



Executive Director REPORT

Oct 24, 2018

It's been a big year obviously so I will give an overview in the areas of activity.

PEI Film Development Initiative – 3 year plan – Implementation begun in Feb 2018

- \$315,000 project – was adjusted to \$305,000 because we were denied a \$10,000 fund
- \$118,250 from ACOA and the same amount from Heritage with \$25,000 from Rural Development and \$10,000 from Innovation
- this money allowed us to buy \$190,000 of equipment including a RED camera (coming soon) and renos that will total \$100,000
- the org moved to the new space in Feb and has been working out of it ever since
- Innovation is giving us a rent subsidy for 2 years to allow our revenue streams to take hold.
- We anticipate renovations will happen before the new year
- so far we are fairly close to hitting our revenue projections – once the RED is here we will be able to get our rentals up
- we should be wrapped with the project by mid-January

Film 4Ward

- \$100,000 Innovation, \$15,000 Telefilm, \$5000 CBC
- \$20,000 goes to administration (topping up the ED salary), various costs including jury, lead up workshops, advertising and logo design were taken out of the extra \$20,000 brought in by partner funders. \$80,000 will go into the 4 films chosen.

The program was designed by a committee of 12 in January. The details were worked out with a smaller committee. And was launched in August. The deadline just passed and we received 15 applications. 6 emerging and 9 mid-career. We have 4 off-island professional filmmakers on the jury and 1 on-island. To date the workshops have been moderate attended but we have seen a great coming together of teams. It was really interesting to watch. We will announce the winners through a provincial announcement on Nov 22, 2018. From there the workshop plan will be laid out based on the winning projects and their needs. The next 2 years of this pilot program is very important as far as outcomes. We are working hard to show that it's a wise investment that needs to continue in the future.

Staff

- Staff has expanded to a full-time ED and part-time Tech Coordinator, Thomas Mears. Thomas, in partnership with Renee, will be working toward making that a full-time position in the next year.

- We currently have a part-time office support staff (Isabella Rutherford- Torlone) and a full-time (Work Experience) Indigenous Program Coordinator/Media Content Creator (Patricia Bourque).
- We've been counselled to try to get a work experience position as a tech assistant and another as a marketing and communications person. We are looking into that.

We are working toward bringing in a part-time Industry Coordinator sooner than later as the Province wants to see more industry development happening. We are currently sourcing out funding resources for that position.

Canadian Mental Health Association of PEI SOS (Signs of Suicide) Project

FilmPEI created a Work Experience project designed to engage people living with mental illness. That project led to a content creation exercise for the CMHA club houses and then to a larger project to create content for their high school curriculum. Outside of the amazing community outreach we used this project as a way to fund office staff and engage youth in the process of filmmaking. We will have teens shadow on this project to get them hands on experience. One issue with this process however was hiring. We learned from our mistakes and are creating a hiring policy in the coming year.

Developing Young Indigenous Voices

In an effort to forward our commitment to developing an Indigenous stream within the organization FilmPEI partnered with Mi'kmaq Confederacy of PEI to hire Patricia Bourque for 5 months to train and create content for us. We've extended that contract through Skills Work Experience and have just submitted a large project grant application that would see Patricia delivering programming to the youth of 3 Indigenous communities across PEI. We will know in the spring if we were successful.

Equipment

As previously mentioned we came up short by \$10,000 for our equipment purchase using the Initiative funding. We will be applying to Canada Council Equipment Fund to purchase the online edit suite that we've had to put on hold for now. To date we have quadrupled our equipment inventory.

Renovations

The construction costs for our renos came in at double what we had budgeted for. This is due to a drastic shortage of construction workers on PEI. When developing this ask we had a company come in to quote and it was well within our budget. That company unfortunately hasn't come forward with a bid. So we are going ahead with a scaled back version of the renovations. It'll basically be the bones of what the architect designed so that we know we are to code and so that we have the structure to work with. From there we will try to get more funding or maybe work with it the way it is. It'll still be very useful. It'll just be bare bones.

Finances

It's been a big jump from where we were last year. Canada Council is now funding us at \$75,000 per year compared to \$47,000. Our bills have tripled but with the Innovation rent subsidy we are still breaking even. Our three-year plan has us self-sufficient by year three. It's our intention to get our revenue streams solidified by the end of year two so that we are able to be self-sufficient enough to handle a reduction in federal or provincial funding should the political climate change.

In Conclusion

It's been a wild year with a few rough patches but we are hitting our targets and the industry is hopping. We are up to 120 members (some need to renew!) and we are seeing a lot of new filmmakers working on their own projects and on bigger projects like Wharf Rats and 03:21:00. That's what we want to see so thank you to those teams for embracing the local community and helping to train. It's been a year of firsts and will continue like this for a while but as we settle in and show what we can do. We are seeing a lot of interest by the Province and though it can be tough at times to navigate these new waters I think we all want the same thing – to see the film industry and FilmPEI thrive. We are showing everyone what we can do as an industry and a creative community. This is what we've been working toward to congratulations to all of us for knocking this out of the ball park!