to by most Vancouver commercial production personnel, who also work in the feature film and television sectors. TNRD location images, unlike FILMpilot, can be accessed remotely from anywhere in the world by TNFC staff, and film industry executives, directors, producers, location managers and location scouts, who subscribe to VisionNet. This allows for extra marketing opportunities and allows TNFC staff to create ftp sites for pitching

locations according to commercial production needs and standards.

Tactic: Subscribe to VisionNet and populate its digital locations library in order to attract commercials and other productions, and use the program to pitch TNRD locations to commercial agencies and production companies.

LOCATIONS LIBRARIES	2009	2010	2011
TNRD, FILMpilot & VisionNet libraries - location images uploading and data input	1,500	1,500	2,000
VisionNet subscription (\$100 per month)	1,200	1,200	1,200
<b>TOTAL</b>	<b>\$2,700</b>	<b>\$2,700</b>	<b>\$3,200</b>

**PROFESSIONAL DEVELOPMENT**

The need to stay current on films, filmmaking, marketing and film industry trends has been identified as an important area of professional development. Taking AFCI Film Commissioner courses is a significant learning opportunity.

Tactics: Status quo. Budget for research materials such as books, movies and subscriptions as well as allow for opportunities to take relevant courses and seminars.

PROFESSIONAL DEVELOPMENT	2009	2010	2011
Research materials	300	300	450
Staff development opportunities	1,500	1,500	2,000
AFCI Cineposium (LA, N. America, International)	-	-	-
<b>TOTAL</b>	<b>\$1,800</b>	<b>\$1,800</b>	<b>\$2,450</b>

**DUES & FEES**

AFCI The Association of Film Commissioners International is comprised of film commissioners worldwide and serves as a support and educational organization. The TNFC appears on their web site, in their Global Passport Directory of Members and in their annual magazine publication "Locations". They offer the opportunity to participate in annual Cineposium conventions and Locations Expo.

RFCABC The Regional Film Commissions Association of BC is comprised of five regional film commissioners, who work closely with the BC Film Commission. Together,

the members joint market and lobby government according to mutual needs. It also serves as a network and support system.

- MPPIA** The Motion Picture Production Industry Association of BC is comprised of BC film industry stakeholders and is “the voice and vision of BC’s Motion Picture Industry”. The TNFC is able to attend meetings as an Affiliate Member due to its RFCABC members.
- ACC&T** The Academy of Canadian Cinema & Television includes all Canadian producers, directors and executives. It offers seminars, hosts the Gemini Awards, and retains membership contact information. Information from the ACC&T facilitates marketing opportunities.
- BCIFA** The BC Interior Filmmakers Association is a Kamloops-based organization that serves as an educational and support group for those interested or already working in the film industry.
- WIFV** Women in Film Vancouver celebrate and promote women in the film industry, as well as men. It offers many networking opportunities but only in Vancouver.
- TOTA** The Thompson Okanagan Tourism Association offers the TNFC advertising and networking opportunities to meet TNRD locations/tourism operators and marketing experts. In 2009 TOTA plans to drop its membership fee requirements.
- Tactics:** Participate in organizations that benefit the promotion of filmmaking in the TNRD.

DUES & FEES	2009	2010	2011
AFCI - \$750 US (budgeted exchange rate fluctuations)	1,000	1,000	1,000
RFCABC	500	500	500
ACC&T	160	160	200
MPPIA	-	-	-
BCIFTA	50	50	50
Other (WIF, local or other)	-	-	-
TOTA	-	-	-
<b>TOTAL</b>	<b>\$1,710</b>	<b>\$1,460</b>	<b>\$1,750</b>

### **GENERAL- CONTINGENCY**

The film industry is volatile and opportunities in marketing often are one-time chances. Also, location requests may require additional resources that cannot be foreseen.

**Tactics:** Budget for unforeseen opportunities and expenses.

GENERAL	2009	2010	2011
Emerging opportunities and contingency	-	1,000	3,935
<b>TOTAL</b>	<b>-</b>	<b>\$1,000</b>	<b>\$3,935</b>

# **SECTION SIX**

**2009, 2010 & 2011 TNFC BUDGET**