



2010/
2011

BRITISH COLUMBIA FILM
ANNUAL ACTIVITY REPORT



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2010/11 saw the continued development of BC as an international centre for the creation of visual effects, digital animation and interactive digital content. This represents a fundamental change in the nature of the BC screen based industry. The establishment of

permanent studios by both major international companies and by BC based entrepreneurs is making the province less dependent upon individual decisions to shoot productions in BC. This reflects an industry perception that BC is a desirable location to make long term

THE FILM, TELEVISION AND DIGITAL MEDIA INDUSTRY

investments. BC Film continues to work closely with international companies considering locating in British Columbia and with government to ensure that the senior talent needed to manage productions is able to enter and work in British Columbia.

To recognize the increased importance of digital content, BC Film, in partnership with the BC Arts Council introduced two digital content creation programs in 2010/11. These programs were designed to encourage film and television producers to identify digital content related to film and television productions and to encourage interactive companies and individuals to create digital product for distribution on alternate, particularly, mobile platforms. These programs were extremely well received by the community, with demand significantly exceeding the resources available.

The growth of digital content is a worldwide phenomenon but BC is particularly well positioned to exploit the changing nature of content creation and distribution. This will remain an organizational priority and is reflected in the decision to add the words "and Media" to our name.

The film and television component of the screen based industry began slowly in 2010 but production levels improved as the year continued. Final production numbers exceeded one billion dollars, down from \$1.3 billion in 2009. During this period foreign production declined from \$1.1 billion to less than \$800 million. Domestic production increased modestly to \$244 million from \$218 million in 2009. This figure is still below the \$408 million of 2007 and remains a concern for BC Film.

A number of factors contributed to the production numbers shown in 2010; the two most important being the increase in the value of the Canadian dollar against the American dollar and the increases in tax incentives implemented by Ontario and Quebec.

The fact that production levels remained strong in the face of these two threats is a reflection of the strong infrastructure developed in BC and the reputation of the industry for delivering quality product on time and on budget. These attributes have been developed over the past two decades and will continue to insure that the industry in BC will remain viable despite intense domestic and international competition.

While the modest increase in domestic production in BC last year is encouraging, the longer term decline in production activity is a symptom of a deeper competitive problem – it is more difficult to develop and finance scripted drama and feature films in BC than it is in many other provinces. This is a result of a number of factors including: the absence of equity funding in BC, the more lucrative production incentives available in other jurisdictions and the fact that broadcasters, who commission content, are based in Toronto and are increasingly relying on Ontario produced product. These are important issues that need to be addressed if BC companies are to prosper in an extremely competitive and volatile environment.

Throughout 2010/11, British Columbia Film continued to act as a catalyst for the industry by providing policy and financial support as well as by assisting the industry to understand the impact of change on its operating environment. BC Film remains committed to providing stable, focused and supportive programs that will allow the entrepreneurial skills of the industry to flourish.

In order to better define this role, British Columbia Film has identified the following core responsibilities:

- Support the development and marketing of high quality, commercially viable British Columbia film, television and digital media projects;
- Sustain and grow a competitive BC owned and controlled film, television and digital media industry;
- Enable British Columbia production companies to foster existing, and establish new, relationships with national and international co-financing partners;
- Improve the ability of British Columbia production companies to secure development and production financing and retain intellectual and financial control of content produced;
- Effectively administer provincial tax credit programs, ensuring that BC remains competitive as a production centre and continues to attract private sector investment;
- Assist in the development of the creative and managerial talent necessary to sustain industry growth.

The provincial tax credit programs, administered by BC Film, continue to be the primary drivers of production activity. In 2009/10 the governments of Ontario and Quebec significantly increased the tax credit incentives available. In 2010/11 the provincial government responded by increasing the incentives available for service productions and increasing the Digital Animation or Visual Effects credit. Additionally, it introduced an Interactive Digital incentive program. While this has had the effect of stabilizing service production, the changes did not provide additional benefit to BC producers.

The film, television and digital media industry has grown organically over the past two decades and no systematic or comprehensive approach to human resource development has been implemented. Recognizing that BC's long term competitive position is dependent upon the quality of BC talent and the skills that they bring to the industry, BC film brought together representatives from the film, television, animation, visual effects, post production and interactive gaming communities to develop a strategic approach to industry human resource development. This strategy has now been completed and work is starting on the development of a Screen Based Industry Human Resource Sector Council.

BC Film also recognizes its role in the development of new markets for BC produced content. Over the past year, BC Film worked with Telefilm Canada and other provincial film agencies to ensure a Canadian presence at international film and television markets. Financial assistance was provided to allow BC companies to attend these markets to find co-production partners, production financing and to make international sales. BC Film also continued to implement its Asian strategy by leading a Canadian delegation to the Hong Kong Film Market, by signing a Memorandum of Understanding with the China Film Producers' Association and by examining the potential of the Indian market prior to the signing of the co-production treaty between Canada and India.

The development of British Columbia's film and television and digital media sector is the result of effective public policy supporting the creative and business skills of the industry. It is a powerful partnership.

For twenty five years the essential support provided by the government of British Columbia has allowed BC Film to assist both government and industry achieve their goals. We look forward to continuing this role and contributing to a stronger, more sustainable industry.



MICHAEL FRANCIS, Chair, Board of Directors, British Columbia Film



**INDUSTRY
OVERVIEW**

LEVEL OF PRODUCTION

Total British Columbia film and television production spend in BC was just over \$1 billion in 2010, down from \$1.3 billion in 2009. This reduction can be accounted for by a slow start to the year due to a rise in Ontario and Quebec’s provincial tax credits, and to a lesser extent, limited production activity around the Olympic period.

94 service productions were shot in British Columbia in 2010. These included 36 feature films, 14 television series, 25 animations and 19 other projects. Of particular note is the growth in service animation projects, up more than 100% over previous years.

Domestic production experienced a slight increase, growing to \$244 million in 2010 from \$218 million the previous year. Despite this increase, BC companies are still facing extreme competitive pressure from other provinces and having difficulty reaching Canadian broadcasters who are primarily based in Ontario. 152 domestic productions were shot in the province last year, including 33 feature films, 29 television series, 78 other television projects and 12 animated projects.

The film and television industry in British Columbia is made up of two distinct yet complementary types of production – domestic and service.

SERVICE PRODUCTION

- initiated, owned and controlled by producers from jurisdictions outside of Canada
- primarily interested in British Columbia as a production location
- highly mobile
- expends money on a project by project basis
- hires local talent and crew
- key creative decision-making remains with the foreign producer

DOMESTIC PRODUCTION

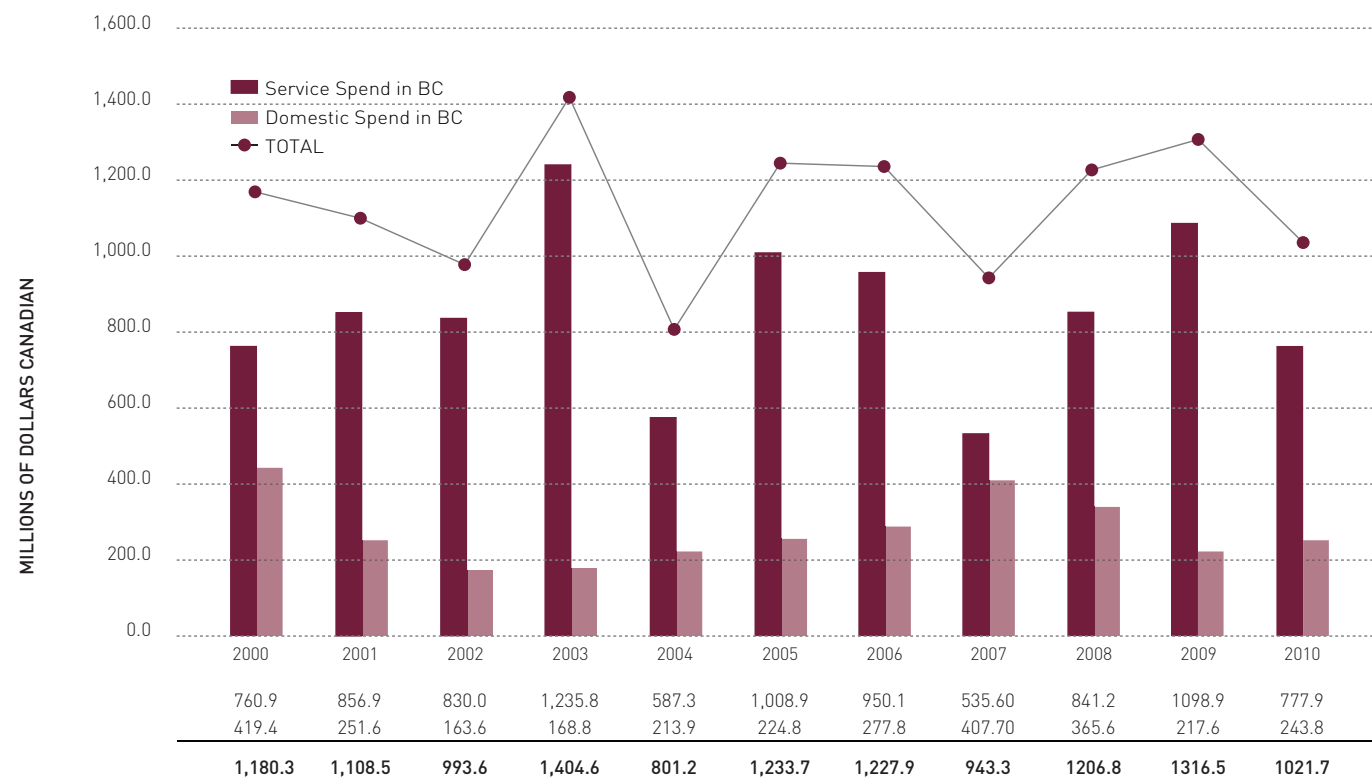
- created, developed, owned and controlled by British Columbia production companies
- makes long term investments in corporate infrastructure
- hires British Columbia key creative talent and crew
- contributes to stable employment levels
- provides opportunities for BC content creators to find a national and international audience



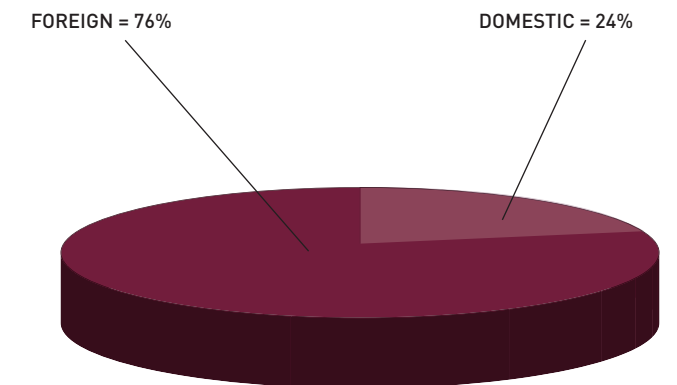
The Cupcake Girls, Force Four Entertainment, Photo: Gordan Dumka · *Donovan’s Echo*, Donovan’s Echo Productions, Photo: Diyah Pera



FILM AND TELEVISION PRODUCTION IN BRITISH COLUMBIA 2001 – 2011



COMPETITIVE ADVANTAGE



ECONOMIC IMPACT

Film and television production is a desirable global commodity due to a multitude of economic impacts. There are many channels through which the film and television industry contributes to a local economy. Economic benefits of the industry can be measured in three ways - direct impacts related to the actual stages of production, indirect impacts in support of production and cross-sectoral impacts that spill over into other parts of the provincial economy.

FILM AND TELEVISION INDUSTRY – ECONOMIC IMPACTS

DIRECT

DEVELOPMENT/ PRE-PRODUCTION

- Content creation
- Rights acquisition
- Negotiation
- Casting
- Market Access/Travel

PRODUCTION

- Locations/Studios
- Processing
- On set equipment (camera/lighting)
- Permits

POST-PRODUCTION

- Editing (picture, sound, music)
- Visual effects CGI

DISTRIBUTION/EXHIBITION

- Cinema
- DVD/Television
- Internet/Mobile
- Festivals

INDIRECT

SUPPLIERS

- Equipment
- Construction
- Transport
- Advertising

BUSINESS

- Legal
- Accounting
- Financial/Banking

CROSS-SECTORAL

- Labour
- Skills Development
- Tourism
- Retail/Entertainment
- Trade
- Cultural

Tax incentives are the common currency that draws film and television production to various locations throughout the world. While international competition is intense, the British Columbia tax credit programs – Film Incentive BC and the Production Services Tax Credit – continue to act as the key determinant of film and television production in the province, serving to keep British Columbia competitive nationally and internationally and contributing to inward investment, especially from the United States.

An essential part of British Columbia's success is its ability to offer a full service production experience that meets the needs of both foreign and domestic film and television companies. With a world class infrastructure (studios, post-production facilities, equipment rental), experienced and highly skilled crews, depth of creative talent, labour stability, expertise in special effects, animation and digital media, a film friendly environment, and a diversity of locations, British Columbia continues to offer numerous competitive advantages.

Dependence on service production carries inherent risk due to the mobile nature of the work and the influence of external forces beyond British Columbia's control (currency fluctuations, foreign incentives and labour unrest). A long term strategy to keep British Columbia's industry competitive includes a strong and sustainable domestic sector. Key elements to sustainability include the establishment of integrated companies operating across development, production and distribution, the adequate capitalization of existing companies, securing interest from private investors, embracing new technologies, exploiting international marketing opportunities and insuring that BC talent remains in the province. While Film Incentive BC and the Slate Development programs have contributed to the growth of the domestic sector, there is considerable work that needs to be done if the full economic and creative potential of BC owned and controlled production is to be realized. This is an area in which BC Film will continue to work over the coming years.

INDUSTRY VALUE CHAIN



No matter the size or scope of budget, film or television products complete the consecutive stages of the industry value chain. This progressive cycle has much in common with the more traditional business cycle of research and development, manufacturing, distribution and retail sales.

CREATIVE DEVELOPMENT

SKILLS

To a large degree, the strength and size of the film sector in a jurisdiction reflects the capacity of its workforce. The film and television industry relies upon highly skilled workers for both creative "above-the-line" positions (directors, writers, producers) and crew "below-the-line" positions (electricians, set designers, camera). Given the rapid pace of change in all aspects of this industry – including the push to deliver content on a wide variety of media platforms – advanced training and upgrading of both emerging and established film professionals is an important part of the process.

SCRIPT

It is generally accepted in the industry that a successful project begins with a properly developed script. Developing a film or television project typically takes several years. Starting with a concept or idea, a script will undergo extensive rewriting before it is ready to be produced. Allocating significant resources (both time and money) to allow for the proper development of a script is critical to the success of any film or television project and can help mitigate the inherent risk. This development work takes place well before the start of principal photography.

The development process includes acquisition and writing, raising financing to move the project forward to production, negotiating agreements (actors, equipment), planning digital and marketing strategies, and attendance at international film and television markets to pre-sell the product.

PRODUCTION AND POST-PRODUCTION

Production is a carefully orchestrated manufacturing process with all participants having a clearly defined role and purpose. A production shoot is a demanding, high stress activity – securing the production office, negotiating contracts, hiring production staff, hiring cast/crew, location scouting, ordering equipment and catering, costume design, supervising the technical aspects of post-production – these and many additional tasks are the overall responsibility of the producer. As such, film and television producers must possess extraordinary management and communication skills. A production crew can range in size from 20 to 2000 people depending on the scope and budget of the production.

Post-production involves four key activities – picture editing, sound design, music composition and/or acquisition, and digital effects. Post-production is the last step in the production process where the final story elements are shaped. These activities are capital intensive – requiring a significant investment in state-of-the-art technology and facilities.



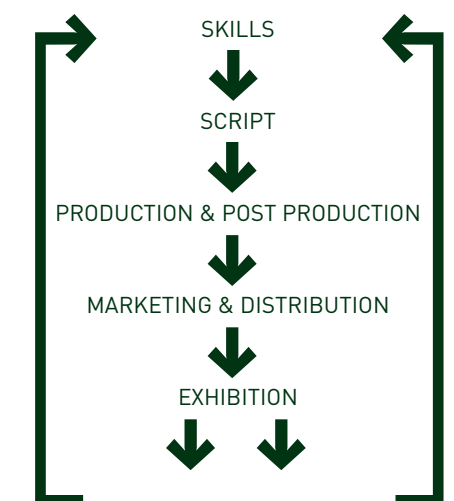
MARKETING AND DISTRIBUTION

Marketing and distribution of a film or television production is a key element of its economic viability. Attaching a distributor early in the development phase can be advantageous to a project in achieving both commercial and critical success. Marketing and distribution require specialized skills and experience, and sales and distribution companies exist to provide this unique service. Marketing and distribution campaigns can range from "guerilla" strategies where producers engage in grassroots self-distribution to the multi-million dollar marketing efforts of Hollywood studios. Marketing campaigns are increasingly involving potential fans and media in the production process to create a buzz well in advance of the project's final release. Interactive websites with short film "teasers", blogs and opportunities for fans to engage with the cast and crew – potentially even changing the outcome of a storyline – are one way to build an early and loyal fan base.

EXHIBITION

The exhibition of a finished production has multiple platforms. The theatrical release of a feature length film in a cinema and the broadcast of a television show on pay or free services remain the most popular forms of exhibition. However, the ancillary platforms of festivals, DVD, Video on Demand, mobile and the internet are increasingly important vehicles for commercial success.

CREATIVE DEVELOPMENT



A CHANGING ROLE IN THE INDUSTRY VALUE CHAIN

Since its inception in 1987, British Columbia Film has developed programs and services designed to support all stages of the industry value chain in support of the domestic production industry. Over the years, the Society has continually repositioned its programs in response to industry needs, fiscal realities and the ever-changing demands of the global marketplace.

British Columbia Film is cognizant of the fact that the media world is experiencing profound change that will have lasting effects on every aspect of the film and television industry. The extent of this change is unprecedented and will continue to be rapid and unpredictable.

The ability to "purpose" (create, shape and aggregate) content for multiple platforms and technologies is becoming increasingly important for film and television professionals at every stage of the industry value chain. British Columbia Film remains committed to developing programs and initiatives that will help the industry make this transition.



TRAINING

Strengthening the domestic sector of the provincial film and television industry requires the ongoing professional development of above-the-line talent. British Columbia Film supports nationally recognized training and, where required, develops specific initiatives that meet provincial needs.

British Columbia Film supports the skills development of above-the-line film professionals in a variety of ways. A number of industry partnerships in training have been developed with industry organizations including Women in Film & Television Vancouver, the Canadian Film Centre, Vancouver ACM SIGGRAPH, the Documentary Media Society, the Documentary Organization of Canada – BC Branch, Merging + Media, the Motion Picture Production Industry Association of BC, the National Film Board, Telefilm Canada and the Canadian Film and Television Production Association – BC Producer's Branch.

The economic activity of creative content industries like film and television differs greatly from other sectors of the economy in terms of cost, demand, risk and behavior.

COST

- concentrated upfront (artistic creation, research and development)
- once master is completed, reproduction costs are minimal

RISK

- impossible to predict commercial success
- release of a creative product in a smaller market is particularly risky

DEMAND

- unique and individual
- difficult to predict

BEHAVIOURAL DYNAMIC

- benefits from industry clusters
- collaborative effort at all stages

SCRIPT DEVELOPMENT

A key challenge for production companies is to secure adequate monies to develop properties given the inherent risk involved. Recognizing the importance of the development process, British Columbia Film currently offers development support through three distinct programs.

The Project Development Fund provides development financing to film and television projects that have secured commitments from a broadcaster, distributor or other eligible triggering agent. Funding is "market-triggered" and does not include a creative or selective assessment of projects submitted.

The Digital Media Development Fund provides funding for the development of interactive digital media projects that have secured commitments from an eligible triggering agent. The projects can be either standalone content or convergent to an existing film or television project. Funding is "market-triggered" and does not include a creative or selective assessment of projects submitted.

The Slate Development Fund provides a financing envelope for the development and marketing of a slate of independent film and television productions. This program, targeted at more experienced production companies, offers recipients more flexibility and more capacity to effectively develop a portfolio of film and television product.

PRODUCTION & POST-PRODUCTION

Once the development phase is completed, the greatest challenge shared by film or television companies is securing production financing. In Canada, production financing is frequently assembled from a variety of private and public sources. Currently, British Columbia Film lacks the financial capacity to offer production financing for film and television projects. However, the provincial tax credit program is a significant source of financing for both domestic and foreign film

and television productions shot in British Columbia. The Digital Animation or Visual Effects (DAVE) tax credit has had a particularly positive impact on the animation and visual effects industry.

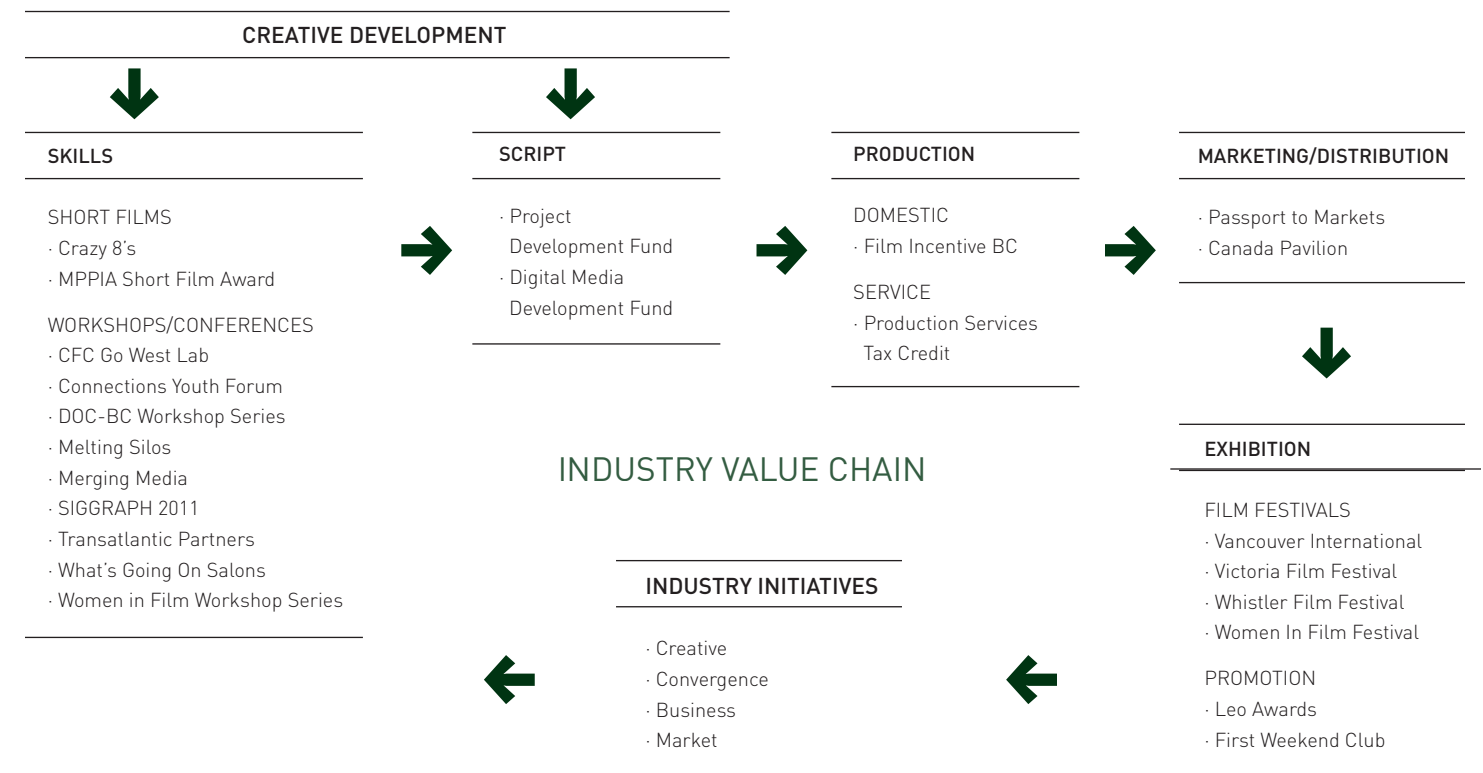
MARKETING & DISTRIBUTION

Recognizing the limitations imposed by the size of the Canadian market for film and television product, British Columbia Film has identified the international marketplace as a vital source of inward investment and export development. As the film industry has globalized, accessing the financing and business opportunities offered by the international marketplace is now a key part of a production company's business plan.

In support of this objective, the Passport to Markets program enables the attendance of British Columbia production and distribution companies at internationally recognized film, television and digital media markets. In addition, through its International Markets – Canada Pavilion initiative, British Columbia Film works with federal and provincial partners to offer business centres at key international markets to facilitate sales and export development.

EXHIBITION

Film festivals and markets are a key part of any marketing and exhibition strategy. For independent films, successful festival screenings can promote a later theatrical release or broadcast. British Columbia Film supports the major British Columbia festivals and awards that showcase British Columbia films and filmmakers including the Vancouver International Film Festival, the Victoria Film Festival, the Whistler Film Festival, Women in Film Festival, First Weekend Club and the Leo Awards.





**A CATALYST FOR
INDUSTRY GROWTH**



British Columbia Film serves as a catalyst for industry development by supporting activities and company growth in both the production services and domestic sectors.

CORE BUSINESSES

OUR PROGRAMS

Tax Credit Delivery



Development Support



OUR GOALS

Develop the film, television and digital media industry in BC and capitalize on emerging production opportunities



Develop BC based production capacity in film, television and digital media



Demonstrate industry leadership; provide effective legislative and policy advice; efficiently deliver program services



OUR IMPACT

BC positioned as a competitive, world-class production centre

MANDATE

British Columbia Film is an independent, not-for-profit society established by the provincial government in 1987. It has the mandate to expand and diversify the film, television and digital media sector in British Columbia. Its core responsibilities are to:

- support the development and marketing of high quality, commercially viable British Columbia film, television and digital media projects;
- sustain and grow a competitive BC owned and controlled film, television and digital media industry;
- enable British Columbia production companies to foster existing, and to establish new, relationships with national and international co-financing partners;
- enhance the ability of British Columbia production companies to secure development and production financing;
- effectively administer provincial tax credit programs to ensure that BC remains competitive as a production centre and continues to attract private sector investment; and
- assist in the development of the creative talent necessary to sustain industry growth.

PROGRAM ACTIVITY 2010/2011



PROVINCIAL TAX CREDIT PROGRAM

Provincial tax credit incentives act as the key driver of film and television production in the province. British Columbia's foreign and domestic tax credits, administered by British Columbia Film on behalf of the Provincial Government, contribute to the province's ability to attract and sustain production in an increasingly competitive global market.

FILM INCENTIVE BC

Film Incentive BC (FIBC) is a labour based tax incentive that provides refundable tax credits to Canadian controlled production companies based on eligible BC labour costs.

The package includes five specific initiatives:

- BASIC tax credit (35%) encourages film and television production in British Columbia;
- REGIONAL tax credit (12.5%) stimulates production outside of Vancouver;
- DISTANT LOCATION REGIONAL tax credit (6%) provides an additional incentive for productions shooting in more remote locations;
- TRAINING tax credit (3%) promotes the development of skilled workers in the industry;
- DIGITAL ANIMATION OR VISUAL EFFECTS (DAVE) tax credit (17.5%) assists the development of the digital animation and visual effects industry.

PRODUCTION SERVICES TAX CREDIT

The Production Services Tax Credit (PSTC) is a labour based tax incentive that provides refundable tax credits to Canadian or international film and television production corporations that have incurred eligible labour costs in British Columbia. The company does not have to be a Canadian-owned corporation, and there is no requirement that it have an interest in the copyright.

The package includes four specific initiatives:

- BASIC tax credit (33%) encourages film and television production in British Columbia;
- REGIONAL tax credit (6%) stimulates production outside of Vancouver;
- DISTANT LOCATION tax credit (6%) provides an additional incentive for productions shooting in more remote locations;
- DIGITAL ANIMATION OR VISUAL EFFECTS (DAVE) tax credit (17.5%) promotes the digital animation and visual effects industry in British Columbia.



FILM INCENTIVE BC FOR PERIOD APRIL 1, 2010 – MARCH 31, 2011

GENRE	# OF PRODUCTIONS CERTIFIED	PRODUCTION VALUE*	PROJECTED TAX CREDIT
Direct to DVD	8	\$5,540,688	\$1,222,920
Feature Film	13	\$41,594,369	\$6,759,803
Mini-Series	3	\$1,065,668	\$247,114
MOW	26	\$48,532,775	\$10,120,993
Pilot	2	\$551,660	\$90,704
TV Program	31	\$10,296,732	\$1,769,238
TV Series	44	\$191,891,765	\$34,642,513
TOTAL	127	\$299,473,657	\$54,853,285

*NOTE: Figures based on projected BC production budget totals

PRODUCTION SERVICES TAX CREDIT FOR PERIOD APRIL 1, 2010 – MARCH 31, 2011

GENRE	# OF PRODUCTIONS CERTIFIED	PRODUCTION VALUE*	PROJECTED TAX CREDIT
Direct to DVD	12	\$68,535,001	\$16,751,347
Feature Film	42	\$697,198,786	\$94,101,385
MOW	10	\$41,947,365	\$6,795,277
Pilot	13	\$40,494,309	\$5,385,695
TV Program	3	\$1,748,939	\$389,148
TV Series	45	\$513,580,288	\$82,031,726
TOTAL	125	\$1,363,504,688	\$205,454,578

*NOTE: Figures based on projected BC production budget totals

CREATIVE DEVELOPMENT

Creative development, in the form of script, skills and company development, is a key objective of British Columbia Film in support of the growth of a sustainable domestic industry.



In 2010/2011, British Columbia Film met its ongoing financial commitment to companies contracted under the Slate program. Additionally BC Film awarded performance support to those companies who successfully sustained domestic production and met program objectives. For the year, \$100,000 in performance support was awarded to 2 companies who met performance standards. The following companies received support in 2010/11:

2010/2011 RECIPIENTS

Front Street Pictures Inc.	\$50,000
Screen Siren Pictures Inc.	\$50,000

TOTAL: 2 COMPANIES \$100,000

Performance support awarded in the previous two years was as follows:

2008/2009 RECIPIENTS

Anagram Pictures Inc.	\$75,000
Brightlight Pictures Development Inc.	\$50,000
Force Four Productions Ltd.	\$75,000
Front Street Pictures Inc.	\$50,000
Insight Film & Video Productions Ltd.	\$50,000
No Equal Entertainment Inc.	\$75,000
Omni Film Productions Ltd.	\$50,000
Paperny Films Inc.	\$50,000
Screen Siren Pictures Inc.	\$50,000

2009/2010 RECIPIENTS

Brightlight Pictures Development Inc.	\$50,000
Omni Film Productions Ltd.	\$50,000
Paperny Films Inc.	\$50,000
Thunderbird Films Inc.	\$75,000

TOTAL: 13 COMPANIES \$750,000

SLATE DEVELOPMENT FUND

Launched in 2004/05, the Slate Development Fund is targeted towards established production companies who have demonstrated the capacity to sustain production in British Columbia. The program provides a financing envelope for the development and marketing of a slate of independent film and television productions. Slate financing is producer-directed and performance-based. Applicants must be British Columbia owned and controlled production companies and international treaty or interprovincial co-productions are eligible to be included in the slate.

British Columbia Film now has 31 companies that have received multi-year Slate Development agreements. The following companies are Slate Development recipients:

2004/2005 RECIPIENTS

Brightlight Pictures Development Inc.	\$150,000
Force Four Productions Ltd.	\$150,000
H30 Filmed Entertainment Inc.	\$150,000
Haddock Entertainment Inc.	\$150,000
Infinity Media Canada Inc.	\$150,000
Insight Film & Video Productions Ltd.	\$150,000
No Equal Entertainment Inc.	\$150,000
Omni Film Productions Ltd.	\$150,000
Paperny Films Inc.	\$150,000
Rampage Entertainment Inc.	\$150,000
Studio B Development Inc.	\$150,000

2005/2006 RECIPIENTS

Anagram Pictures Inc.	\$150,000
Bardel Entertainment Inc.	\$150,000
Crescent Entertainment Ltd.	\$150,000
Front Street Pictures Inc.	\$150,000
Gryphon Productions Ltd.	\$150,000
Network Entertainment Inc.	\$150,000
Screen Siren Pictures Inc.	\$150,000
Soapbox Productions Inc.	\$150,000
True West Films Ltd.	\$150,000

2006/2007 RECIPIENTS

Atomic Cartoons Inc.	\$100,000
Howe Sounds Films Inc.	\$100,000
Infinity Filmed Entertainment Group Inc.	\$100,000
Keatley Entertainment Ltd.	\$150,000
Nerd Corps Entertainment Inc.	\$150,000
Shavick Entertainment Inc.	\$150,000
Thunderbird Films Inc.	\$150,000

2007/2008 RECIPIENTS

Honalee Productions Inc.	\$125,000
Make Believe Media Inc.	\$125,000
Parallax Film Productions Inc.	\$125,000
Reunion Pictures Inc.	\$125,000

TOTAL: 31 COMPANIES \$4,400,000



PROJECT DEVELOPMENT FUND

The Project Development Fund helps attract marketplace investment by Canadian broadcasters, distributors and funding agencies to British Columbia, encouraging support for existing and emerging British Columbia companies on a project by project basis. The program provides financing for script development to feature films, dramatic or animated television projects or documentaries that have secured development commitments from a broadcaster, distributor or other eligible triggering agent. Funding is "market-driven" and

does not include a creative or selective assessment.

A non-recoupable advance, triggered by a broadcast or distribution commitment, is available. Applicants must be British Columbia owned and controlled production companies and international treaty or interprovincial co-productions are eligible.

In 2010/11 British Columbia Film provided a total of \$309,010 in development financing to 29 film and television projects representing total development budgets of \$1,257,286.

PRODUCTION	BC FILM	DEVELOPMENT BUDGET	RECIPIENTS
FEATURE FILM			
Cage	\$10,000	\$20,581	Foundation Features Inc.
Foot It	\$10,000	\$25,000	Rugged Media Inc.
Lawrence & Hollowman	\$5,000	\$15,000	Ameland Films Inc.
Le Donner	\$10,000	\$55,720	Witness Media Inc.
My Asshole Neighbor	\$10,000	\$27,384	Quadrant Motion Pictures Inc.
On The Neutron Trail	\$10,000	\$35,000	Illustrato Pictures Ltd.
Perdition City	\$10,000	\$91,603	Chain of Title Holdings Ltd.
Plagued	\$10,000	\$27,300	Foundation Features Inc.
Solly & Ray & Wendell & Nate	\$10,000	\$30,801	Koster Kovitz Productions Ltd.
PROJECT TOTAL: 9	\$85,000	\$328,389	
TELEVISION MINI-SERIES			
The McLeans	\$20,000	\$74,142	Oasis Productions Inc.
PROJECT TOTAL: 1	\$20,000	\$74,142	
TELEVISION MOVIE			
Bond of Silence	\$7,500	\$63,204	Bauman Productions Inc.
PROJECT TOTAL: 1	\$7,500	\$63,204	
TELEVISION SERIES			
Animism: The God's Lake, Season 1	\$10,000	\$20,000	Zeros 2 Heroes Media Inc.
Cold Case: Truth & Justice, Season 1	\$20,000	\$95,052	Paperny Films Inc.
Four Corners, Season 1	\$20,000	\$63,079	Keatley Entertainment Ltd.
Health Nutz, Season 2	\$20,000	\$180,000	Chasing Pictures Entertainment Inc.
Hell Fighters, Season 1	\$12,500	\$46,935	Network Entertainment Inc.
Never Shoot A Stampede Queen, Season 1	\$20,000	\$66,398	Keatley Entertainment Ltd.
Pourquoi Vancouver, Season 1	\$20,000	\$97,710	Witness Media Inc.
Vancouver Special, Season 1	\$2,000	\$14,000	Blanket Dance Productions Inc.
Vancouver.24, Season 1	\$8,500	\$17,041	Paperny Films Development (2) Inc.
Warrior Games, Season 1	\$2,000	\$22,000	Kwassen Productions Inc.
Wild Food, Season 1	\$20,000	\$40,000	Of The Land Productions Inc.
PROJECT TOTAL: 11	\$155,000	\$662,215	
TELEVISION PROGRAM			
A L'an Vert	\$7,500	\$25,453	Red Letter Films Inc.
Citizen Marc	\$4,000	\$4,000	Relevision Productions Inc.
Super Kids II	\$5,000	\$15,000	Laughing Mountain Communications Inc.
Taking The Whale	\$5,510	\$16,530	Kwassen Productions Inc.
The Story of Burqa	\$3,000	\$10,000	Chichat Productions Inc.
The Year That Rocked The World	\$10,000	\$27,500	Koster Kovitz Productions Ltd. / Ferns Productions Inc.
Yukon Parle Francais	\$6,500	\$26,853	Red Letter Films Inc.
PROJECT TOTAL: 7	\$41,510	\$129,336	
DEVELOPMENT TOTAL: 29	\$309,010	\$1,257,286	



DIGITAL MEDIA DEVELOPMENT FUND

The Digital Media Development Fund is intended to provide funding for the development and/or production of interactive digital media projects that have secured commitments from an eligible triggering agent. The projects can be either standalone content or convergent to an existing film or television project. Funding is "market-triggered" and does not include a creative or selective assessment of projects submitted.

A non-recoupable advance, triggered by an eligible triggering agents' commitment, is available. Applicants must be British Columbia owned and controlled production companies and international treaty or interprovincial co-productions are eligible.

In 2010/11 British Columbia Film provided a total of \$131,547 in development and production financing to 20 digital media projects.

PROJECTS	COMMITTED AMOUNTS	RECIPIENTS
1968: The Year That Rocked The World	\$5,000	Koster Kovitz Productions Ltd. / Ferns Productions Ltd.
A L'an Vert	\$3,750	Red Letter Films Inc.
Baby Trade	\$10,000	Howe Sound Films Inc.
Cage	\$5,000	Foundation Features Inc.
Citizen Marc	\$2,000	Relevision Productions Inc.
Coast Modern	\$10,000	Twofold Films Inc.
Cold Case: Truth & Justice	\$10,000	Paperny Films Inc.
Crush! The World!	\$10,000	BTWXT Games Inc.
Health Nutz	\$10,000	Chasing Pictures Entertainment Inc.
Hiccups	\$10,000	Penflo Productions (II) Inc.
Liberia '77	\$10,000	Stranger Productions Inc.
Pourquoi Vancouver	\$3,783	Witness Media Inc.
The Grey Lane	\$10,000	Zeros 2 Heroes Media Inc.
Vancouver.24	\$4,250	Paperny Films Development (II) Inc.
Warrior Games	\$5,000	Kwassen Productions Inc.
When Dreams Take Flight	\$10,000	Dimestore Productions Inc.
XWeighted.com	\$10,000	XWeighted.com Productions Inc.
Yukon Speak French	\$2,764	Red Letter Films Inc.
TOTAL: 20 COMPANIES	\$131,547	

MARKETING/EXPORT DEVELOPMENT

Success in the highly competitive and rapidly changing film industry requires that filmmakers adopt a global market approach. Filmmakers must think globally when choosing stories to develop, securing project financing, and engaging production partners. Filmmakers require market access, market intelligence and market preparedness in order to prosper in this environment.



PASSPORT TO MARKETS

Passport to Markets supports the attendance of British Columbia film and television companies at key international markets, co-production and co-financing conferences. Applications are considered from British Columbia resident producers who have professional experience in the film and television industry and, where applicable, have been pre-selected by event organizers to participate at an

eligible market site. In addition, applications are considered from British Columbia resident sales agents or distributors. British Columbia Film support offsets a portion of travel, accommodation and registration expenses.

In 2010/11, British Columbia Film provided \$137,500 in support to 89 participants.

MARKET/CONFERENCE	COMPANY	RECIPIENT	BC FILM
CANNES FILM FESTIVAL MARKET (CANNES, FRANCE)	Agent of Change Media Inc.	Nicholas Racz	\$2,000
	Ameland Films Inc.	Paul Armstrong	\$2,000
	Ardent Group Media Inc.	Pat Bermel	\$2,000
	Impatient Pictures Ltd.	Gregory Mackenzie	\$2,000
	Independent Edge Films Inc.	Kyle Mann	\$2,000
	Keystone Entertainment Inc.	Nolan Pielak	\$2,000
	Long Tale Productions Ltd.	Harry Sutherland	\$2,000
	Opiate Pictures Inc.	Karen Lam	\$2,000
	Pristine Entertainment Ltd.	Gordon Stanfield	\$2,000
	Resonance Films Inc.	Jason James	\$2,000
TORONTO DOCUMENTARY FORUM AND HOT DOCS (TORONTO, CANADA)	Bedazzled Pics Inc.	Michaelin McDermott	\$1,000
	Big Red Barn Entertainment	Ken Malenstyn	\$1,000
	Boundless Films Inc.	Maryam Mehrtash	\$1,000
	Bountiful Films Inc.	Maureen Palmer	\$1,000
	Canazwest Pictures Inc.	Patricia Sims	\$1,000
	Clique Pictures Inc.	Lauren Grant	\$1,000
	Dreamfilm Productions Ltd.	Sue Ridout	\$2,000
	Fringe Filmworks Inc.	Angela Heck	\$1,000
	Holiday Pictures Ltd.	Michael Parker	\$1,000
	Interfilm Productions Inc.	Boris Ivanov	\$1,000
	Mabooshi Film Company Inc.	Mitchell Kezin	\$2,000
	Matchless Films Inc.	Karen Porter	\$1,000
	May Street Productions Ltd.	Erin Skillen	\$1,000
	Optic Nerve Films Inc.	Kevin Eastwood	\$1,000
	Paperny Films Inc.	David Paperny	\$1,000
	Red Storm Productions Inc.	Erik Paulsson	\$1,000
	Red Letter Films Inc.	Sylvie Peltier	\$1,000
Sanikiluaq Running Pictures	Joel Heath	\$1,000	
	Lianna Walden	\$1,000	
SHANGHAI INTERNATIONAL FILM FESTIVAL MARKET (SHANGHAI, CHINA)	Wesley Lowe Productions Inc.	Wesley Lowe	\$2,000
TRANS ATLANTIC PARTNERS (BERLIN, GERMANY & HALIFAX, CANADA)	Impatient Pictures Ltd	Gregory Mackenzie	\$1,500
	Opiate Pictures Inc.	Karen Lam	\$1,500

JUST FOR LAUGHS COMEDY CONFERENCE (MONTREAL, CANADA)	Really Real Films Inc.	Cynde Harmon	\$1,500
MIPCOM (CANNES, FRANCE)	Anaid Entertainment Inc.	Margaret Mardirossian	\$2,000
	Bardel Entertainment Inc.	Delna Bhesania	\$2,000
	Big Bad Boo Studios	Shabnam Rezaei	\$2,000
	BLT Productions Ltd.	Josanne B. Lovick	\$2,000
	Industry Works Pictures	Evan Tylor	\$2,000
	Pristine Entertainment Ltd.	Gordon Stanfield	\$2,000
INTERACTIVE EXCHANGE (TORONTO, CANADA)	Boxtop Studios Inc.	Arthur Maughan	\$1,000
	Citizen 11 Entertainment Inc.	Timo Puolitaipale	\$1,000
INTERNATIONAL FINANCING FORUM (TIFF - TORONTO, CANADA)	Fire Horse Productions Ltd.	Julia Kwan	\$1,500
	L'Etranger Film Productions Ltd.	Kimberley Wakefield	\$1,500
	Submission Film Productions Inc.	Andrew Boutilier	\$500
STRATEGIC PARTNERS CO-PRODUCTION CONFERENCE (HALIFAX, CANADA)	Off Island Films Ltd.	Tovah Paglaro	\$1,500
	Raven West Films Ltd.	Carl Bessai	\$1,500
	Red Cedar Films Inc.	Henrik Meyer	\$1,500
AMERICAN FILM MARKET (SANTA MONICA, USA)	Ameland Films Inc.	Paul Armstrong	\$1,500
	Contradiction Films Inc.	Tim Carter	\$1,500
	Independent Edge Films Inc.	Kyle Mann	\$1,500
	Industry Works Pictures Inc.	Evan Tylor	\$1,500
	Joker Films Inc.	Tim Brown	\$1,500
	NGN Productions Inc.	Jack Nasser	\$1,500
	Perfect Circle Productions	Dean English	\$1,500
	Raven West Films Ltd.	Carl Bessai	\$1,500
	Sepia Films Ltd.	Tina Pehme	\$1,500
PRODUCER'S LAB (TIFF - TORONTO, CANADA)	Screen Siren Pictures Inc.	Trish Dolman	\$500
	Submission Film Productions Inc.	Andrew Boutilier	\$500
NEXT MEDIA TORONTO (TORONTO, CANADA)	Red Letter Films	Sylvie Peltier	\$1,000
FORUM (IDFA AMSTERDAM, THE NETHERLANDS)	Stranger Productions Inc.	Melanie Wood	\$2,000
BERLINALE EUROPEAN FILM MARKET (BERLIN, GERMANY)	Arcana Studio Inc.	Sean O'Reilly	\$2,000
	At The End of The Day Productions Inc.	Rajvinder Uppal	\$2,000
	Honalee Productions Inc.	Tina Pehme	\$2,000
	Horizon Motion Pictures Inc.	Rob Straight	\$2,000
	Joker Films Inc.	Nolan Pielak	\$2,000
	Legacy Filmworks Ltd.	Deborah Gabler	\$2,000
NATIONAL ASSOCIATION OF TELEVISION PROGRAMMING EXECUTIVES (NATPE) (MIAMI BEACH, USA)	Fan Trust Entertainment Strategies Inc.	Catherine Warren	\$1,500
	Joker Films Inc.	Tim Brown	\$1,500
	Something Something Studios	Arwen Hunter	\$1,500
	Zeros 2 Heroes Media Inc.	Matt Toner	\$1,500
KIDSCREEN SUMMIT (NEW YORK, USA)	Bardel Entertainment Inc.	Delna Bhesania	\$1,500
	Big Bad Boo Studios	Shabnam Rezaei	\$1,500
REEL SCREEN SUMMIT (WASHINGTON DC, USA)	Force Four Productions Ltd.	John Ritchie	\$1,500
	Kate Green Productions Inc.	Kate Green	\$1,500
	Make Believe Media Inc.	Michael Ghent	\$1,500
	Picture Box Distribution Inc.	Marilyn Kynaston	\$1,500
	Red Letter Films Inc.	Sylvie Peltier	\$1,500

CINEMART CO-PRODUCTION MARKET (ROTTERDAM, THE NETHERLANDS)	Twofold Films Inc.	Leah Mallen	\$2,000
SOUTH BY SOUTHWEST (AUSTIN, USA)	Anaid Entertainment Inc.	Erin Berube	\$1,500
	May Street Productions Ltd.	Mike Wavrecan	\$1,500
	Media Sphere Productions Ltd.	Kulchera Matson	\$1,500
	Zeros 2 Heroes Media Inc.	Matt Toner	\$1,500
HONG KONG FILMART (WANCHAI, HONG KONG)	Movie Plus Productions (Canada) Inc.	Chris Brough	\$2,000
CLERMONT FERRAND INTERNATIONAL SHORT FILM FESTIVAL & MARKET (CLERMONT FERRAND, FRANCE)	The Siblings Inc.	Amy Belling	\$2,000
MIPTV (CANNES, FRANCE)	Anaid Entertainment Inc.	Margaret Mardrossian	\$2,000
	Duchess Productions Inc.	Ian Hay	\$2,000
	Fan Trust Entertainment Strategies Inc.	Catherine Warren	\$2,000
	Foundation Features Inc.	Rob Labelle	\$2,000
FICCI FRAMES (MUMBAI, INDIA)	Hauka Films Inc.	Donald Hauka	\$2,000
TOTAL: 89 PARTICIPANTS			\$137, 500



INTERNATIONAL MARKETS

British Columbia Film provides opportunities for British Columbia producers and distributors/sales agents to participate at key international film and television markets. Through this program, British Columbia Film partners with other federal and provincial film agencies to provide business centres that facilitate sales and export development. Key international markets include the American Film Market (AFM), the European Film Market (EFM), Cannes Marche du Film, MIPTV and MIPCOM.

British Columbia Film provided \$45,000 in support for international markets in 2010/11. The following British Columbia production, sales and/or distribution companies attended the supported markets:

AMERICAN FILM MARKET (AFM) 2010

Ameland Films Inc.
 Contradiction Films Inc.
 Independent Edge Films Inc.
 Industry Works Pictures Inc.
 Joker Films Inc.
 NGN Productions Inc.
 Perfect Circle Productions
 Raven West Films Ltd.
 Sepia Films Ltd.

MIPCOM 2010

Atomic Cartoons Inc.
 Bardel Entertainment Inc.
 Big Bad Boo Studios Inc.
 Industryworks Entertainment Inc.
 Nerd Corps Entertainment Inc.
 Omni Film Productions Ltd.
 Picture Box Distribution Inc.
 Up North Entertainment Inc.



CANNES MARCHE DU FILM 2010

Agent of Change Media Inc.
 Ameland Films Inc.
 Ardent Group Media Inc.
 Impatient Pictures Ltd.
 Independent Edge Films Inc.
 Keystone Entertainment Inc.
 Long Tale Productions Ltd.
 Opiate Pictures Inc.
 Pristine Entertainment Ltd.
 Resonance Films Inc.

EUROPEAN FILM MARKET (EFM) 2010

Arcana Studio Inc.
 At The End of The Day Productions Inc.
 Honalee Productions Inc.
 Horizon Motion Pictures Inc.
 Joker Films Inc.
 Legacy Filmworks Ltd.

MIPTV 2010

Anaid Productions Inc.
 Bardel Entertainment Inc.
 Force Four Entertainment Inc.
 Interfilm Productions Inc.
 Joker Films Inc.
 Nerd Corps Entertainment Inc.
 Omni Film Productions Ltd.
 Parallax Film Productions Inc.
 Picture Box Distribution Inc.
 Waterfront Entertainment Group

BC Film also assisted in the development and funding of the Producer's Pitch Session organized by the Canadian Consulate in Los Angeles. In addition, BC Film led a Canadian delegation to the Hong Kong Film Market and examined the potential of the Indian market prior to the signing of the co-production treaty between Canada and India.

2010/11 INDUSTRY SPONSORSHIPS & PARTNERSHIPS

ACADEMY OF CANADIAN CINEMA & TELEVISION

British Columbia Film continued its industry partnership of the Academy of Canadian Cinema & Television and sponsored both the 2010 Gemini and 2011 Genie Nominee Receptions held in Vancouver.

ATLANTIC FILM FESTIVAL – STRATEGIC PARTNERS AND TRANSATLANTIC PARTNERS

British Columbia Film sponsored Transatlantic Partners, a 3 module intensive training and networking program for film producers from Canada, Europe and the US. BC Film also co-sponsored the 'Provincial Buzz' sessions at Strategic Partners, which provide delegates with information about co-producing with Canada.

BELL FUND BOARD MEMBERS NETWORKING EVENT

British Columbia Film co-sponsored, with the Bell Fund and the CMPA, an opportunity for the local film, television and digital media industry to meet with the Bell Broadcast and New Media Fund Board of Directors.

CRAZY 8'S SHORT FILM COMPETITION

British Columbia Film co-sponsored Crazy8s 2011 – an opportunity for 6 filmmakers to each make a film in only 8 days and with \$800 – with the Director's Guild of Canada-BC, the CBC and Telefilm Canada.

DOC-BC WORKSHOP SERIES 2011

British Columbia Film supported the series of workshops offered by the Documentary Organization of Canada – BC Chapter in 2010/11. These included a 2 day "Thinking Outside the Box" workshop about hybrid distribution and marketing.

DOXA - CONNEXIONS YOUTH FORUM

Held during the DOXA Film & Video Forum, the Connexions Youth Forum is a professional development opportunity meant to encourage the artistic potential of ten aspiring BC documentary filmmakers selected from around the province. British Columbia Film sponsored a series of mentorship opportunities, screenings and workshops.

FIRST WEEKEND CLUB

The First Weekend Club celebrates Canadian film and talent with a goal of building audiences and appreciation for Canadian cinema by facilitating a series of special screenings across the country, interviews with directors and media profiling. British Columbia Film continued its sponsorship of these initiatives.

GO WEST PROJECT LAB 2010

British Columbia Film co-sponsored this intensive five day lab bringing industry experts together with a select group of producers. Facilitated by the Whistler Film Festival in partnership with the Canadian Film Centre, this lab gave producers the opportunity to receive feedback on their feature films from the sales agents, distributors and marketing experts in attendance.

LEO AWARDS 2010

British Columbia Film continued its sponsorship of the Leo Awards in 2010. The Leo Awards take place annually, honouring British Columbia film and television talent for their work during the previous year.

MELTING SILOS 2010

British Columbia Film sponsored the 2nd Melting Silos, which is intended to bridge the divide between traditional film and television producers and digital media content producers through collaborative, community-building workshops. The process was facilitated by mentors and experts, and included multiple 2 day workshops, speaker presentations and a final pitching session.

MERGING + MEDIA CONFERENCE 2010

British Columbia Film sponsored the 1st Merging + Media conference, a 2 day event discussing transmedia, financing, gamification, social media and convergent technologies. The conference included panels, industry presentations, a masterclass and pitching session and business to business meetings.

MPPIA INDUSTRY WEEK – CAREER EXPO

British Columbia Film took part in the career expo during the Motion Picture Production Industry Association's fourth annual Motion Picture Industry Week. The expo was a chance for people interested in working in the local film and television industry to gain insight from people and organizations already active in the community.

MPPIA SHORT FILM AWARD

An industry-building initiative by the Motion Picture Production Industry Association, British Columbia Film and the Whistler Film Festival Society, the MPPIA Short Film Award provides a BC filmmaker with a \$15,000 cash award plus in-kind production services of up to \$100,000 for a short film project.

SIGGRAPH 2010 – VANCOUVER INITIATIVE

British Columbia Film sponsored an industry initiative during SIGGRAPH 2010, the world's premier conference on computer graphics and interactive techniques. Members of the BC animation and visual effects community attended the conference in LA in 2010 in order to promote Vancouver SIGGRAPH 2011 – which marks the first time the conference is to be held outside of the USA.

SPARK ANIMATION FESTIVAL 2010

British Columbia Film sponsored this animation forum and film festival put on by the Vancouver chapter of ACM SIGGRAPH. The five day festival featured world-renowned animators, art directors and directors presenting their work; as well as masterclasses and screenings.

VANCOUVER INTERNATIONAL FILM FESTIVAL & FORUM

British Columbia Film was a sponsor of the 29th Vancouver International Film Festival in 2010. BC Film also co-sponsored the 25th Annual Film and Television Forum, which included four days of seminars, workshops, master classes and networking events.

VANCOUVER VISUAL EFFECTS SOCIETY NETWORKING EVENT

British Columbia Film sponsored the Vancouver Visual Effects Society's 4th annual celebration of the animation and visual effects work being done in Vancouver.



VICTORIA FILM FESTIVAL

British Columbia Film was a sponsor of the 2011 Victoria Film Festival. The festival brought together producers, commissioning editors, broadcasters and distributors to participate in a series of professional and industry development events.

WHAT'S GOING ON SALONS

British Columbia Film sponsored a series of discussions about the rapidly changing media landscape called the What's Going On Salons. Designed to be entertaining, accessible, inspiring and above all, informative overviews, each salon was designed to help demystify and better define the digital terrain while bringing together members of the digital and traditional film and television communities.

WHISTLER FILMMAKERS FORUM 2010

British Columbia Film sponsored the Crossing Borders Keynote Address luncheon at the 2010 Whistler Film Festival. BC Film also co-sponsored a day long writers' workshop aimed at professional BC screenwriters with scripts in development and led by a veteran screenwriter.

WOMEN IN FILM & TELEVISION VANCOUVER WORKSHOP SERIES 2011

British Columbia Film supported the series of workshops offered by Women in Film and Television Vancouver in 2010/11. These included a pitching workshop, a producer's workshop led by a panel of seasoned industry professionals and workshop about writing for television, led by a veteran writer and story editor.

WOMEN IN VIEW CONFERENCE 2010

British Columbia Film sponsored the SexMoneyMedia 2010 conference, an international gathering on art, scholarship, politics and women in media. The 3 day conference included panels, workshops and screenings.

REPORT ON PERFORMANCE



The British Columbia Film Service Plan identifies the role that British Columbia Film can play in industry development, the priorities against which we intend to invest our resources and the performance targets against which our success can be measured. The following summarizes the goals and objectives set for 2010/11, and how they were met over the past year.

GOAL 1

Develop the film, television and digital media production industry in British Columbia

GOALS AND OBJECTIVES	MEASURES	2010/11 TARGET OR FORECAST
1.1 Deliver a fair, transparent and accountable provincial tax credit program	Percentage of applicants expressing satisfaction with BC Film administration of tax credit programs	Not less than 75% (target)
1.2 Enable film, television and digital media projects to be financed for production in British Columbia	Dollar value of projects assisted by the tax credit program	>\$1 billion
1.3 Support the creation of employment opportunities in British Columbia	Dollar value of salary and wages paid for by projects assisted by the tax credit program	\$450 million
1.4 Facilitate collaboration between creators of digital media and film and television content	Participant satisfaction with seminars and information events delivered	Not less than 75% (target)
1.5 Encourage film, television and digital media companies to locate in British Columbia	Consistent contact with companies considering investment in BC	Ongoing

2010/11 RESULTS

In 2010/11 BC Film processed tax credit applications totaling \$1.6 billion in production activity resulting in \$724 million in salaries and wages paid to British Columbians. Overall industry production decreased in 2010 to just over \$1 billion (\$1.3 billion – 2009) although domestic production increased slightly to \$244 million (\$218 million – 2009).

Applicants to the film and television tax credit programs were surveyed to determine satisfaction with BC Film’s administration of the programs. The responses indicated a 4.7/5 satisfaction level, exceeding performance targets.

BC Film continues to improve its information and services relating to the tax credit programs. Tax provisions and regulations are, by their nature, complex. To help address industry understanding of the legislative regime under which credits are administered, BC Film organized a public meeting for the industry that brought together representatives of the BC Ministry of Finance, Canada Revenue Agency and the Canadian Audio/Video Certification Office to explain tax credit administration and to respond to industry questions and concerns, particularly with respect to the administration of the Digital Animation or Visual Effects (DAVE) tax incentive.

BC Film implemented its online application for the FIBC program to complement the online application for the PSTC program. It also redeveloped and implemented a redesigned PSTC online program to a more current software platform that is consistent with that developed for FIBC.

Both programs have been well received by the industry with online submissions now representing 55% of FIBC and 54% of PSTC applications.



GOAL 2

Develop a British Columbia based film, television and digital media industry with a national and international market

GOALS AND OBJECTIVES	MEASURES	2010/11 TARGET OR FORECAST
2.1 Design and deliver a relevant, transparent, and accountable program of financial incentives for British Columbia companies and individuals	Percentage of BC applicants expressing satisfaction with BC Film administration of development programs	Not less than 75% (target)
2.2 Support development of intellectual property in British Columbia	Development dollars leveraged by BC Film project funding (ratio)	4/1 (forecast)
2.3 Assist British Columbia companies to retain intellectual and financial ownership and control of their creative properties	\$ value of BC-owned and controlled productions supported by tax credits	\$200 million (forecast)
2.4 Assist British Columbia companies to develop international market, financing and partnership opportunities	Percentage of participants expressing satisfaction with opportunities supported by BC Film	Not less than 75% (target)
2.5 Strengthen and diversify knowledge and skills within the British Columbia industry	Percentage of participants expressing satisfaction with training opportunities supported by BC Film	Not less than 75% (target)

2010/11 RESULTS:

British Columbia Film surveyed applicants to its industry assistance programs to determine client satisfaction with the programs and their administration. The results were as follows:

- Project & Digital Development Programs 4.4/5
- Passport to Markets Programs 4.5/5

These results all exceed targets.

Although BC Film continues to contribute to the capacity of BC companies to retain creative and financial control of content produced, the limited and reduced budget of BC Film coupled with the centralization of the Canadian broadcast industry continue to challenge the BC based industry.

Demand on the Project Development Fund did, however, remain relatively stable. BC Film achieved a 4:1 leveraging ratio on its project development funds.



Goal 3

Capitalize on emerging opportunities in digital media

GOALS AND OBJECTIVES	MEASURES	2010/11 TARGET OR FORECAST
3.1 Develop industry knowledge of new digital media opportunities	Percentage of participants expressing satisfaction with events and professional development opportunities supported by BC Film	Not less than 75% (target)
3.2 Develop program initiatives to encourage growth in the BC owned digital media industry	Percentage of participants expressing satisfaction with digital program opportunities supported by BC Film	Baseline to be established in 2011/12

2010/11 RESULTS

Recognizing the importance of digital content, BC Film in partnership with the British Columbia Arts Council developed two new programs to assist the industry. These programs were designed to encourage film and television producers to identify digital content related to film and television production and to encourage interactive companies and individuals to create digital product for distribution on alternate, particularly mobile, platforms. These programs were extremely well received by the community with demand significantly exceeding the resources available. Results of these programs will be reported in our 2011/2012 Activity Report.

Additionally, BC Film provided support to a number of digitally based projects including; the Merging + Media conference and lab, SIGGRAPH 2011, Spark Animation, a networking event with the board of Bell Fund, the Digital What's Going On Salon series, a Vancouver Visual Effects Society networking initiative and the Melting Silos program.



GOAL 4
 Demonstrate industry leadership; provide effective legislative and policy advice; efficiently deliver services

GOALS AND OBJECTIVES	MEASURES	2010/11 TARGET OR FORECAST
4.1 Deliver timely, relevant policy and program advice to the provincial government	Timely and relevant policy and program advice provided to the provincial government as required	Ongoing
4.2 Manage a joint government/industry analysis of the economic and cultural contribution of the film, television and digital media industry to the province	Develop terms of reference and engage consultants	Report to be completed in 2011/12
4.3 Provide information on industry trends to government and the industry	Timely, relevant advice delivered	Ongoing
4.4 Deliver a clear and consistent provincial perspective to federal regulatory, policy and program delivery agencies	Clear and consistent provincial perspective provided as required	Ongoing
4.5 Facilitate communication between industry and government on policy and program issues	Effective communication maintained	Ongoing

2010/11 RESULTS

The film, television and digital media industry in British Columbia has grown organically over the past two decades and no systematic or comprehensive approach to human resource development has been implemented. Recognizing that BC's long term competitive position was fundamentally dependent upon the quality of BC talent and the skills that they bring to the industry, BC Film brought together representatives from the film, television, animation, visual effects and interactive gaming community to develop a strategic approach to industry human resource development. This strategy has now been completed and work has commenced on the development of a Screen Based Industry Human Resource Sectoral Council.

BC Film continues to work with government to improve the effectiveness of the tax credit programs and is in regular contact with officials in the Ministry of Finance to resolve issues that result from the rapid pace of technological advancement that is changing the way that content is created, distributed and consumed.

BC Film provided, on request, policy and program advice as well as statistical information to the provincial government.

In conjunction with the provincial government and other provincial film agencies, BC Film led discussions with Canada Revenue Agency to address outstanding policy and administrative systems of CRA with the intention of improving service and the predictability of CRA processes.



GOAL 5
 Maintain an efficient, knowledge-based organization

GOALS AND OBJECTIVES	MEASURES	2010/11 TARGET OR FORECAST
5.1 Continue efficient program administration	Administration costs as a % of programs delivered	3%
	Working days to process an application from receipt of a complete submission	30 working days
5.2 Nurture an expert, knowledge-based organization	Number of professional development hours per employee	25 hours
5.3 Utilize technology to improve client services	Online application systems developed and implemented	Client satisfaction and usage baseline established
	New website developed to provide improved information to industry	

2010/11 RESULTS

For the year ending March 31, 2011, BC Film processed the following under the tax credit programs:

- 125 accreditation certificates (Production Services Tax Credit)
- 127 eligibility certificates (Film Incentive BC)
- 135 completion certificates (Film Incentive BC)

The total value of the applications certified was \$260 million.

Processing performance continued to improve in 2010/11 and the target for assessing completed applications was significantly exceeded (Target – 30 working days; Actual performance at March 31, 2011 – 8 days).

Administrative cost and professional development targets were also exceeded. Administrative costs remained below one percent of the value of applications processed and the average number of professional development hours per employee was 31.

A redesigned PSTC online application program was developed and implemented in 2010/11. In addition, the website was completely redesigned to improve the quality and ease of information available on tax credits and development programs. The website will be launched in 2011/12.



BOARD OF DIRECTORS 2010/11

Michael Francis – Chair
Colin Browne – Vice-Chair, Secretary/Treasurer
Nini Baird
Gordon Esau
Brigitte Prochaska
Gerry Rutherford
Shan Tam

British Columbia Film is an independent, not-for-profit society established by the provincial government in 1987. It has the mandate to expand and diversify the film, television and digital media sector in British Columbia. The society gratefully acknowledges the financial assistance of the Province of British Columbia through the Ministry of Community, Sport and Cultural Development.

