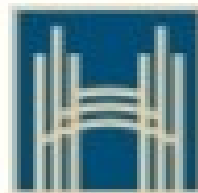




# Film Hamilton

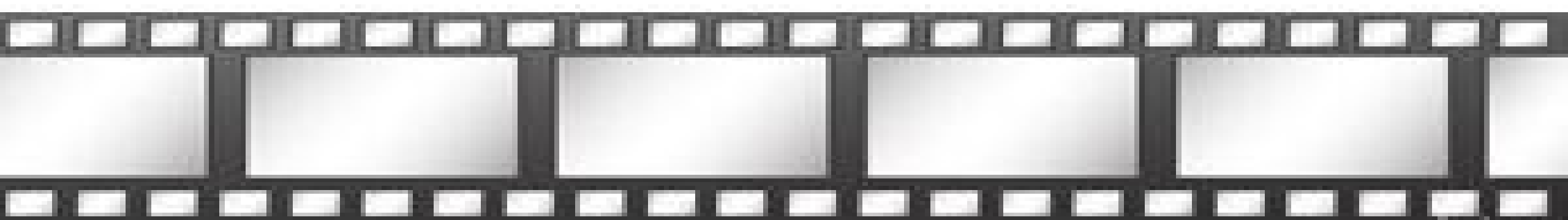


Hamilton

**Responding to Increased Demand &  
Growth in Film Sector**

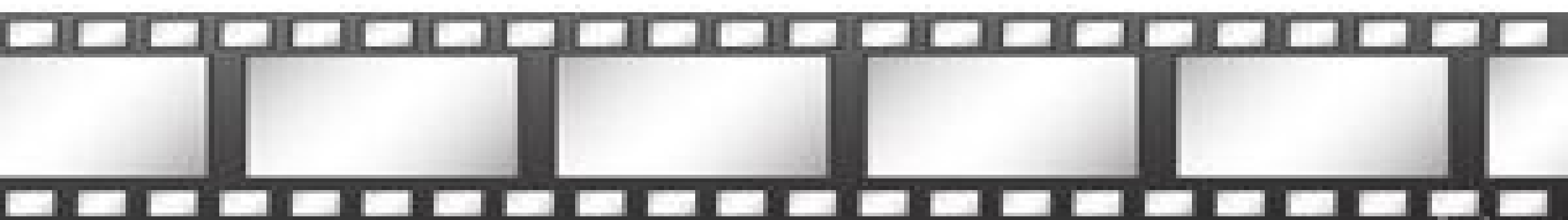
**Increasing Economic Impacts &  
Implementing Continuous Improvement**

**Case Study 27**



# Filming in Ontario: Provincial Stats

- **Ontario's GDP** for creative media industries/film was **\$7B** in 2017
- Filming in Ontario **increased by 23%** (2014-2017) and **\$1.6B in direct spend**
- **Expected to grow by 5.3% annually** and to **2.1B in direct spend** by 2022



# Film Permits Stats



**50%** increase in permits  
(2017 – 2018) and  
**10%** increase for  
2018 - 2019

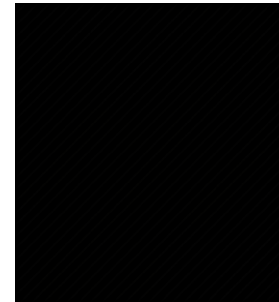
**2<sup>nd</sup> busiest**  
**city** in  
Ontario for  
film permits



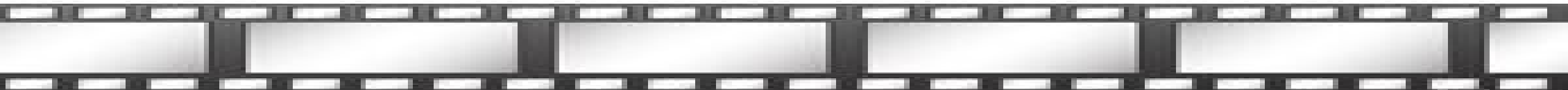
~ 70% of  
productions that  
film in Hamilton  
are Canadian-  
based



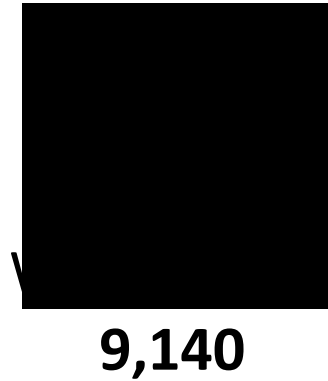
45% of  
productions are  
TV Series



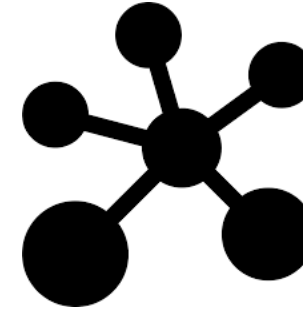
**Productions**  
**spent \$60M**  
in Hamilton  
in 2018



# Hamilton's Film Industry: businesses + workforce



**901** businesses



Home to **3<sup>rd</sup>**  
**largest**  
**cluster of**  
**film**  
**businesses**  
in Canada

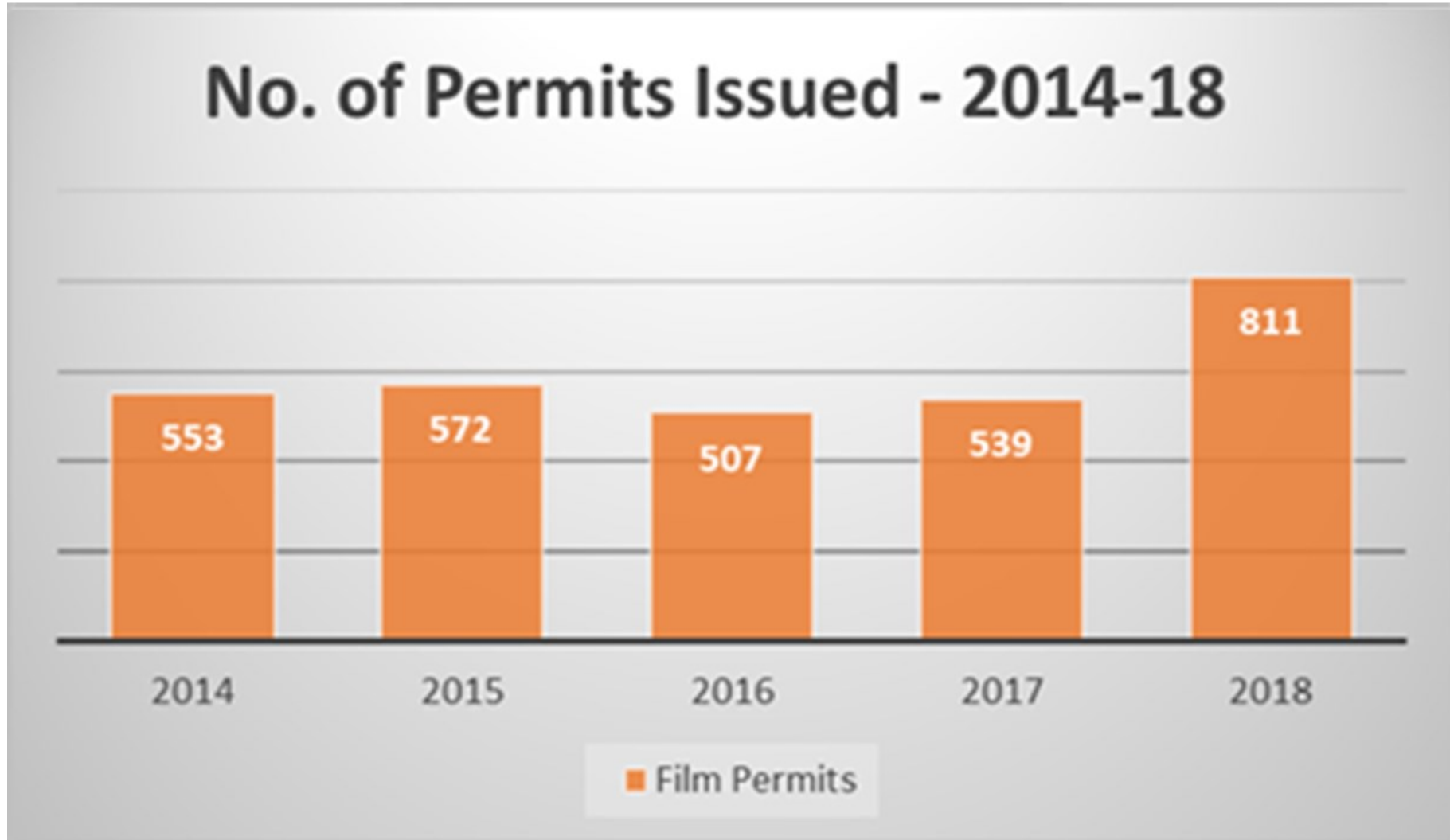


Top area of  
growth within  
Hamilton's  
Creative  
Industries Sector



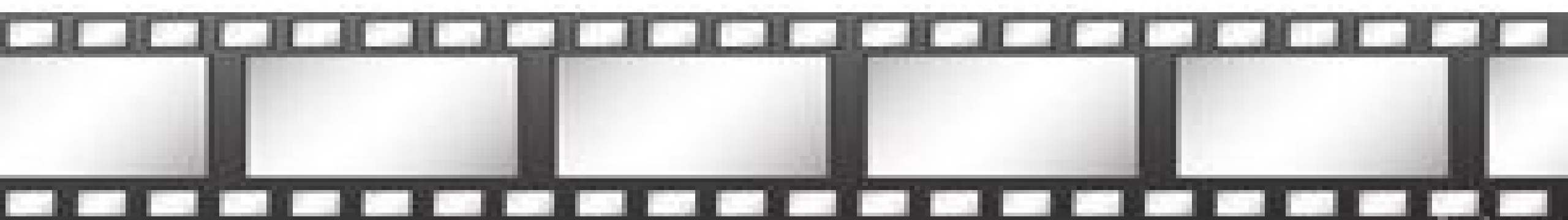
**3<sup>rd</sup> largest** in  
employment  
growth in  
Canada

# Film Permit Growth 2014 - 2018



# Film Industry Key Issues/Concerns

- Very fast pace due to online/streaming formats (different than network tv)
- Highly creative, flexible and constantly changing environment
- Competitors (Toronto) process faster than Hamilton (i.e. average of 1-2 business days)
- Scouting enquiries and expectations for on-site visits/walk throughs



# Direct Spend

- 2018 direct spend was \$60M
- As of September 2019 = \$56M

## Revenues direct to City of Hamilton

- Film permit fees, parks and City-owned facility and property rental fees, road closure fees, City-owned parking lots, meters and on-street parking and paid duty Police officers

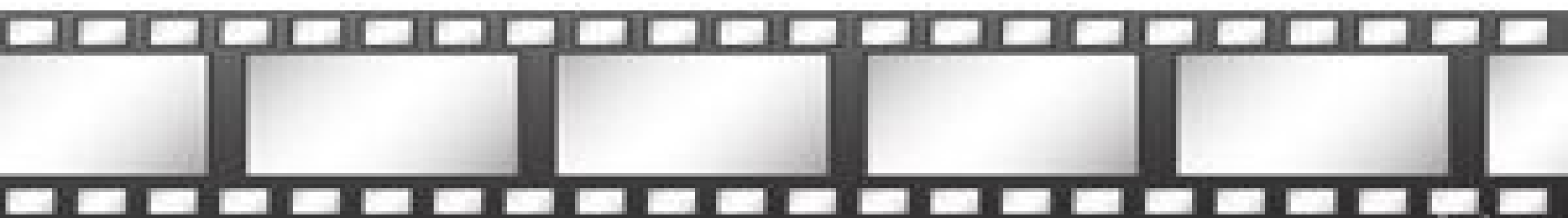
## Spend to Private Sector

- Private property rentals and longer-terms leases, prop and equipment rentals, hotel stays, restaurant and retail spending, donations to BIAs etc.



# How Filming Impacts Business Development

- Film productions are similar to visitors (overnight stays)
- 85% of enquiries from businesses wanting to open a film business here have visited Hamilton to shoot a tv show/film here
- In 2019 staff have been directly involved in two business expansions and three new film businesses opening in Hamilton



# Continuous Improvements with an Open for Business Lens

- Realigned existing staff resources to respond to increased demand/volume via business case created through LEAN review
- Generated additional \$100K in new revenues via short term parking on unused city-owned land
- Improved & enhanced [www.hamilton.ca/film](http://www.hamilton.ca/film) content for both industry & residents
- In process of online form & payment options
- Draft Film Sector Development plan with clear goals, KPIs etc.

**Thank you**

**Questions?**