



## EXECUTIVE DIRECTOR REPORT

November 13, 2019

### Overview

The organization is financially and administratively stable. Film4Ward is open for applications and The Young Indigenous Voices project is underway. Canada Council Core funding application has been submitted and we have been granted \$50,000 operating funds from the province. Currently FilmPEI is on a Ministerial committee to present needs and build the strategy for expanding the film industry quickly in the next fiscal.

### Finances and budget projections

New funding of \$50,000 from the Province was approved and we were given \$40,000 upfront with \$10,000 to come upon reporting after the end of fiscal. This fiscal's Film4Ward has been approved and money has been received. Currently we are still juggling many projects for which we need to get claims in or final drawdowns and our rent incentive ends in February but we have a request in to IPEI for an extension. We have a \$50,000 pot of money waiting to be spent on a consultant for a digital strategy funded by the Canada Council.

FilmPEI requested an increase in core funding from Canada Council to \$107,500/year. We are currently receiving \$71,500 from CCA for operations yearly. The funding would include an increase to current operations, a \$20,000 allotment to an Indigenous Development stream, \$12,500 per year for an exploratory project in an experimental medium.

### Projects

- Young Indigenous Voices (Canada Council Funded)

This project is underway and will be completed in June 2020.

- Digital Strategy Fund (Canada Council Funded)

Still on hold. Will look to get a consultant in January.

- PEI Screenwriters' Bootcamp

It was a big year for Bootcamp with the introduction of several new courses. The program coordinator will be presenting her report at the AGM.

- Film4Ward 2018/19

This program was a big success. The training opportunities and targeted mentorships really took these projects to another level. All the films premiered at FIN and are now in the film festival circuit. FilmPEI did put out a survey for feedback and the program has been adjusted accordingly. IPEI is on board again this year and Telefilm and CBC are very happy with the

results and we are in negotiation with them for this year. Film4Ward 2019/20 has begun with the deadline for applications happening on November 18th.

- Canadian Mental Health Association (ACTT project)

This project was a continuation of an established relationship with the CMHA. The project shifted into a more traditional production model. The ED acknowledges this is not a path we want to go down again and FilmPEI will not be producing content for clients after this one is completed. This production is still in post-production but will wrap by end of November. Three youth shadows were brought on one of whom has just shot his first short film.

- 3 Year PEI Film Industry Development Initiative Phase III

Last year FilmPEI expanded its equipment inventory and the space was renovated. The sprinklers ended up needed to be updated but they weren't included in the original project budget so FilmPEI applied for a third round of funding. We were able to create an \$80,000 project of equipment/construction upgrades by leveraging our 2019 Canada Council equipment fund. The sprinklers are almost done and equipment is being purchased now but we are still waiting on approval from Heritage for their \$13,500 contribution which was stalled by the Federal election. Approval should happen by end of November.

### Staff

- The Technical Director - Thomas Mears is now full-time and on payroll.
- Patricia Bourque and Misiksk Jadis are on payroll for the Young Indigenous Voices project.
- A Skills Work Experience project has been submitted to bring Sharlene Kelly on to work in the office for 6 months. Currently she is being hired on an hourly basis for office support.

### Membership

Membership has several categories now to accommodate specific needs. Only General and Producer members have voting rights. Youth membership accounts for under 18 and allows for emerging equipment rental. Associate membership is for visiting productions that want to rent equipment at commercial rates but do not want voting rights. Organizational membership is a way for companies like IATSE to support FilmPEI yearly.

Memberships have increase from around 120 last year to over 180 this year. These include non-voting memberships but there are only about 10 of these. FilmPEI has opened up the FilmPEI Industry Hub for free to members of the organization.

### Provincial Operational funding

This has been approved at \$50,000 and FilmPEI is taking on a more robust role as an industry association. (see below for industry services provided)

### Business Development trips funded in part by ACOA

FilmPEI was a partner in this regional effort to get access to a consultant to help our filmmakers make best use of the global markets. NLFDC ran that program and took on the costs of the PEI

participants. They are not expecting recoupment but ACOA has since requested that NFLDC continues to administrate and so in the next round we will have to figure out how to cover those costs if we want to participate. FilmPEI is currently assessing the costs in order to make a recommendation.

#### Holland College

FilmPEI has submitted a substantial 80-hour entry level film training program to various funders. Should it be successful FilmPEI would hire Holland College to administrate the program. It will start in March and run to mid-May.

#### Road to Production

FilmPEI is applying to various funders for this program which includes a producer incubator and a series of crew masterclasses to promote specialization in key positions. We anticipate this will round out our education pipeline which will look like:

Entry – Holland College

Intermediate – Film4Ward

Professional – Road to Production

Harold Greenburg

FilmPEI will be partnering with HGF to bring their short film funding to PEI through Film4Ward in 2021. There are other provinces who have recently announced similar partnerships. One of the Film4Wards in 2021 will receive \$10,000 in a special HGF top up fund.

#### FilmPEI as and Industry Association

FilmPEI has and will continue to provide services to help develop the Film/TV industry on PEI. Currently the organization does the following:

- coordinates the industry members of the Minister's committee to develop the local film industry supports
- liaises with provincial and federal governments to ensure local producers and creators are accessing all the supports available across Canada
- liaises with regional partners and administrates locally the ACOA funded business development market program
- attends regional markets and events to build relationships for potential co-productions and accumulate information on current industry trends and players
- is the contact for potential visiting producers to find out more information on local talent and shooting on PEI
- provides information about permits and other necessities for shooting on PEI
- provides, maintains and advertises local talent through the FilmPEI Industry Hub

#### FilmPEI Programming

- TTIS Crit Crew

FilmPEI has partnered with This Town Is Small to host critique nights in the studio and will continue into the future. All artists are welcome to apply.

- Sound Series

FilmPEI has partnered with the Sound Series group to host monthly jam sessions in experimental sound and media and will continue into the future.

- Bi-Weekly skill development with YIV team at FilmPEI. Will start this month. (open to public)
- Weekly 'lunch and learns' at FilmPEI will start this month.

#### FilmPEI Sponsorships

- Charlottetown Film Festival - \$500 and equipment
- Art In The Open - \$500 and equipment (ED sits on the board)
- FilmPEI supports several community organizations and activities with lowcost/free equipment rentals.

#### Conclusion

FilmPEI is getting its legs under it from a whirlwind year of expansion not only of the organization but of the PEI film industry in general. There was an enormous amount of industry activity this past year that kept us all very busy. As the staff works to make the space more inviting and easier to use, we are also working on our social media presence and developing more programming within the space. With this activity we hope to encourage members to come together more often socially and creatively in order to build on networking skills and perhaps even spark new collaborations. While we are focusing on the membership and our local presence we are also working on building bridges to the wider global film/tv community to help develop a functioning ecosystem on PEI. Our goal is to get local people trained and working while local writers and producers are developing their content for market and eventually for production on PEI.

We've done a lot but we've only just begun.