



# INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	December 6, 2017
<b>SUBJECT/REPORT NO:</b>	City of Hamilton Film Office Update (PED16247(a)) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
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<b>SUBMITTED BY:</b>	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

The purpose of this Report is to provide Council with an update on film permit statistics and Hamilton Film Office activities and trends from Q1 to Q3 2017 and provide an overview of the net impact of the filming industry in Hamilton in relation to City revenues collected. This Report will also provide an update on an improved communication process between the Film Office and the Business Improvement Areas (BIAs).

For a more detailed overview of the activities related to the Film Office including Open for Business and continuous improvement initiatives, filming statistics and community and business communication/outreach, please refer to the City of Hamilton Film Office Q3 2017 Update, attached as Appendix 'A' to Report PED16247(a).

## **Council Direction:**

On December 7, 2016, at the General Issues Committee Meeting, City of Hamilton Film Office staff provided a Film Office Review Information Report to Hamilton City Council at which time the following direction was provided:

That staff be directed to include in the 2017 Film Office Review presentation, the net impact and the economic impact that the film industry has on the City of Hamilton.

Additionally there was direction at the May 24, 2017, General Issues Committee Meeting, respecting City of Hamilton Information Sharing with BIAs:

- (a) That the Film Office ensure that the policy of sharing information with BIAs about upcoming movie/television shoots within BIA boundaries is communicated at least two weeks in advance of the filming.

**Information:**

Since the inception of the Hamilton Film Office, the film industry has established a strong presence in Hamilton and is an important segment of the Creative Industries. The first three quarters of 2017 saw the issuance of 282 film permits and 714 days of filming activity across the City. As a result, the City of Hamilton received \$372,541.92 in direct revenues including a wide variety of permit and rentals fees such as film permit fees, park rental fees, road closure fees, City-owned facility rentals etc.

Breakdown of the City of Hamilton's Revenue Q1 to Q3 2017:

Lane and road closures for filming = \$10,873.45  
Film permit fees = \$14,679.04  
Park location rental fees = \$17,309.35  
Municipal parking revenues from film = \$22,503.50  
City-owned facility rental fees = \$56,755.35  
Paid Duty Police Officers hired by film productions - \$254,421.23

Total Q1 to Q3 revenue to City of Hamilton - \$372,541.92

Direct Spend and Economic Impact

In addition to the City's revenues, film production companies reported that from January 1 to September 30, 2017 they spent \$6,135,945 directly to Hamilton businesses, organizations and residents, which is on track with previous year's numbers. This includes location rental fees, products and services purchased from local Hamilton businesses, donations to BIAs and other community organizations, hotel stays and other accommodations, catering services, etc. The industry standard used to calculate induced economic impact takes the direct spend and multiplies it by 1.67.<sup>1</sup> Using this calculation, the induced economic impact for the first three quarters of 2017 is \$10,247,028.15.

**Communication of Filming to Business Improvement Areas**

In June 2017, a review of the communication policy regarding filming within Business Improvement Areas (BIAs) was undertaken to identify opportunities for improvement and prevent lack of or misinformation pertaining to communication about filming within BIA boundaries.

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<sup>1</sup> Nordicity, The Economic Contribution of the Film and Television Sector in Canada, July 2013, 103.

While the Hamilton Film Office continues to work with production companies to provide notification of planned filming as far in advance as possible, it is not always feasible to provide two weeks' notice ahead of filming within a BIA boundary. Often times the City of Hamilton Film Office does not receive more than a few business days' notice in regards to a film permit application. As an alternative solution, to satisfy the need for more streamlined communication, City of Hamilton Film Office staff has implemented a policy that involves connecting both parties (the production company and the Executive Director or BIA Chairperson) via email as quickly as possible after receiving a film permit application within a BIA jurisdiction.

This solution was developed and presented by City of Hamilton Film Office staff at the Business Improvement Area Advisory Committee meeting on June 13, 2017, where all BIA Representatives at the table agreed on a trial to see if communication improved. City of Hamilton Film staff returned to the August 8, 2017, to continue discussions and obtain feedback. All BIA members present agreed that this solution was working well and it has now been implemented as Hamilton Film Office Policy.

### **Appendices and Schedules Attached**

Appendix 'A' to Report PED16247(a) - The City of Hamilton Film Office Q3 2017 Update

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