

# CITY OF HAMILTON FILM OFFICE Q3 2017 UPDATE



 **Locke Street Shops**  
@LockeStShops Follow

Ethan Hawke and Mark Strong shopped Locke last night, stopping by for some @amogelatocafe. #HamOnt



 **Guillermo del Toro** Follow  
@RealGDT

Hamilton is full of promise and surprises: great bookstores, Antique shops, coffee shops, restaurants and art stores. Crimson Peak land.

12:50 PM - Oct 17, 2016

64 433 1,165



 **Yannick Bisson** Follow  
@yannick\_bisson

Another great day of filming in #hamilton @cbcmurdoch #canadian [instagram.com/p/6TabXWnnvb/](https://www.instagram.com/p/6TabXWnnvb/)

5:24 PM - 12 Aug 2015

21 Retweets 85 Likes 

20 21 85

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*Keith Street decorated for Disney's Zombies*

# Open For Business

## HIGHLIGHTS

The first three quarters of 2017 have been positive with respect to the film industry in Hamilton with several large scale productions choosing Hamilton for a majority of their principal photography. Productions such as the Lifetime TV Movie *Flint* starring Queen Latifah and the Feature Film *Stockholm* starring Ethan Hawke, Mark Strong and Noomi Rapace have made Hamilton their home this year.



*Liuna Station was a primary location for the feature film 'Stockholm'*

Productions choose to film in Hamilton for its diverse locations, Open for Business approach and great customer service, as well as the regional tax credits offered by the Ontario Media Development Corporation (OMDC). This important combination helps Hamilton to stay competitive and benefit from the direct spend and economic impacts filming provides local businesses and the corporation year over year.

In addition to working with dozens of production companies this year, the Hamilton Film Office has also worked through various avenues to grow the film industry across the city including:

- Adding 10 new locations to the OMDC (provincial) Digital Library. Hamilton area addresses now represent 12% of all properties on the database.
- Meeting and consulting with four other municipalities (Parry Sound, Mississauga, Oakville and Barrie) regarding processes and policies to ensure better practices.

## HAMILTON CONSULATE

As part of Economic Development's Hamilton Consulate, staff participated in a film panel discussion to appeal to Toronto film businesses to expand/relocate into Hamilton. The panel included a Hamilton Director and a Producer; a Hamilton visual effects (VFX) specialist; a Toronto independent film distributor; the president of Canada's Media Fund (CMF); and the City's Business Development Consultant for Creative Industries.

This panel generated:

- Coverage on BNN, The Globe and Mail and Playback
- Broadcast reach of 14,280,000 and online reach of 6,053,000
- Letter of intent from the Canadian Documentary Association to host an upcoming workshop
- Three (3) film production inquiries and subsequent production registration and film permit applications.



## HAMILTON FILM FESTIVAL

The Hamilton Film Festival runs annually and celebrated its 12<sup>th</sup> year in 2017. The event is internationally recognized but maintains its local focus in order to build the industry in Hamilton and across the Golden Horseshoe. Hamilton Film Office staff worked with the event organizers for enhanced programming this year, which will increase awareness about opportunities in Hamilton and promote business expansion.

### Key Highlights

- Film Festival took place November 4<sup>th</sup> to 12<sup>th</sup> at the Staircase Theatre & the Zoetic Theatre
- New components for 2017: tradeshow component showcasing local businesses and discussion panel about building the industry (pre and post production) within Hamilton
- Event sees on average over 3000 attendees from around the world
- Supports the Lights, Camera, Hamilton website and Facebook page which lists and promotes local talent and crew in Hamilton.



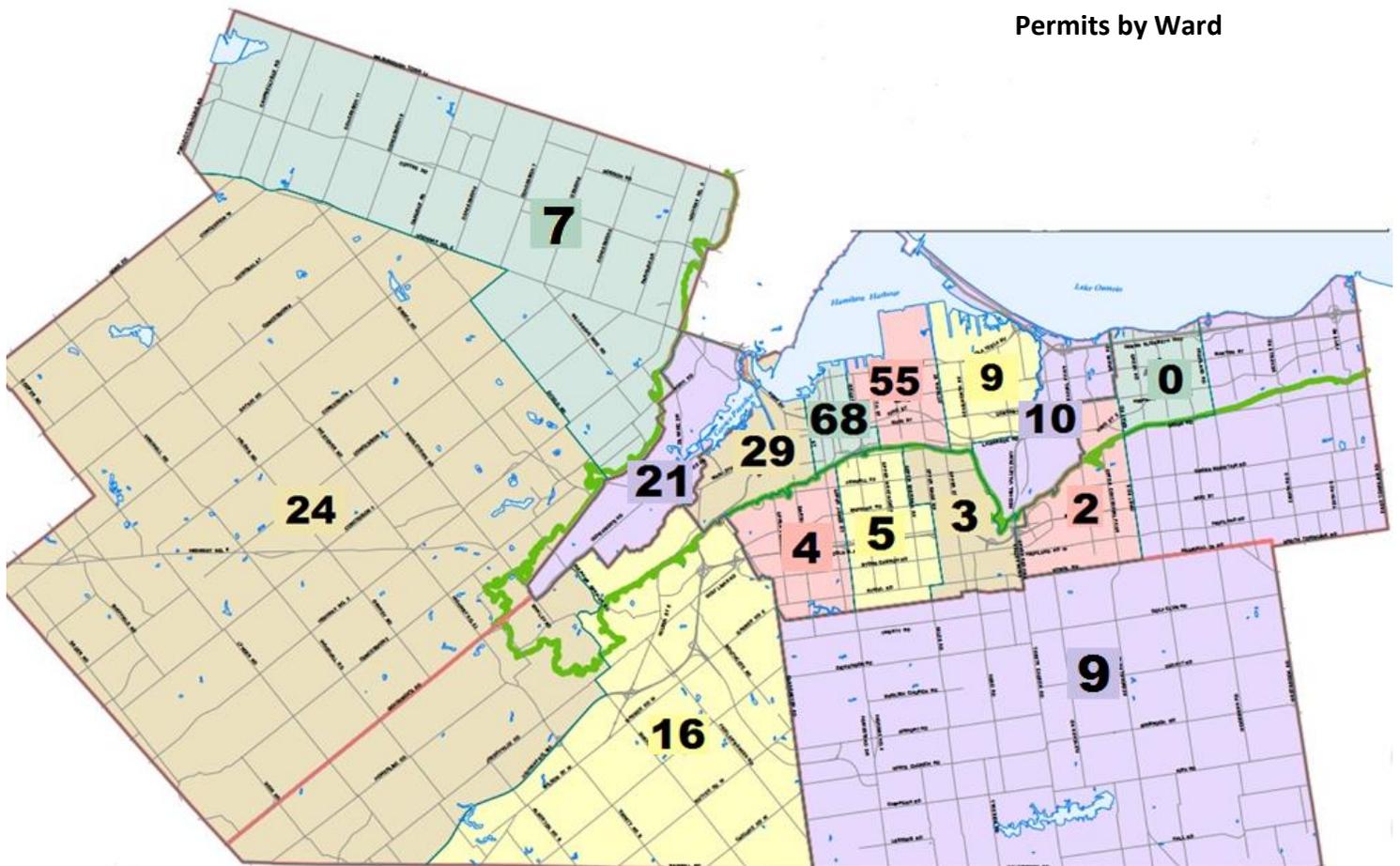
*Film panel discussion, Hamilton Consulate*

## FILM BY THE NUMBERS

The overall numbers for filming in the first three quarters of 2017 show a good year in Hamilton with the Hamilton Film Office issuing 282 location film permits, seeing 714 days of activity and over \$6 million direct spend into the Hamilton community.

Many City of Hamilton Departments have benefited from filming with revenues of \$372,541.92 to date in 2017 which includes expenditures on film permits, road closures, municipal parking, Paid Duty Officers and location rental fees for parks and City-owned buildings. Outside of these City of Hamilton revenues, the remainder of the direct spend by production companies has been allocated to location/private property rentals, hotel stays, donations to local community groups, purchase of products or services from Hamilton businesses, car/truck rentals, catering, etc.

Dates	Direct Spend	City Revenue	Induced Economic Impact
January 1 to September 30, 2017	\$6,135,945	\$372,541.92	\$10,247,028





*Still from the series 'The Handmaid's Tale'*

Of the productions that have been welcomed to the City, some have been feature films and TV Movies however TV Series account for the greatest type of production annually within Hamilton. TV Series such as ***Taken, Designated Survivor, The Handmaid's Tale*** and ***Murdoch Mysteries*** have all used Hamilton to create their stories. As of September 30<sup>th</sup>, 2017, 87 productions registered with the Hamilton Film Office with 37 being TV Series.

<b>Production Type</b>	<b>Number Registered</b>	<b>% of Total</b>
TV Series	37	42%
Commercials	14	16%
Feature Film	10	11%
Documentary	8	9%
Other (i.e. Short, Web Series)	6	7%
Student Production	4	5%
TV Movie	4	5%
Music Video	2	2%
Still Commercial Photography	2	2%
Reality	1	1%

## HAMILTON FILM OFFICE SERVICES

The Hamilton Film Office staff work to provide sensational service to the film industry as well as the residents and businesses across the City of Hamilton. Our 1.5 staff respond to over 5,000 emails, phone calls and walk-in inquiries on an annual basis and work diligently to balance the needs of the film industry with those of the Hamilton community.

In addition to liaising with the film industry, community and other City Departments, staff work to increase the positive cultural and economic benefits of the film industry. The team works to promote local property owners and businesses that can support the film industry, while also connecting production companies with local Business Improvement Areas and community groups. To continue to grow the film sector staff work to foster business development by showcasing Hamilton as a vibrant community that can support this fast-paced dynamic industry.

City of Hamilton Film Office Staff work closely with the Ontario Media Development Corporation and other municipalities to ensure best practices are being followed and engage on the updates and changes to the film industry. The City of Hamilton is one of few municipalities that charges a nominal administration fee for each location permit that is issued.

	Hamilton	Toronto	Mississauga	Ottawa	Calgary	Burnaby
Permit Fee	\$58.00 (per individual location permit)	\$0.00	\$0.00	\$0.00	\$0.00	\$75.00 (annual business license fee)
Staffing	1.5 FTEs	8 FTEs	2.5 FTEs	2 FTEs	3 FTEs	3 FTEs



*Murdoch Mysteries at Whitehern Historic House & Garden*

## PERFORMANCE MEASURES

Staff continue to track, measure, analyse and implement solutions for work related to film permitting to ensure the needs of our two primary customers, residents/businesses and the film industry, are being met. As was reported in 2016, 8% of film permits generated complaints to the Hamilton Film Office. Staff have worked to implement continuous improvement initiatives and through various efforts have seen a 25% decrease in the total number of complaints stemming from filming. In 2016, staff reported that the most number of complaints were in regards to Parking – this number dropped to zero the first 3 quarters of 2017.



Hallmark TV Movie 'Home for the Holidays'

## BETTER PRACTICES

As was reported in 2016, the Hamilton Film Office implemented new limitations on parking in high density population areas to work to mitigate concerns from residents. This continuous improvement initiative has severely decreased the number of parking complaints since inception. Additionally, City of Hamilton staff have implemented a Code of Conduct that production companies are now required to sign off on and ensure their teams follow. This reiterates appropriate behaviours while filming in the Hamilton Community.

Complaint Type	January 1 <sup>st</sup> to September 30 <sup>th</sup> , 2017
Parking	0
Incivility	3
Loss of Business	0
No Notification	5
Film Fatigue	0
Overnight Filming	1
Road Access	3
Other	1
<b>TOTAL</b>	<b>14</b>

5% of permits issued generated complaints

## IMPROVED TECHNOLOGY

In July 2016 the Hamilton Film Office transferred all production registrations and permitting processes to the AMANDA system. A few benefits to transitioning to AMANDA:

- Improves the user experience allowing for more efficient input and accountability
- Enables staff to effectively manage information which includes increased accuracy with tracking of feedback and inquiries
- Compiles statistics in real-time in order for staff to report on key performance indicators in a timely manner
- Engaged other City Departments seamlessly in the permit review workflow process through the Collaboration Module with the ability to provide documented feedback and have necessary clarification discussions



## ENHANCING COMMUNICATION WITH BIAs

Hamilton Film Office staff recently implemented more streamlined communication and connection between the BIAs and production companies:

- June 13, 2017 – Hamilton Film Office staff attended the Business Improvement Area Advisory Committee meeting to provide an update on the permitting and filming process
- Film Office Staff and BIAs agreed on an enhanced communication protocol. This protocol involves including the BIA Executive Directors or Chairpersons on an email response to the production company immediately after receiving the permit application. Implementation ensures timely communication to BIAs and that all participating parties have appropriate contact information. This protocol was implemented on June 14, 2017.
- August 8, 2017 - Staff attended the August BIA Advisory Committee meeting to follow up with the improvement and obtain additional feedback regarding filming notification
- BIA attendees noted that there were no concerns with the improved process and that for the 2 months it had been in place, it was working well.

Staff continues to regularly attend the BIA Advisory Committee Meetings to consult with the representatives around the table and solicit ongoing feedback.