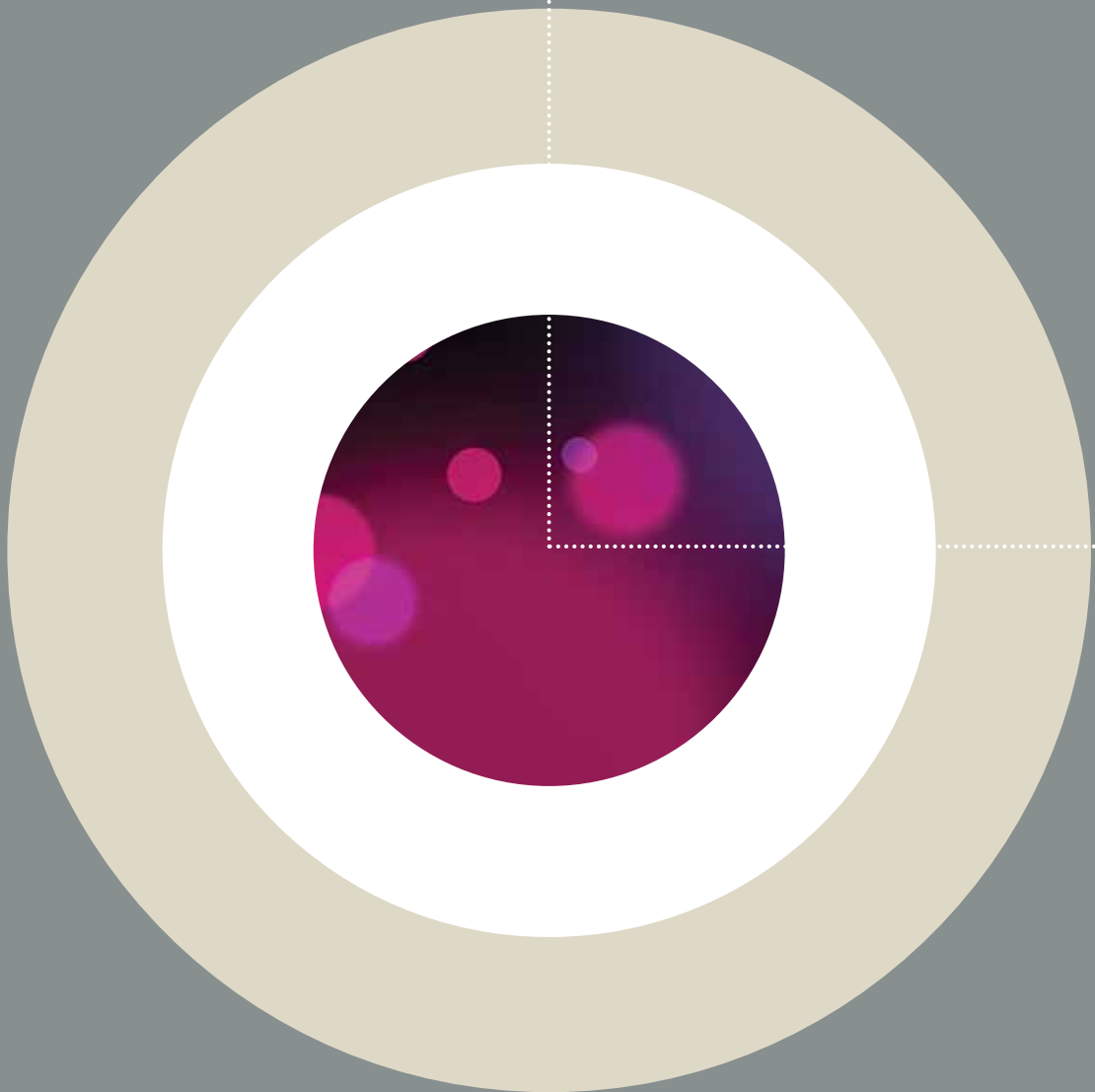


IMPACT REPORT

2015/2016



creativeBC



BRITISH
COLUMBIA

Supported by the Province of British Columbia

CONTENTS

the facilitation of collaborative action toward sustained, mutual success. We too are passionate about our within the community and important to understand the business behind creativity.

4
Strategy & Leadership at Creative BC
 Meet Prem Gill, CEO

6
Serving Four Convergent Creative Industries
 Book + Magazine Publishing
 Interactive + Digital Media
 Motion Picture
 Music + Sound Recording

14
Focus on Export & Growth
 Learn how we increase access and awareness for BC's creative industries at home and around the globe.

16
Development Department
 Understand our programs and initiatives that stimulate economic activity across the creative industries.
 Spotlight Story: Jennifer Gauthier
 Spotlight Story: Alex Beim

20
Tax Credit Department
 Explore the incentives that help drive success for BC's physical production, animation and VFX industries.
 Spotlight Story: Pete Mitchell
 Why the World Chooses BC

24
Production Services Department
 See how BC's physical production industry is supported and sustained.
 Spotlight Story: Chris Haddock
 Spotlight Story: Suzanne Thompson

28
A Year of Impacts
 Get a quick snapshot of FY 2015/16

32
Stakeholder Collaboration
 Read about the genesis of our new strategic framework, co-designed by eighty industry stakeholders to guide us from 2016/17–2021/22.
 Spotlight Story: Shawn Williamson
 Spotlight Story: Phillip Djwa

36
Report on Performance
 Access all reporting and program recipient details relating to FY 2015/16, the final year of Creative BC's first three-year service plan.

UNITING OUR CREATIVE INDUSTRIES COMMUNITY

Building a strong community doesn't happen overnight; it takes time, commitment, resources and shared vision. Most of all, it takes passion.

From publishing to motion picture, and music to digital media, intensely passionate people drive British Columbia's creative industries. These content creators and creative entrepreneurs possess inspiration, tenacity, and a capability that attracts international recognition. They have made significant global impacts and importantly, they continue to experiment. It is essential for the growth of this distinctive economy that Creative BC foster its talent and creative courage.

The creative industries are converging rapidly, and our stakeholders believe that the greatest opportunity now lies in uniting as one community—leveraging our reach, reputation and potential to become greater than the sum of all parts. With a track record of success and this single shared intention, BC stands to emerge as a powerful and integrated creative centre of excellence.

To achieve its vision, **the sector looks to Creative BC for strategic leadership and collaborative action toward sustained, mutual success.** We understand the business behind creativity and our clear mission, together with industry and government, is to co-design and catalyze further economic opportunity. Together, we amplify potential for BC's diverse creative sector within its evolving digital, global reality.

With this big picture in mind, we continue to support passionate people, meaningful careers and exciting new ventures. We know that when individual storytellers are empowered, the community's collective voice rises.

Together, we are crafting the future of BC's creative industries!

UNPRECEDENTED OPPORTUNITY



Annual BC revenues for film, TV and digital media combined

source → britishcolumbia.ca/invest/industry-sectors/technology/film-television-and-digital-media/



WorkBC says motion picture and sound recording employment expected to be BC's **fastest growing industries.**

source → workbc.ca/getmedia/78a74319-a8a5-4aaf-9abb-bd64bc7758af/Profile-Motion-Picture-and-Sound-Recording-Industries-compressed.pdf.aspx



Global spending on entertainment and media to rise **4.4%** from 2016 to 2020, reaching **\$2.1 trillion**

source → PricewaterhouseCoopers LLP, "Global Entertainment and Media Outlook 2016-2020" the 13th annual edition



UN says the creative economy is one of the world's fastest growing sectors for **income generation, job creation and export earnings.**

source → United Nations Development Program (UNDP), "Creative Economy Report 2013 Special Edition" p.10

Creative BC is a catalyst for economic development and job creation across four creative industries.



Book + Magazine Publishing



Interactive + Digital Media



Motion Picture including Animation + Visual Effects



Music + Sound Recording



65,000 full-time workers plus thousands part-time and contract



1,800+ BC-based businesses

Approximated aggregate data from sources available at this time.

LETTER FROM THE CHAIR

Since Creative BC evolved from the integration of BC Film & Media and the BC Film Commission in 2013, our province's creative industries have seen tremendous growth, evolution, and, as it is commonly called today, disruption. We have witnessed profound resilience throughout the sector and this determination has continued to propel British Columbia to a leadership position within the global creative economy.

The creative industries in BC are thriving. Their growth currently outpaces that of more traditional economic drivers and the sector is sharpening its global competitive edge.

Since 2013 Creative BC has also evolved, increasing its focus on initiatives that will have impact on the creative industries. This report marks the first one delivered since the appointment of our new CEO, Prem Gill. With her vision, and commitment from her team, the organization is well positioned to lead the province's creative industries into an exciting future. Creative BC has worked to cultivate a network of shared intent, between government and the creative industries. The Society is appreciative of the support of the Province of British Columbia through its strategic participation, targeted investment and supportive policy. **By working together, we are well-situated to seize the opportunities before us, leverage our sector's current accomplishments and capture a larger portion of a growing global market.**

We continue to foster and grow the talent that sustains and innovates our knowledge economy. We also continue to invest in the export of the products produced by BC's creative industries while encouraging the flow of inward investment to the province.

This report outlines Creative BC's impact in 2015/16, the last fiscal year of the previous three-year strategic plan. During that final year, we again saw many exciting motion picture projects come to our province, including *Star Trek Beyond* and *Deadpool*, due in no small part to Creative BC's script to screen services and commitment.

Through the spring and summer of 2016, our board participated in Creative BC's strategic design process. The process helped bring together our sector in a collective visioning exercise and allowed us to write a new service plan for Creative BC. Along with all of our Directors, I look forward with excitement to our next five years and to helping to sustain and grow BC's creative industries.

Gordon Esau
Chair, Board of Directors, Creative BC

Board of Directors

CHAIR
Gordon Esau

VICE-CHAIR
Rob Bromley

SECRETARY/TREASURER
Colin Browne

Louise Clark
Anne Denman
Sarah Fenton
Michael Francis
Tom Gierasimczuk
Michelle Grady
Scott McIntyre
Pauline Moller



STRATEGY AND LEADERSHIP

IMPACTS IN FY 2015/16
(FIRST SIX MONTHS' SERVICE)

37
major domestic events,
attending 23;
presenting at 14

80
stakeholders
engaged in design of
strategic plan

\$15MM
BC Music Fund
initiated, quadrupling
Creative BC's delivery
for next 2 years

FY 2015/16 was a year of transition for Creative BC. Having been appointed to the role of CEO in September of 2015, it was my privilege during the first year to engage directly and collaboratively with so many of our partners and clients. **Together with 80 dynamic stakeholders from across the province's creative industries, we successfully co-designed a new vision and service plan for the organization.** This included refreshed values and a five year strategic framework against which Creative BC will now initiate and measure ongoing activities through the 2021/22 fiscal year.

I personally have worked in the creative sector for more than two decades and believe there has never been a more exciting time for our community than now. While continuing to leverage BC's history of success, our bright future requires us to courageously accept the next challenge: to become more adaptive and to define our future competitiveness for the age of global digital convergence.

BC's creative industries are poised to capture a significantly larger portion of an expanding global market. Our expertise, diversity and focus on emerging technologies combine with an international reputation as a centre of excellence across motion picture, animation, VFX, post-production and interactive gaming. Together, these factors position us as a natural business hub for the world's creative economy.

But to capitalize and contend with rapid convergence among industries, technologies and points of access, so too must all creative industry stakeholders now join forces to align and act as one. As the sector's provincially designated economic development agency with the responsibility for job creation, Creative BC must spearhead a united pursuit of greater international visibility, viability and access for BC's creators and creative entrepreneurs.

Success will be achieved through communication and collaboration across all levels of government and industry. To this end, in 2013 the Province made a strategic decision to integrate four creative industries to our mandate. This approach pre-dated the now global trend, and aims to activate cross-industry innovation. In FY 2015/16 we were entrusted with a significant new investment, the \$15 million BC Music Fund. As we administer these targeted funds, we commit to explore intersections and shared opportunities for all of BC's creative industries. By engaging all stakeholders to participate, and by listening to the needs of our clients, Creative BC will remain ahead of the curve as we steward strategic investments into the creation of competitive services and BC-based intellectual property.

At Creative BC we are passionate about the industries we serve and together with all of you, we are crafting BC's creative future. Thank you to the Province and to my staff for your essential resources and support, and thank you to industry, the Regional Film Commissions, municipal offices, associations, and our creative clients for your insights, ongoing collaboration and creative courage.

Sincerely,

Prem Gill
Chief Executive Officer, Creative BC

vision

A British Columbia in which creators, creative entrepreneurs and creative industries are united in a globally competitive, growing and sustainable creative economy.

mission

Creative BC serves to unite and champion the success of BC's diverse and distinctive creative sector.



@premgill

strategy

In 2016, Creative BC engaged 80 stakeholders in a design consultation commissioned by Prem Gill and led in partnership with Angele Beausoleil, Ph.D., UBC Sauder School of Business.

The process intent was to define a transition from the previous fixed five-year service plan to a more adaptive strategic framework, co-designed by Creative BC and industry stakeholders.

The framework is founded on four pillars that define Creative BC's service objectives to unite the sector and leverage BC's reputation, reach and potential. Learn more about this process and plan on page 32.

PERFORMANCE MEASURES AND SUCCESS METRICS

Position BC's creative industries to compete to win

Create a growth culture for BC's creative industries

Show and tell BC's creative industry stories

Attract, build and retain the best creative talent for BC



BC has not only distinguished itself as a great place to make motion picture, but also as the home of great storytellers. Motion picture success is all about content collaboration, and we are committed to growing BC's reputation as a place where great stories are imagined and created.

The future of motion picture is being reinvented; never before have so many shows been produced and consumed, yet the way we discover, share and engage with them is changing daily. Creative BC is uniting with industry to lead innovation and define new competitiveness, all with a view to increasing BC's footprint in the growing global marketplace.

As the province's film commission, Creative BC and the Province's eight Regional Film Commissions promote the province as a world-class destination for end-to-end production capabilities. We focus our message on BC's experienced cast and crew, cutting edge facilities, ever-expanding capacity, and valuable tax incentives. With 38 years of service in this role, we see the direct impact that our industry-community-government

collaboration has made—BC is now North America's third largest production centre.

source → bcchamber.org/policies/growth-engine-bcdigital-media-industry-2015

Creative BC is depended upon to deliver the suite of motion picture services and incentives that helps to drive this industry's success: domestic development funding, domestic and international tax incentives, and expert production services and community relations including policy consultation. Our Production Services Department and the Regional Film Commissions respond to producer inquiries and production issues, delivering knowledge, service and guidance.

8 regional film commissions

33 collaborating film offices from Hope to Pemberton

Metro Vancouver is North America's **3rd largest** motion picture hub



Provincial Film Commission service since **1978**

\$2B+ annual economic contribution

16 relevant educational institutions*

*britishcolumbia.ca/TradeBCPortal/media/Marketing/bc-film-tv-animation-mit.pdf



VFX + ANIMATION

#1 world's largest visual effects cluster

60+ studios

2016 salaries **75%** higher than the average wage in BC

source → news.gov.bc.ca/releases/2016M-TICS0018-001736



FILM + TV

42,000+ workers in BC in 2015

2.5MM sq ft of stage space

50+ simultaneous productions

85+ domestic producers



THANK YOU FOR YOUR ONGOING COLLABORATION



motion picture production industry association of bc

MUSIC + SOUND RECORDING



As the global music sector continues to experience massive transformation, here in British Columbia our commitment to the music production and sound recording industries is clear. In 2016, Music Canada conducted a research study that illustrated the needs and opportunities of BC's music sector. This contributed valuable data toward the music industry's request for support and investment.

In February 2016, the \$15MM BC Music Fund was announced by the Province of British Columbia. The Fund is administered by Creative BC through a suite of new development programs which will be distributed through March 31, 2018.

The opportunity to unite toward meaningful impacts is exciting. Together with industry and government, our aim is to collaboratively reinvent the future of BC music in the digital age.

By investing locally, Creative BC's objectives are to support, promote and discover a new music economy that reflects the province's creativity, capability, cultural diversity and global relevance.

With input from the BC Music Fund Advisory Committee, we will support local expertise and capacity while increasing export of BC-based original music content around the world. Through innovative funding for artists and programs that also encourage inward investment, the BC Music Fund will stimulate economic activity locally while generating increased access to the world.

Musicians, artist entrepreneurs, record labels, music companies, producers, live music and recording studios alike will leverage the BC Music Fund to achieve their individual and collective goals.

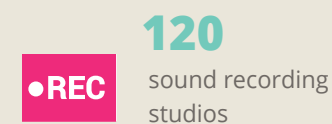
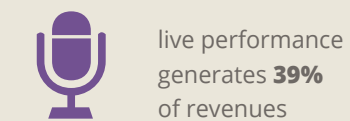
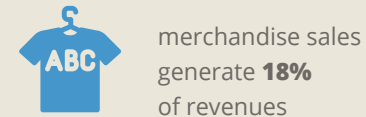
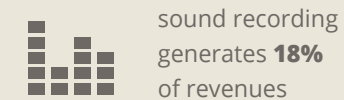
With over 200 languages spoken in the province each day, music can connect cultures, transcend boundaries and present BC's diverse and distinctive creators to the world.

source → Affiliation of Multicultural Societies and Service Agencies of BC



In 2016 the Province announced Creative BC would administer the new **\$15MM BC Music Fund** to support live music performance as well as music company, artist and industry development.

INDUSTRY IMPACT



BC MUSIC FUND ADVISORY COMMITTEE

Alex Cuba *Artist*

Amy Terrill *Music Canada*

Asha Bhat *Ministry of Jobs, Tourism and Skills Training*

Bruce Allen *Bruce Allen Talent*

Bryan Adams *Artist*

Catherine Runnals *Brandlive*

Kesi Smyth *604 Records*

Nick Blasko *Amelia Artists Inc., Atomique Productions Ltd.*

Patrick Aldous *Music BC*

Prem Gill *Creative BC (Chair)*

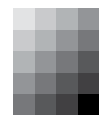
Sarah Fenton *Watchdog Management*



THANK YOU FOR YOUR ONGOING COLLABORATION



INTERACTIVE + DIGITAL MEDIA



The global future of this sector is being written right here in British Columbia. We are home to one of the world's largest and most advanced digital and interactive entertainment clusters and we are quickly becoming Canada's focal point for the creation of virtual reality content.

As the labour force and skill sets converge across the creative sector, Creative BC is actively increasing facilitation of cross-industry collaborations.

We provide local, national and international marketing for all screen-based entertainment industries, with the goal of developing a broad and connected digital community, economy and labour force in BC.

We bridge leaders, experts, talent and business into new markets, through funding programs, sponsorship and participation in local and international events. Creative BC ensures visibility, networking and creative opportunities for this evolving industry as it charts new and exciting territory.

Future success for this cluster depends on developing, attracting and retaining skilled talent. To this end, Creative BC works with government and industry to support education and access to international resources that assist in building and sustaining the talent pipeline.

In addition to delivering the Interactive Fund (a collaboration between Creative BC and the BC Arts Council), this past year we added Digital + Interactive Media to our 'Passport to Markets' program. This program provides micro grants and funding so that innovators and developers can attend international events to pitch and sell.

By ensuring our digital creators and entrepreneurs gain access to the global market, BC will remain at the forefront of this burgeoning field.

BC is one of the **world's largest and most advanced digital and interactive entertainment clusters**, and it's becoming a focal point in Canada for Virtual Reality/Augmented Reality/Mixed Reality content creation.



INDUSTRY IMPACT



16,000
jobs at
digital media
companies



600
digital media
companies



5,500
in gaming
alone



one of the fastest
growing industry
sectors at **11%**
per year

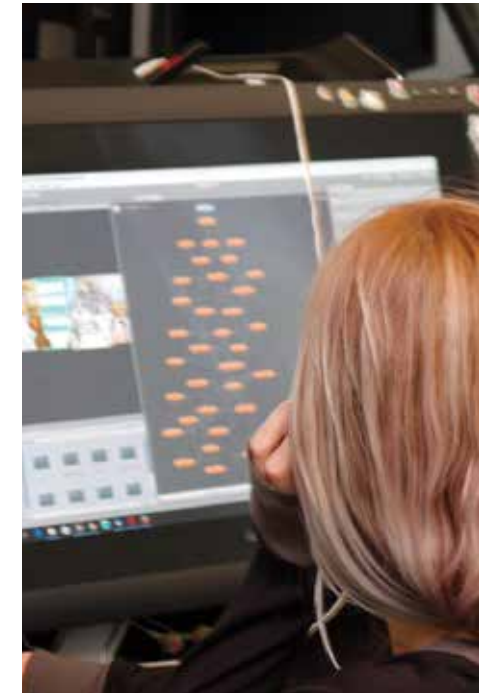


average
full-time
salary



\$2.3B
in annual
sales

source → <http://pwp.vpl.ca/siic/industry-profiles/fastest-growing-industries-digital-entertainment-interactive-media/>



THANK YOU FOR YOUR
ONGOING COLLABORATION

DigiBC

The Interactive & Digital Media Industry
Association of British Columbia



BOOK + MAGAZINE PUBLISHING



BOOK PUBLISHING

The book industry is experiencing dramatic shifts, but one thing is certain—BC publishers are creative, courageous and adaptive. While there is continued shift and growth of digital platforms for sharing and promoting books, there remains a strong market for print publications.

One way that we ensure the future of BC publishing is by facilitating connections with international audiences.

Last October, we sent a group of twelve publishers to the Pacific Northwest Booksellers Association conference in Portland, Oregon.

Discoverability is one of the key challenges the book industry faces. By giving BC publishers an opportunity to meet face-to-face with booksellers, buyers, librarians

and other industry professionals, we help highlight BC's literary talent and their products.

Creative BC supports the Association of Book Publishers of BC with operational funding. We also funded BC Books Online, a micro-site and database that highlights the books being written and published in BC.



70+
BC publishers*

300+
employees

\$800K-1MM
spent annually
on freelancers and
contractors

78%
report stable or
increased sales
between 2011-15

*sources → ow.ly/w2KD308HVgA,
bookmanager.com



THANK YOU FOR YOUR ONGOING COLLABORATION

ABPBC

MAGAZINE PUBLISHING

Magazine publishing is transforming as new models for consuming, creating and sharing content emerge.

Creative BC supports this industry as a showcase for British Columbia's cultural and critical thinkers who unite us at home and present our distinctive stories to the world.

This past year, we supported the Magazine Association of BC with operating funding and we continue to explore, understand and invest in new ventures to stimulate economic activity and competitiveness for this industry.

Through sponsorship, we provide funding for the Western Magazine Conference. This event acknowledges and celebrates industry achievements and contributions to British Columbia's knowledge economy.

Creative BC supports magazine publishing by encouraging integration with our broader creative industry programs and promotions.

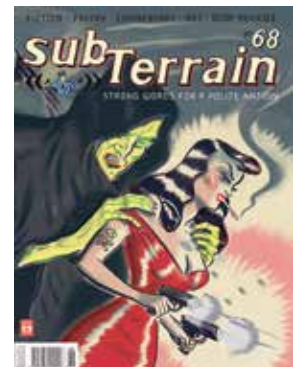
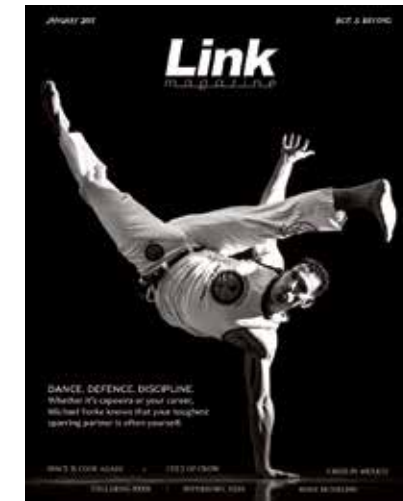


300+
magazines are
published in BC

8 in 10
Canadians read
magazines

92%
of those read in print
or across both print
and digital platforms

source → Magazine Association of Canada



THANK YOU FOR YOUR ONGOING COLLABORATION

Magazine **BC**
association of

BRINGING BC TO THE WORLD

2015/16 IMPACTS

- 420+** companies and creators funded
- 47** international markets attended by BC companies
- 13** distinct trade missions and initiatives completed
- 70+** countries engaged
- 13** countries visited
- 1500+** B2B meetings achieved
- \$326K** export funding through WD partnership
- \$201K** export funding through Creative BC programs

Creative BC funding programs drive creation and export of domestic content.

Creative BC champions exposure to global markets for BC's content creators with the intent to sustain and grow positive impacts on our rising local creative economy.

From international trade missions to domestic trade fairs that facilitate inward investment, we provide travel support, delegation funding, presence and participation to create awareness and production of BC-based intellectual property. Creative BC's activities increase the profile of BC's creative sector and identify shared goals among local stakeholders—because we know we get farther, faster when we work together.

To maximize funding opportunity for BC creators and creative entrepreneurs, we seek to secure partnerships to administer funds, such as the \$15 million BC Music Fund (through the Province of British Columbia) and our current collaboration with Western Economic Diversification (WD). This collaboration will see \$1.2 million distributed in BC over three years across all four creative industries we serve.

By employing a strategic approach to programming, we enable BC creators, creative entrepreneurs and industries to combine resources from a variety of sources, giving them greater opportunities to access new markets and take the next leap forward, both at home and abroad.



AND THE WORLD TO BC

2015/16 IMPACTS

- 57** workshops, festivals and events supported across BC
- \$1.9MM** invested in BC's domestic industry projects and initiatives
- \$200K** invested in 8 regional film commissions

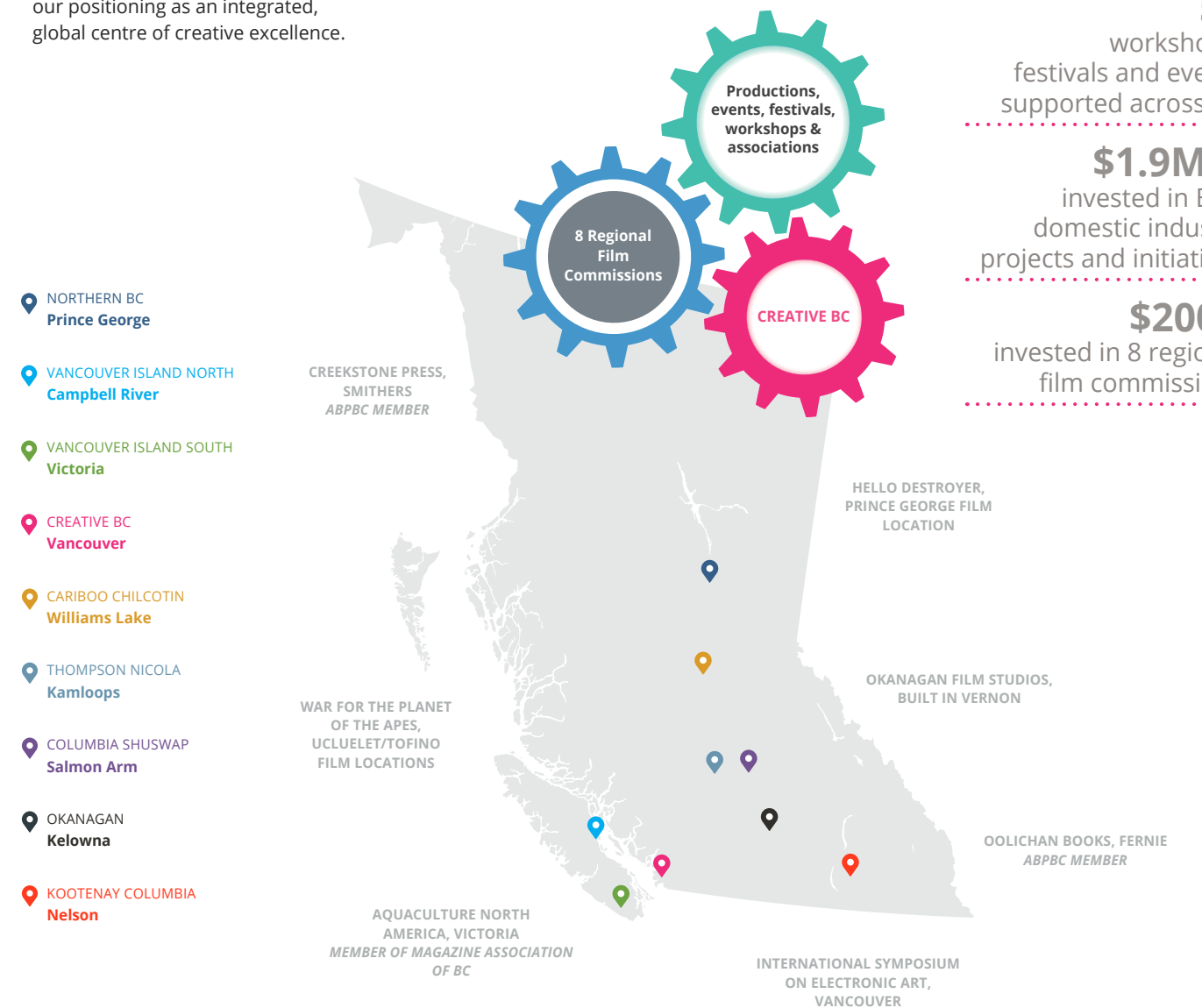
We market the capabilities of our creative industries around the globe.

With proven success since 1978 as a provincial film commission and catalyst for the motion picture industry, Creative BC's expanded mandate for all four creative industries has us focused on design thinking and collaborative action.

The creative industries are increasingly convergent and our strategic aim is to capitalize on BC's history of success building the motion picture industry to expand our positioning as an integrated, global centre of creative excellence.

The expertise of eight Regional Film Commissions is integral to innovating the way we coordinate service to domestic and incoming clients.

And while their core function is to market and deliver motion picture location support and community relations services in coordination with Creative BC, their broad networks are valuable resources for music and sound recording, publishing and interactive and digital media.



DEPARTMENT DEVELOPMENT



TOTAL PROGRAM IMPACTS IN 2015/16

Creative BC's Development Department administers funding to stimulate and grow BC's local creative industries.

This team's energy and service is devoted to running programs and supporting initiatives that connect domestic creative media producers with the seed money required to get projects made and marketed. Creative BC's investments have economic ripple effects as applicants' and other funders' capital enters the marketplace.

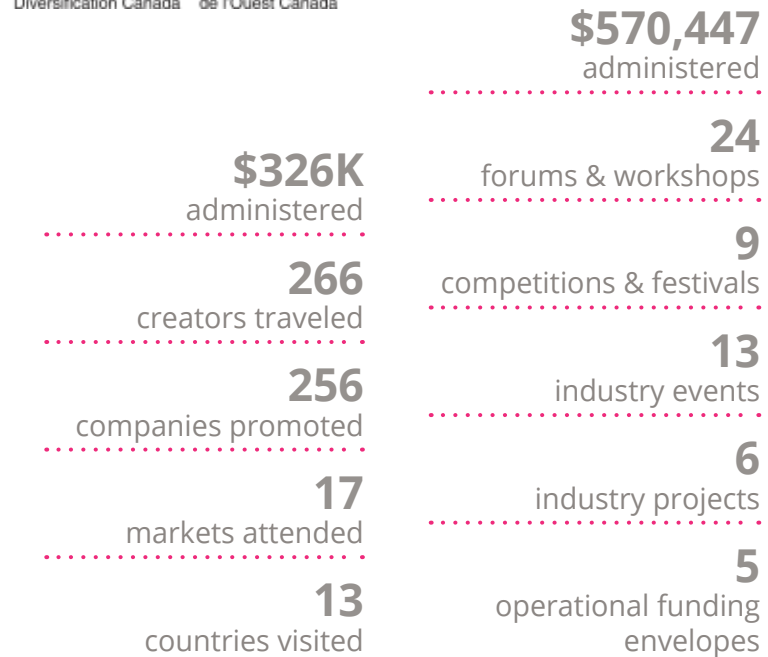
With each new project, jobs are created and creative industry activity is increased, thereby encouraging inward investment from around the globe. Balancing outreach and client service with program design, management and administration, our distinctive programs and sage support are essential to both new and established creators.

See *Report on Performance* for program recipient details.

FUELING BC'S DOMESTIC CREATIVE SECTOR

Industry and Trade Investment Project

Creative BC received \$1.2 million in funding over three years (2015–2018) as part of a contribution agreement signed with Western Economic Diversification Canada (WD). The project will help build the capacity of BC's creative industries via three targeted program streams: export market support, investment attraction and event development.



Domestic support and sponsorship

Beyond working to multiply opportunities for BC's creative professionals, the Development Department also directly administers funds to key creative initiatives to ensure that BC's creative media industries can access audiences and unite with each other in the pursuit of sustainable growth.

MPPIA Short Film Award

An industry initiative of the MPPIA, in partnership with Creative BC and the Whistler Film Festival Society, this award assists an emerging filmmaker to develop their directing career by realizing a unique creative vision in a short film project. The award consists of \$15K in cash (Creative BC \$5K, MPPIA \$10K) plus services "in-kind" valued up to \$100K from across the industry.



Daryl Duke and William Vince Scholarships

Offered through the BC Film Foundation, these scholarships honour the significant contributions of two of BC's most notable film and TV industry founders. Successful recipients entering advanced education in the industry receive up to \$10K per scholarship. In FY 2015/16, \$30K was awarded to four recipients.



Clownbog Studio

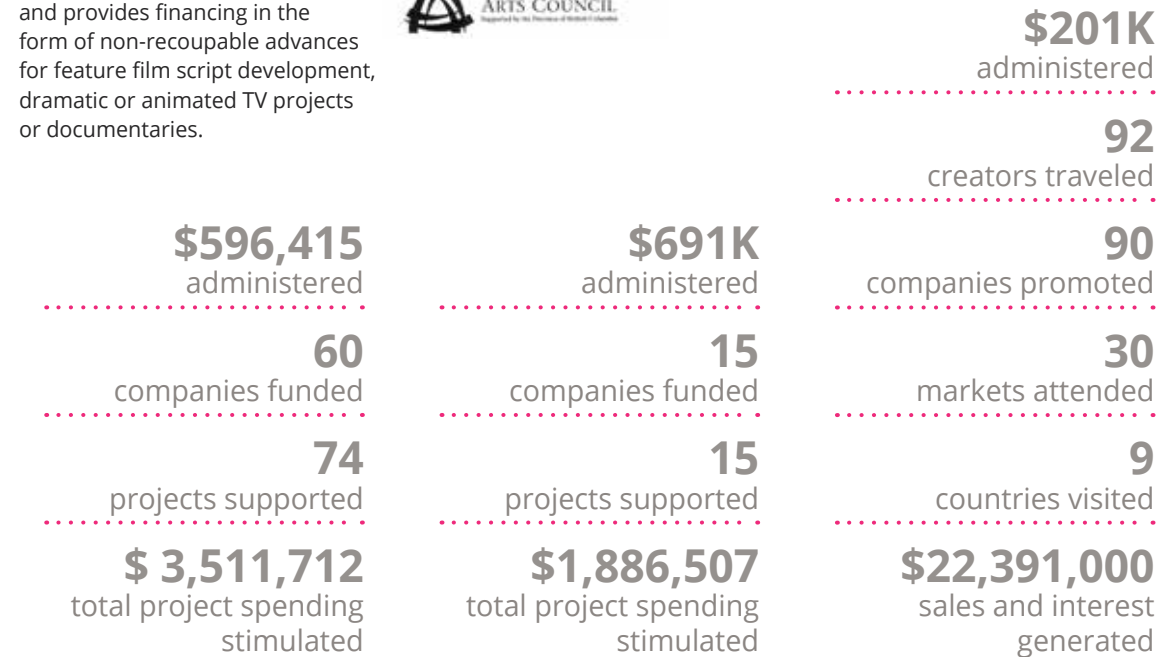
SUPPORTING GENERATION AND EXPORT OF BC IP

Project Development Fund

In many cases, Creative BC's program funding is designed to leverage additional private sector or government support, and to respond to market forces. Our Project Development Fund does this by enabling BC-owned and controlled production companies to build on development commitments secured from broadcasters, distributors and funding agencies. The fund encourages support for existing and emerging domestic companies and provides financing in the form of non-recoupable advances for feature film script development, dramatic or animated TV projects or documentaries.

Interactive Fund

The Interactive Fund is a collaboration between Creative BC and the BC Arts Council, designed to support the BC-owned and operated production of high quality, original, interactive digital media projects. Functioning as catalysts, Creative BC and the BC Arts Council channel arts funding toward the creative media work of BC's digital and interactive professionals.



Christie Creek Creative Inc



Silverlight Entertainment

Spotlight Story

JENNIFER GAUTHIER | BC Books Online

“It takes creative courage for BC publishers to find and publish the stories that no one else will.”

When Jennifer Gauthier was a kid she was a self-admitted bookworm; “All I ever wanted to do was read,” she admits. “It never occurred to me that I could make a career out of reading!” Yet, that is exactly what she has done.

Jennifer works in publishing and she also helps run BC Books Online, an amazing resource for people to discover books published in British Columbia. Initially conceived by Margaret Reynolds, BC Books Online began as a way to provide librarians with access to books being published in BC. “This project has been in the works for almost a decade,” says Jennifer, “and Margaret has kept this going all these years; she is the driving force behind every step.”

With the support of the Association of Book Publishers of British Columbia, BC Books Online is bigger than any one person. What started as an excel spreadsheet has now morphed into an online discoverability tool that showcases over 9,000 books and hundreds of niche categories. It’s being used by librarians, teachers, booksellers, government and the general public alike. “We needed a website that would help the books come alive, and a place where we could all be made aware of our local success stories.”

BC Books Online is still in its infancy, and there are lots of plans to reach out to new audiences and bring people together to celebrate books in B.C. “We have more to gain by working collectively than individually. It’s important for local creators to have the support and connections that Creative BC provides. They help encourage collaboration amongst the different industries.”

Fortunately for Jen, her husband understands the world she lives in because he works in the film industry. “We both have a passion for storytelling, yet we approach it in different ways. 90% of our conversations are about the stories that surround us, either personally or professionally. Storytelling bonds us.”

While the publishing world has undergone a significant transformation, electronic books aren’t necessarily replacing printed books. Digital is big for sharing and discovering books, but not necessarily for consuming them. We have seen the power of sharing things digitally, as traditional boundaries become eroded, and this digital discovery is what BC Books Online was built for.



2015
launched
in November

9K
books online
and counting

30K
pageviews
since launch



Spotlight Story

ALEX BEIM | Tangible Interaction

Remember when you were 6 or 7 years old and you would turn off the lights, light a candle and cast shadows on the wall? Alex Beim does and he has made stories like that the focus of his work. Together with his team, he crafts experiences that are full of emotion so that people can remember and engage with moments that are meaningful to them.

Alex moved to Canada from Uruguay 18 years ago; he started working as a graphic designer at an advertising agency and went on to become Associate Creative Director. He noticed pretty early on that technology was taking over people’s lives and that they were getting sucked into their computers. He didn’t want to be a part of that takeover and so

he decided to use technology as a way to bring people together. He started creating interactive installations, encouraging people to relate to one another in physical spaces.

His company, Tangible Interaction, was one of the first in Canada, and possibly North America, to start playing with this type of digital interaction. In 1999, Alex was inspired after seeing Amy Franceschini of Future Farmers at a conference in Italy, and he saw an opportunity to bring a new way of thinking and feeling to Vancouver. Yet, it wasn’t easy to disrupt the status quo; projects like his are often hard to get off the ground, especially when they are conceptually creative.

Five years ago, Alex created a project for Science World with a grant from Creative BC and the BC Arts Council. Now, his team is taking that same initial project and turning it into something even bigger. They have set out to mimic nature by exploring halo’s, or rings of light, as well as the flight pattern of birds. They have designed lights that have individual brains so that they can talk to each other and hold conversations through light. It will be an experience that not only connects people to each other, but also to something deep inside themselves.

“I like doing things that open up people’s imaginations. I want to continue to push the limits, including how we can change the spaces that we live in.”

“Creative courage to me means not caring what other people are doing or what the trends are saying—it’s about following your gut and believing in what you are doing.”

5
full-time
employees

10
people on contract at
any time

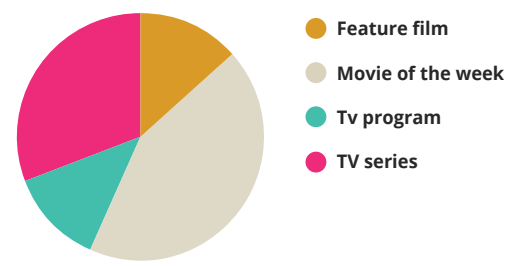
6
projects running at
any time plus rentals
and licensing

DELIVERING CRITICAL FINANCIAL INCENTIVES THAT ACTIVATE BC'S SCREEN INDUSTRIES

Whether a multi-million dollar blockbuster from Hollywood, like *Deadpool*, or a locally conceived and produced show like *The Romeo Section*, many productions made in British Columbia are eligible for the province's labour-based tax credits. The tax credit programs in this province are crucial drivers of the motion picture industry, along with the capability of BC's experienced cast and crews and diverse locations.

Creative BC administers tax incentives that contribute significantly to the creation of domestic intellectual property, while also making British Columbia a competitive destination of choice for motion picture production. Productions leveraging these incentives depend on timely and knowledgeable support from Creative BC's Business Analysts who provide consultative support and service.

See *Report on Performance* for detailed tax credit tables.



Film Incentive BC Program (FIBC)

Canadian owned and controlled companies producing Canadian content may apply for the FIBC tax credit, which will refund a portion of a project's labour costs. The percentage of costs refundable increases the farther outside the metro Vancouver area the project is shot, with additional refunds available for training and digital animation, visual effects and post-production.

There are five tax credits available under the FIBC:

BASIC tax credit (35%) applies to the qualified BC labour costs of the production;

REGIONAL tax credit (12.5%) applies to BC labour costs associated with principal photography that is conducted outside of the designated Vancouver area; e.g. in nearby communities such as Maple Ridge or Langley.

DISTANT LOCATION REGIONAL tax credit (6%) applies to BC labour costs associated with principal photography that is conducted in distant locations, e.g. north of Whistler, east of Hope or on Vancouver Island.

TRAINING tax credit (3%) applies to a BC-based individual registered in an approved training program.

DIGITAL ANIMATION, VISUAL EFFECTS AND POST-PRODUCTION (DAVE) tax credit (17.5%) applies to the BC labour costs related to digital animation, visual effects and effective March 1, 2015 eligible post-production activity.

NOTES:
Due to the timing of the receipt of an application, a tax credit certification may be issued in a fiscal year different from when the production took place.

The BC budget is based on budgets that are submitted at the time of application for tax credit certification and may differ from the final production budget. The budget for FIBC may also include the total budget for international treaty co-productions and inter-provincial co-productions.

Figures to be reconciled with the Ministry of Finance.

FILM INCENTIVE BC PROGRAM IMPACTS

\$71MM
tax credits administered

\$160MM
BC labour supported

127
productions certified

\$349MM
total production spending stimulated

PROVIDING EXPERT CONSULTATION, EDUCATION AND SERVICE

Production Services Tax Credit Program (PSTC)

Attracting inward investment, the Production Services Tax Credit (PSTC) is available to any producers globally, and reflects similar parameters for refunds on BC labour costs.

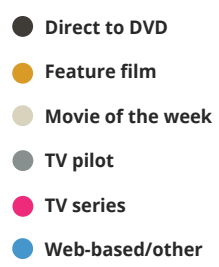
There are four tax credits available under the PSTC:

BASIC tax credit (33%) applies to the qualified BC labour costs of the production.

REGIONAL tax credit (6%) applies to BC labour costs associated with principal photography that is conducted outside of the designated Vancouver area; e.g. in nearby communities such as Maple Ridge or Langley.

DISTANT LOCATION REGIONAL tax credit (6%) applies to BC labour costs associated with principal photography that is conducted in distant locations; e.g. north of Whistler, east of Hope or on Vancouver Island.

DIGITAL ANIMATION, VISUAL EFFECTS AND POST-PRODUCTION (DAVE) tax credit (17.5%) applies to BC labour costs directly related to digital animation, visual effects and effective March 1, 2015 eligible post-production activity.



Tax Credit Department services contribute to \$2B+ in economic impacts and thousands of creative jobs in BC.

During the 2015/16 fiscal year, \$369,323,806 are projected in tax credits that will stimulate \$1,922,245,933 in production budget spending divided between 297 projects. This means that in the last fiscal year, Creative BC's tax team serviced hundreds of applicants. They work closely with domestic and international producers to help them understand their eligibility and submit production applications for certification.

They work closely with smaller, grassroots organizations and independent filmmakers to assist them in understanding the benefits for which they are eligible, helping them to navigate and submit their first applications. The Tax Credit team at Creative BC is responsible for ensuring that the incentives offered by the Government of BC are effective in driving both global and domestic production business to and within our province. The impacts of their meticulous, thorough and patient service contribute to sustaining and growing our domestic capabilities and our international competitive standing.

PSTC TAX CREDIT PROGRAM IMPACTS

\$298MM
tax credits administered

\$715MM
BC labour supported

170
productions certified

\$1.57B
total production spending stimulated

TOTAL 2015/16 TAX CREDIT PROGRAM IMPACTS

\$369MM
tax credits administered

\$874MM
BC labour supported

297
productions certified to do business in BC

\$1.92B
total production spending stimulated

“It takes creative courage to withstand the storms; as an industry we have been hit by a few storms, and that has only made us stronger.”

After spending a grand total of six weeks in engineering school, Pete Mitchell found himself watching *Mephisto* and dreaming of a different reality. He was struck by how much more interested he was in the movie because it captured a different side of life. In that moment, he decided to leave his program and go traveling; he eventually ended up in Vancouver working in the film industry.

Pete now runs *Vancouver Film Studios*, where he manages all of their production facilities. While he doesn't necessarily identify as a creative, he admits to accessing his creativity through financing. From funding to

tax credits, Pete helps bring films to life; and Vancouver is the perfect place for that to happen. “Vancouver has proven that we are fully committed to making films here; there is a dedication and a belief in the industry from a local level.”

Vancouver has established itself as the home of quality. “We have fantastic people here who are so good at their craft. We are second to none in the world.” From the variety of locations to the proximity to Los Angeles, the level of talent to the tax incentives, British Columbia offers unbeatable packages that are drawing film makers from all over the world. “I get a great deal of satisfaction watching these shows being made here, and knowing that we are a part of that.”

Shows like *Star Trek* ended up in Vancouver with the support of Creative BC who offered location reconnaissance and tours of places like Squamish. “Creative BC supports us in so many ways; they go down to L.A. and explain the ins and outs of shooting here, including tax incentives. They help us get projects and build long term relationships.

The other side of what they do is community engagement—they make the general public aware of our industry. It's not just people on red carpets in evening gowns—it's local people working to pay their mortgages.”

The world of motion pictures is evolving, with more shows being made than ever before. Even more than that is the way that shows are being created and delivered, and this can open up new opportunities for Canadian producers. “My hope is that we will develop our domestic industry to a greater degree. People are craving long story formats that they can binge watch. In this age of instant gratification, who knew that what audiences really wanted was a really long campfire story!”

Vancouver Film Studios has tripled its filming since 2006, and offers 200,000sqft of stage space and 350,00sqft of total space.

30
years in
the industry

12
purpose-built
sound stages

100+
feature films
and TV series



As the provincial marketing agent for BC's creative industries, we proudly promote our creative sectors all around the world.

British Columbia, Canada, is a centre of creative industry excellence. We possess a combination of attributes that **can't be found anywhere else in the world.**



1

Positive business climate and convenient location

- a diverse gateway in LA's time zone and a natural hub for doing business between Asia, Europe, the Americas and Australia
- economically and politically stable, with provincial commitment to a diverse creative economy

2

Globally recognized expertise and creative production hub

- passionate, experienced, skilled, innovative and dependable talent
- world's largest interactive entertainment cluster
- 3rd largest North American motion picture centre

3

Organized, collaborative and supportive resources

- local industry and international players
- unions and guilds
- regional film commissions and municipal film offices
- associations and agencies

4

Emerging tech and extensive infrastructure

- physical production facilities and capacity
- animation, pre- and post-production studios
- globally advanced in emerging technologies and tools

There's no question that film and television are important economic drivers in British Columbia. Creative BC's Production Services Team is crucial to marketing and sustaining this activity. All services are provided free of charge to support this economy and ensure that productions choose BC, then enjoy smooth and efficient operations wherever they shoot, whether an urban or wilderness location.

WE ARE THE PROVINCE'S FILM COMMISSION

Bringing incoming industry, labour associations and government together in coordination, the Production Services Department aims to facilitate seamless client service from initial script to screen-ready media.

The network of service expertise and market support we provide depends on partnerships with eight Regional Film Commissions, 33 Municipal Film Offices and the Province's LA-based film office. Together, BC's services are regarded as unparalleled for expertise and industry knowledge.

Location Services

We market British Columbia's diverse settings and technical expertise. Through tailored location packages generated from our proprietary "World of Looks" locations library, we show producers the broad spectrum of locations that BC has to offer.

From urban to uninhabited, and desert to deciduous, BC has it all and the library now hosts 480,000+ images. The expert team at Creative BC can read incoming scripts and quickly identify potential locations for any new production. Packages are turned around in 48 hours with hand-picked images tailored to the client's need. Location tours are also delivered by Creative BC and the Regional Film Commissions.

All of these marketing services are provided free of charge to anyone considering production in British Columbia. Finally, members of the Directors Guild of Canada BC

Chapter's Locations Caucus may apply for direct library access, support and training through Creative BC.

Industry and Community Relations Services

Creative BC provides leadership, service, consultation and support to sustain the motion picture industry's success. To do so, our team facilitates consultation and collaboration among stakeholders across all levels of government, industry and community. In our role as a first point of contact, we respond to stakeholder inquiries, address issues related to policy, and support physical production as we seek to maintain BC's film-friendliness. Our focus is always on swift, successful resolution and long-term collaborative success.

The Reel Green Initiative

Creative BC is committed to supporting the industry in improving its environmental practices. The Reel Green Initiative focuses on engagement, education and empowerment toward the adoption of best practices that encourage sustainable production and decrease our carbon footprint.

Industry Resources

More broadly, Creative BC is the information hub for motion picture production in this province. We pride ourselves on maintaining in-depth knowledge, relevant expertise and strong relationships, all of which we share in support of the industry's continued success.



"Creative BC has, over the years **brought many productions to BC** and provided **employment for thousands of local cast and crew**. The location database is first class and I always use it first before heading out on a scout. Bravo."

— database user



Warner Brothers

THANK YOU TO OUR NETWORK OF EXPERT PARTNERS IN 8 REGIONAL FILM COMMISSIONS, 33 MUNICIPAL FILM OFFICES, 1 LA-BASED FILM OFFICE AND ALL THE BUSINESSES AND CITIZENS OF BC WHO HELP MAKE CREATING MOTION PICTURES IN BC EASY.

WE COULDN'T DO THIS WITHOUT YOUR COLLABORATION!

2015/16 IMPACTS

33

municipal film offices supported and engaged (12 outside Metro Vancouver)

5

provincial ministries engaged in consultation to address film-related policy

38

years of BC film commission service delivery and industry growth celebrated

251

reel-scout locations library users supported

369

location packages delivered (+54 over previous year)

481,832

images in the "world of looks" reel-scout locations library (+180K over previous year)

Spotlight Story

CHRIS HADDOCK | Haddock Entertainment

“Creative courage shows up when I’m casting; you have to show some degree of guts and hire people who have never done anything before.”

After living in New York and Los Angeles, writing pilots and working on big budget shows, Chris Haddock came home to Vancouver to create *The Romeo Section*. “This city inspires me; I’ve spent lots of time shooting in the streets here, through all kinds of weather. It’s the Vancouver experience I love. I want to allow Vancouver to be Vancouver—I don’t want to disguise it.”



The Romeo Section offers a fairly accurate representation of the people who live in Vancouver, especially when it comes to ethnic diversity. “In an industry that is predominantly white, you can get blow back for casting a lot of ethnic characters. International distributors tell you it’s a risk to cast an all-Asian storyline. But I’m willing to take the risk with diversity. Sometimes non-white people haven’t seen themselves or their communities represented on television, and they are discouraged about getting into this industry. I’m trying to change that.”

In developing *The Romeo Section*, Chris knew he would have to reacquaint himself with the city and meet a lot of young new talent. “There are often people brimming with talent who haven’t been given an opportunity. You have to have conviction when it comes to casting; there is always a risk to the creative project by not following your instinct. I rolled the dice, and it paid off.”

It’s always been important for Chris to stay close to home and support the local economy. He spent most of his working career in Vancouver, and when he had kids, he wanted to be able to take them to school. “I wanted to build a career that was both stable for my creative life and my domestic life, and I wanted to present my kids with a model of how you can make it as an artist.” That model includes writing strong roles for his actors, creating a healthy work environment, and exclusively hiring Canadian talent. That’s how he believes the local economy can thrive.

“Organizations like Creative BC are an important part of our local economy; they have helped us enormously because they are the ones developing our industry. We fight for every nickel we spend on this show, and we need an outfit that understands that. They are there to support us by keeping government up-to-date on the benefits of tax credits and by supporting our local infrastructure.”

Chris admits he remained in Vancouver so that he could control his own fate and retain a creative life he’s happy with. Along the way, he’s been able to create the space for thousands of others to pursue their own creativity.



Spotlight Story

SUZANNE THOMPSON | Encore Vancouver

When the earthquake hit Japan in 2011, it triggered a tsunami that caused unfathomable damage. Amongst the damage was the destruction of a Sony factory in Miyagi, Japan. It just so happened that this factory was the world’s only producer of high definition tapes. Suddenly, the world of post-production, and how film and television was finished, was on a new trajectory.

Suzanne Thompson knows all about trajectory. When she was a student at UBC, she started planting trees as a summer job. She then received a grant aimed to retrain forest workers, and this allowed her to attend film school in Vancouver. “My career was unplanned—I just said yes to many things!” She worked at several different post-production companies before joining Encore Vancouver, a part of Deluxe Entertainment Services Group, on September 18th 2008. She remembers the exact date because two weeks later the markets crashed.

The transition from film to digital had already started, but the financial crash forced things to speed up. Studios were making decisions to transition from film to digital and when the Sony warehouse in Japan was wiped out by the tsunami that sped things up. Both of these factors catalyzed the transition from film to digital. Film simply went away and the nature of filmmaking was thrown into a whole new digital world.

“What I love about this industry is that you can’t know everything. If you look at the credits at the end of a film and you see all of those names, you realize it takes so many people to create a film. It’s a miracle when one gets made! It becomes something even greater than when it was originally conceived—it is the sum of all of those people, working together. Co-creativity excites me.”

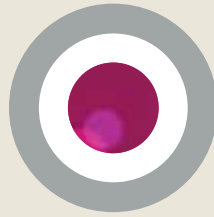
Earlier this year, Suzanne was part of Creative BC’s strategic planning process, where she got to meet with people from different

Deluxe Entertainment Services Group **employs 7000 people all over the world, and close to 500 in Vancouver.**

creative sectors. “Our discussions were relevant and real, and we got to connect the dots because the creative industries aren’t separate.” Suzanne is the chair of the Vancouver Post Production Alliance and earlier this year they put on an event, Behind the Soundtrack, that brought musicians and filmmakers together. “Creative BC helped us make this event possible. They also helped create a bridge between us and government so that we could educate on the value of post-production and visual effects.”

Suzanne sees Vancouver as an increasingly important digital hub in the world, not only for film and television, but for technology and creative industries as a whole. There are huge opportunities to be had and it starts by being interconnected. It’s about uniting creators and innovators and bringing different voices together. That’s what Creative BC’s strategic planning process aimed to ignite.

“Creative courage for me means jumping in with everybody, getting on board with whatever opportunity exists and being part of the ride.”



A YEAR OF IMPACTS

Increased integrated marketing and presence for BC's creative industries

- supported the Province's opening of a dedicated LA-based BC film office to market BC as a destination for screen-based creative media production, opened July 27, 2015
- presented BC's creative industries at 47 international marketing events, in 13 countries including over 1,500 B2B meetings
- participated in 13 trade missions to 9 countries

- provided \$230K operational funding to Music BC, the Association of Book Publishers of BC and the Magazine Association of BC
- opened Passport to Markets development fund to support BC's Interactive and Digital Media industries



Invested directly in BC's domestic creators and creative entrepreneurs

- supported 15 companies with \$691K for production of original interactive digital media projects stimulating \$1.8MM+ project spending
- supported 74 projects and 60 companies with \$596,415 to develop new content for film, television or digital media stimulating \$3.5MM+ project spending

- supported 92 creators and 90 companies with \$201K to export and sell at 30 markets in 9 countries, stimulating \$22MM+ in sales and interest
- supported 48 initiatives with \$570,477 across all creative industries to foster BC's distinctive and diverse creative economy



Delivered provincial film commission services to sustain production in BC

- funded and collaborated with 8 Regional Film Commissions to promote and deliver seamless promotion and production services across the province
- supported, collaborated and provided hands-on community affairs and policy service assistance to 33 municipal film offices and 5 ministries

- produced 369 location packages marketing BC locations to domestic and international producers (54 more than previous year)
- provided 480K+ images in the Reel-Scout locations library to 251 users, including training and support



Administered BC tax credits to grow and sustain jobs and economic activity in motion picture

- stimulated \$874MM BC labour spending and \$1.92B in BC production expenditures through service of 297 labour-based tax credit applications, 10 more than the previous fiscal year
- 127 domestic productions stimulated \$159.8MM labour income
- 170 international productions stimulated \$714.7MM labour income

- 145 international digital animation and visual effects tax credit claims included 43 animation and 39 VFX only productions
- 91 domestic digital animation and visual effects tax credit claims included 6 animated productions

To ensure our continued focus on client needs, Creative BC co-designed the new strategic plan together with 80 stakeholders.



369 location packages in 2015/16

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
43	23	33	34	30	28	28	27	30	27	33	33



Initiated activities in support of the \$15MM BC Music Fund

- initiated activities in support of the \$15MM BC Music Fund
- initiated administration, design and delivery of two-year program to sustain and grow BC's music industry



Implemented WD partnership to strengthen export of BC's creative industries

- engaged 11 prominent industry figures, including Bryan Adams, to participate as part of the BC Music Fund Advisory Committee
- led collaboration between industry and government stakeholders to launch three-year \$1.2MM Western Economic Diversification Canada (WD) Industry and Trade Investment Project in order to build capacity through export market support, investment attraction and event development

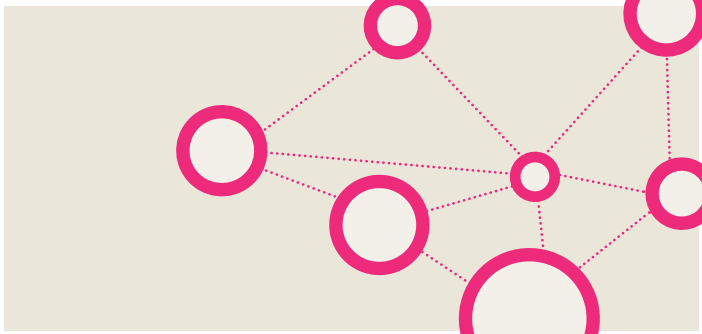
- supported 33 initiatives with \$326K funding for BC creators and creative entrepreneurs



Established Creative BC as an online hub for BC's creative industries community

Increased web engagement (over previous fiscal year)

sessions up 28%	new sessions up 34%
users up 72% <small>(to 164,000)</small>	organic search up 36%
page views up 20%	site referrals up 25%
average time on page up 10%	direct traffic up 6%
bounce rate down 6%	social referrals up 111%
exit rate down 7%	email referrals up 4,825% <small>(this is not a typo!)</small>



Promoted Creative BC's online resources

- informed 114,000+ visitors through our 'In Production' list
- served close to 9,000 unique visitors to our Tax Credits section
- responded to 12,000 unique visitors to the Contact Us page (up 20%)

- attracted more than 7,000 unique visitors to our Careers section (up 503%)
- engaged more than 6,000 unique visitors to our Services page (up 26%)



CO-DESIGNING A NEW STRATEGIC FRAMEWORK AND SERVICE PLAN

In 2015/16, Creative BC's new CEO Prem Gill initiated a collaborative strategic design process that would develop the organization's strategic framework and service innovation plan for 2016/17-2021/22. This innovative and transparent planning approach follows Creative BC's inaugural service plan, which wraps up its third and final year with this report.

Building on prior creative economy research initiatives with the University of British Columbia's Sauder School of Business, Creative BC established a partnership with the d.studio research team, led by Angele Beausoleil, Ph.D., veteran and long-standing advocate of BC's creative industries. The intention was to embody creative courage by applying business strategies to improve non-profit impacts. Angele leveraged d.studio's design thinking and co-creation techniques to facilitate and deliver the framework.

With a primary mandate to champion a sustainable creative economy in British Columbia, it was clear from the inception of the strategic planning process that broad stakeholder engagement would be crucial to ensuring the relevance of any plan for the future. UBC's d.studio team led a collaborative design process involving 80 participants, including stakeholders from across the wide spectrum of Creative BC's clients. Representatives from BC's creative industries including creators, entrepreneurs, independents, subject matter experts and large enterprises, all contributed as did the staff and Board of Directors.

Also included were creative industry associations, Universities, and provincial, municipal and federal governments.

Primary focus on client needs

D.studio's stakeholder engagement was informed by a design method offering a unique and proven approach to productive consultation, ideation and problem solving. Through this process, challenges were identified for Creative BC to address over the coming years. These included: a lack of understanding of Creative BC's role; poor communication within the sector; a lack of industry data and benchmarks to effectively measure performance; and a lack of incentive for collaboration across the sectors.

It was only through this transparent stakeholder engagement process that Creative BC was able to clearly identify our client industries' key needs and current issues. It was also through this design process that we united with them to define a collective vision for Creative BC and by extension for the sector.

Launching in 2016/17

Creative BC is now underway in this first year of a five year plan, to establish methods to implement action plans, new performance measures. In our first year, we are also working to identify or generate sources for benchmarking upon which to gauge the organization's return on human, social and financial capital investments, in addition to GDP and job creation.

STRATEGIC DESIGN PROCESS BY THE NUMBERS



our clients are:

Creative Media Industries: Book + Magazine Publishing; Interactive + Digital Media; Motion Picture; Music + Sound Recording
 Creative Media Industry Associations
 Governments at all levels
 British Columbians

We are:

A brand affiliate

Promoting and marketing BC content/media creators and producers nationally and globally

A government liaison

Engaging with provincial government
 Regulatory agency for BC creative industries
 A collector of industry and market intelligence

A creative industries hub

Province's film commission
 Centralized services hub for BC-based industry
 Centralized industry promoter for non-BC affiliates (US or global)

A creative media catalyst for

Book + Magazine Publishing
 Interactive + Digital Media
 Motion Picture
 Music + Sound Recording

our collaborators are:

Industry groups and associations
 Service providers to the creative industries
 Suppliers and distributors of creative media
 Funding partners delivering complementary programs
 Cultural agencies such as festivals and foundations
 Academe in post-secondary fields related to the creative sector

THANK YOU TO ALL INDUSTRY, GOVERNMENT AND ASSOCIATION STAKEHOLDERS WHO CONTRIBUTED TO THIS COLLABORATIVE PROCESS!

Spotlight Story

PHILLIP DJWA | Agentic Digital Media

“Creative courage for me is about having the right partnerships—it’s a powerful way to inspire creativity so that we can be courageous together.”

Phillip Djwa has always had an issue with fairness. From a very young age, he noticed things happening in the world that didn't seem fair. As an adult, he decided to use his energy to address that inequality by working with not-for-profits. He went on to start a dance company in Montreal and became passionate about bridging the arts with technology. When he started Agentic Digital Media in the early 2000s, he looked to his friends who were making a difference in the world, both through technology and the arts, and asked how he could best support them.

“I was interested in technology and how it impacted our society,” reflects Phillip, “and that led me to work with social change clients around the world.” He has worked

with non-profits, governments, First Nations and most recently a virtual reality project related to the police shootings in the United States. “A driving force for us has been to create work that is socially aware and addresses the issues we see.”

There is a vein of creativity in all the work that Phillip does. He divides his work into three categories: the core, the adjacent and the transformational. At the core are the digital campaigns and websites he and his team create. The adjacent offerings include content strategy, search engine marketing and usability. The third tier is what propels Phillip forward—the transformational work that often leads to innovation. Transformation involves disruption, and as Phillip remarks, “we always need to be aware of the next technology around the corner, and we need to be prepared to reskill and relearn what we know.”

Creative BC has funded several of Phillip's transformational projects, including Scene Change Theatre, where he peeled back the layers

surrounding casting to examine the impact of people's experiences. “As a person of colour, I see that something like casting is not often diverse, and so I set to answer the question: does casting impact the story being told?” He played with the notion of casting, mixing things like gender and race. “I wanted to see the Canada that I live in reflected in the media I consume.”

Earlier this year, Phillip was invited to participate in Creative BC's strategic planning process where he got to not only connect with like minds, but also create connections that have since led to new opportunities. “Creative BC gives us the opportunity to meet others, and they help us understand the economic and social drivers that can either support or detract from our business objectives. They also help create a sustainable ecosystem for projects that focus on innovation and new technologies.” That's how social change is created—by having the courage to support creativity, even when it seeks to disrupt the very foundation of what we know.

Agentic works on roughly **30 projects a year**, and they have **won awards for 4** of their Creative BC supported projects.



Brightlight **employs 16 people full time** and **creates up to 1,000 jobs** at any given time.

Spotlight Story

SHAWN WILLIAMSON | Brightlight Pictures

Shawn Williamson found himself working in film and television by accident. It was the early 80s and there was no real industry to speak of in Vancouver. He was working as a stage manager at the Arts Club Theatre when he was approached to work on a show called *Lambchop's Play Along*. He admits to having no clue what he was doing, but he was smart enough to keep his mouth closed so he could watch, listen and learn. He follows that same philosophy today, letting the writers, actors and directors do what they do and trying to never get in their way. “What's important to me is story—who is telling it and how it's being told. I'm not drawn to any particular genre, just good storytelling,” says Williamson.

One of the hardest things for up-and-coming talent to find in Vancouver is funding. There's lots of great places to shoot, but not a lot of support to develop scripts. Shawn bridges the gap between Hollywood and Vancouver, offering up-and-coming producers access to talent, money and packaging that they normally wouldn't have access to. “I love finding young, talented producers and giving them a safe home to work in. I help them navigate Hollywood and speak the language.”

For Shawn, developing and cultivating local talent is paramount, and he does that by valuing every level of production. His studio, Brightlight Pictures, encourages people to not only feel safe to explore but also encouraged to grow. His team lives and breathes their work; they come to work enthused and ready to find and develop shows that tell compelling stories. He wants his team to move up and follow their

own path, and he takes a great deal of pride when he sees people he has worked with producing at a high level. In order to see that progression take place, additional support is needed.

Creative BC has been an important resource for Brightlight, helping them access funding, cultivate local talent and draw international attention. “Creative BC has been incredibly supportive in getting us into new markets. They sell our province around the world as a destination to shoot, and they package the province in a way that is polished and well-thought-out. It is impossible to replace what they offer; we could never do it on our own.”

“I look to inspire creative courage by putting people in a safe place where they can create amazing work in an environment where they feel supported.”

REPORT ON PERFORMANCE

Goal 1 Undertake research, provide development assistance and establish the expertise and organizational capacity necessary to serve the additional sectors for which Creative BC has responsibility.				
	Strategies	Performance Measures	Target 2015/16	Results
1.1	Develop an understanding of the business models of the new sectors that Creative BC serves	Completed	Completed	Completed
1.2	Undertake sector profiles to better describe the scale and type of business activities in the new sectors	Completed	Profiles complete, implementation underway	Music/Books done, Interactive and Digital Media/Mags underway, initiatives in all 4 areas launched
1.3	Expand business relationships with Industry Associations and member companies within these sectors	Ongoing	Ongoing	Established Creative Industries Committee
1.4	Assist the sector in achieving high priority/ initiatives, particularly in the areas of digital technology and international marketing	Ongoing	Ongoing	30 markets, 13 trade missions complete (+4 over previous year), including in priority industries
1.5	Identify internal and external resources to serve new sectors	Ongoing	Ongoing	Launched \$15MM BC Music Fund, contract staff to deliver

Goal 2 Increase investment in BC creative industries and capitalize on emerging opportunities in digital technology.				
	Strategies	Performance Measures	Target 2015/16	Results
2.1	Deliver fair, transparent and accountable provincial tax credit programs	Percentage of applicants expressing satisfaction with Creative BC's administration of tax credit programs	Not less than 80%	Exceeded target. 100% of clients were satisfied or very satisfied.
2.2	Enable film, television and digital media projects to be financed for production in BC	Dollar value of projects certified for tax credits	>\$1.4 billion	Reached an estimated \$1.92 billion under FIBC and PSTC programs.
2.3	Support the creation of film and television employment opportunities in BC	Dollar value of salary and wages resulting from projects supported by the tax credit programs	\$675 million	Exceeded target. Reached an estimated \$874MM under FIBC and PSTC programs.
2.4	Support the creation of digital animation and visual effects employment opportunities in BC	Dollar value of salary and wages resulting from digital projects supported by the tax credit programs	\$250 million	Exceeded target. Reached an estimated \$335MM under the DAVE tax credit.

Goal 3 Strengthen BC-based corporate capacity in the creative industries.				
	Strategies	Performance Measures	Target 2015/16	Results
3.1	Design and deliver a relevant, transparent, and accountable program of financial incentives for BC companies and individuals	Percentage of applicants expressing satisfaction with Creative BC's administration of development programs	Not less than 80%	Exceeded target. 98% of clients were very satisfied or satisfied.
3.2	Support development of intellectual property in BC	Investment leveraged by Creative BC development funding under the Project Development Fund (ratio)	4/1	Exceeded target. Investment leveraged was 6/1.
3.3	Develop program initiatives to encourage growth in the BC-owned digital media industry	Dollar value of BC-owned and controlled productions certified for tax credits	\$325 million	Exceeded target. An estimated \$349 million was spent under FIBC program.
3.4	Assist British Columbia companies to develop international market, financing and partnership opportunities	Percentage of participants expressing satisfaction with international markets, financing and partnership opportunities supported by Creative BC	Not less than 80%	Exceeded target. 100% of clients very satisfied or satisfied, Passport to Markets program.

Goal 4 Promote British Columbia and BC's creative industries in the global marketplace.				
	Strategies	Performance Measures	Target 2015/16	Results
4.1	Conduct and support sales missions to major markets to maintain and build relationships with key industry decision-makers	Number of international business development missions supported	8-10	Exceeded target. 13 missions were supported and 30 markets and conferences were attended
4.2	Assist in building new co-production opportunities for BC's content producers in existing and emerging markets	Number of BC companies supported to develop international market opportunities	120 BC companies	Exceeded target. 250+ companies supported through Creative BC and WD programs
4.3	Encourage film, television and interactive media companies to establish business operations in BC	Number of initiatives undertaken to attract inward investment to BC	8-10	Met target; supported the attraction of Animal Logic to Vancouver

Goal 5 Provide the leadership necessary to ensure BC's creative sector prospers.				
	Strategies	Performance Measures	Target 2015/16	Results
5.1	Deliver timely, relevant policy and program advice to the provincial government	Timely and relevant policy and program advice provided to governments	Ongoing	Ongoing
5.2	Deliver a clear and consistent provincial perspective to federal regulatory, policy and program delivery agencies	Clear and consistent provincial perspective provided to federal regulatory, policy and program delivery agencies	Ongoing	CanCon Consultations and Tax Credit Committee
5.3	Facilitate communications between industry and government on policy and program issues	Effective communication and engagement between industry and governments on policy and program issues	Ongoing	Ongoing
5.4	Invest in research to improve investment and business development outcomes through better access to information partnerships and innovation, particularly in the new sectors for which Creative BC has responsibility	Develop sector profiles	Profiles complete, implementation underway	Music/Books done, Interactive + Digital Media/Mags underway, initiatives in all 4 areas launched

Goal 6 Establish Creative BC as an integrated, efficient, effective, and knowledge-based organization.				
	Strategies	Performance Measures	Target 2015/16	Results
6.1	Create and implement a Service Plan for Creative BC	Revise and update	Revise and update	80 collaborators and Creative BC designed new 5 year service plan.
6.2	Develop Creative BC brand identity, web presence and associated collateral material	Ongoing	Ongoing	Creative BC significantly increased online engagement across all channels. See page 31.
6.3	Creative BC HR policies updated to reflect new organization	Revise and update	Revise and update	Policies implemented and updates/additions are ongoing.
6.4	Creative BC financial system upgraded	Ongoing	Ongoing	Ongoing
6.5	Integrate BCFC and BCFM Information Technology Systems	Review and revise	Review and revise	Tech transformation project has been undertaken to improve platforms and processes.
6.6	Revise and improve Digital library database	New system completed	New system completed	New platform implemented and continues to be enhanced.

Goal 7 Provide exceptional client service in the delivery of Creative BC programs and services				
	Strategies	Performance Measures	Target 2015/16	Results
7.1	Continue efficient administration of provincial tax credit program	Working days to process a complete tax credit application	25 working days	Target just met as volume increased early 2016.
7.2	Deliver timely location support services that meet the needs of clients	Percentage of location packages delivered to clients within 48 hours of initial request	Not less than 80%	Exceeded target. 100% of client packages delivered within 48 hours. Exceeded target.
7.3	Provide efficient investment programs that are accessible and client focused	Percentage of clients expressing satisfaction with Creative BC's programs and services	Not less than 75% client satisfaction	Exceeded target. 98% of clients very satisfied or satisfied with Tax Credit/ Development programs.
7.4	Develop and use metrics for website effectiveness and improvement	Monitor and improve	Monitor and improve	Website traffic and engagement has greatly increased during the 15/16 fiscal year. See "A Year of Impacts" in this report.

DEVELOPMENT | Project Development Fund

NAME	COMPANY	AMOUNT
Fall of Man	0987800 BC Ltd.	\$10,000
I Am Not a Bad Person	Amazing Factory Inc.	\$5,000
Three's Company	Anaid Entertainment Inc.	\$7,500
Million Dollar Designer	Anaid Entertainment Inc.	\$5,000
The Gwaii	Arcana Studio Inc..	\$10,000
The Intrinsic	Arcana Studio Inc..	\$10,000
Steam Engines of Oz	Arcana Studio Inc..	\$10,000
One Day	Artaban Video and Strategy Inc.	\$2,500
Merde! The Movie	Asterisk Productions Ltd.	\$6,000
Finding Father Christmas	Bauman Productions Inc.	\$10,000
Mimi & Me	Blake Corbet Productions	\$9,000
Gord's Brother	Broken Mirror Films Ltd.	\$5,000
The Rover Boys	Canaz West Pictures Inc.	\$10,000
Never Steady, Never Still	Christie Street Creative Inc.	\$5,000
The Christmas Calendar	Christmas RR Inc.	\$10,000
The Cameraman	Clownblog Studios Inc.	\$8,500
Genius Factory	Different Drummer Films Inc.	\$10,000
Second Cities	Ferns Productions Inc.	\$10,000
Zoo	Fire Horse Productions Inc.	\$3,000
The Air That Breathes Us	Flying Eye Productions Inc.	\$10,000
DemonX	Frostbite Digital Media Inc.	\$10,000
Dead Cold	Frostbite Digital Media Inc.	\$10,000
Avalanche Run	Frostbite Digital Media Inc.	\$10,000
In Search of my Brother	Gabriel Films North 2006 Inc.	\$3,850
The Corporation II	Grant Street Productions	\$10,000
Guardian Angels, Season1	Guardian Angels Productions Inc.	\$15,935
Meet the Meeples	Honalee Productions Inc.	\$10,000
Anthem of a Reluctant Prophet	Honalee Productions Inc.	\$10,000
Dead Kid Detective Agency	Honalee Productions Inc.	\$10,000
Chained	Hoodwink Entertainment Inc.	\$10,000
Freeing Finnegan	Imperative Pictures Inc.	\$6,000
Life is a Highway	Infinity Filmed Entertainment Group Ltd.	\$5,000
Ariel Unraveling	Life Force Films Inc.	\$10,000
Love NDN Style	Lowd Television Productions Inc.	\$4,000
Journey of Revenge & Dream	Mahiwood Productions Inc.	\$10,000
Monoceros	Motion 58 Entertainment Inc.	\$4,000
Young & Reckless	Nord-Stewart Productions Inc.	\$10,000
Only In The Cariboo	Off Island Films Ltd.	\$2,500

NAME	COMPANY	AMOUNT
Ollie and Emma	Ollie and Emma Productions Inc.	\$10,000
Our Town	Opus 59 Films Inc.	\$2,500
This Mountain Life	Peg Leg Films Inc.	\$3,300
The Hundred Year Old Whale	Perpetual Motion Productions Inc.	\$10,000
Second Stage	Perpetual Motion Productions Inc.	\$5,000
The Woods	Pitchblack Pictures Inc.	\$5,000
White Ninja	Poke A Fish Productions	\$10,000
Rabbit	Rabbit Films Inc.	\$10,000
The Lears	Raven West Films	\$10,000
Shoulder Check	Raven West Films	\$10,000
Stranger in the House	Really Real Films Inc.	\$10,000
Glendale	Red Trike Media Inc.	\$1,250
Sex, Breath and Death	Reel-Myth Productions Inc.	\$10,000
Cool Daddy	Relevision Productions Inc.	\$10,000
Entanglement	Resonance Films Inc.	\$8,750
The Widow's Club	Screen Siren Pictures Inc.	\$10,000
Indian Horse	Screen Siren Pictures Inc.	\$10,000
The Keeper	Screen Siren Pictures Inc.	\$10,000
Daniel Dolphin/Horn of the Sea Dragon	Silverlight Entertainment Inc.	\$7,500
Drink, Slay, Love	Slay Films Inc.	\$10,000
Reproductive Tourism	Soapbox Productions	\$10,000
Solar Dance	Solar Dance Productions Inc.	\$10,000
Lavender	South Creek Pictures	\$10,000
The Hunted	South Creek Pictures	\$10,000
Super Pulp!	South Creek Pictures	\$7,000
The Coworker	South Creek Pictures	\$10,000
Spirit Unforgettable	Spirit Unforgettable Films Ltd.	\$10,000
Four Faces of the Moon	Spotted Fawn Productions Inc.	\$10,000
Dear Life	Stranger Productions Inc.	\$3,330
The Buried Life	The Buried Life Film Inc.	\$2,500
Meditation Park	Thoughts from the Asylum Ltd.	\$5,000
The Switch	Trembling Void Studios Ltd.	\$10,000
YVR; In Transit	Two Story Productions	\$10,000
Dense City	Twofold Films Inc.	\$10,000
Looking at Edward Curtis	Working Pajama Lab	\$2,500
Little India Big Business	Wise Productions Inc.	\$5,000
TOTAL		\$596,415

DEVELOPMENT | **Regional Commission Support**

REGION	LOCATION	RECIPIENT	FUNDING
Cariboo Chilcotin	Williams Lake	Cariboo Chilcotin Tourism Association	\$15,000
Columbia Shuswap	Salmon Arm	Columbia-Shuswap Film Commission	\$15,000
Kootenay Columbia	Nelson	Kootenay Columbia Film	\$10,000
Okanagan	Kelowna	Okanagan Film Commission	\$30,000
Thompson Nicola	Kamloops	Thompson-Nicola Regional District	\$30,000
Vancouver Island North	Campbell River	Vancouver Island North Film Commission	\$30,000
Northern BC	Prince George	Northern British Columbia Tourism Association	\$30,000
Vancouver Island South	Victoria	Vancouver Island South Film Commission	\$40,000
TOTAL			\$200,000

DEVELOPMENT | **Interactive Fund**

PROJECT NAME	COMPANY	AMOUNT
Fieldtripp.com	Fieldtripp Media Inc.	\$50,000
Run Salmon Run	Turtlebox Productions	\$20,000
Recollection	RocketChicken Interactive Inc.	\$50,000
GEO LIGHT	Tangible Interaction Design Inc.	\$50,000
AYOKAY	Agentic Communications Inc.	\$50,000
Missed Collisions	Jade Tong	\$21,000
FORM	Charm Games Inc.	\$50,000
Waveform 2	Eden Industries Inc.	\$50,000
UrbanScreen: Scenocosme	Surrey Art Gallery	\$50,000
KaBoing KaBoom!	Stellar Jay Studios Inc.	\$50,000
The Lantern	Mind Festival Learning Ltd.	\$50,000
Archive	Elective Media Inc	\$50,000
Wantoo	Wantoo Networks	\$50,000
FanGage™ GLOBAL	Pug Pharm Productions Inc.	\$50,000
Inside Green	Nudge Consulting Inc.	\$50,000
TOTAL		\$691,000

DEVELOPMENT | **Domestic Industry Initiatives**

RECIPIENT	AMOUNT
DOXA	\$7,500
DGC Digital Days	\$3,000
SPARK animation & VFX	\$25,000
Atlantic Film Festival	\$2,500
CMPA—VIFF Strategic Initiatives	\$10,000
VIFF Power to the Indie	\$20,000
VIFF BC Spotlight	\$30,000
VIFF Exchange (Merging Media)	\$15,000
WFF Whistler Film Festival and Summit	\$10,000
WFF Feature Project Lab	\$5,000
WFF Aboriginal Filmmaker Fellowship	\$5,000
WFF Screenwriter Lab	\$5,000
WFF Whistler Summit: Power Pitch and Bootcamp	\$10,000
WFF Industry Reception	\$5,000
WFF Music Café	\$5,000
Becoming a Storypreneur—Annelise Larson	\$2,500
WIFTV Genre Lab (From Our Dark Side)	\$5,000
WIFTV Producer's Workbook	\$2,500
Women in Film Festival	\$2,500
Women in View	\$25,000
Story.Money.Impact	\$2,500
Crazy 8s	\$10,000
MPPIA Short Film Award	\$5,000
Indian Summer Festival	\$6,000

DEVELOPMENT | **Daryl Duke/William Vince Scholarships**

APPLICANT + PROJECT	BCFF REQUEST
Alexander Rivers, USC, MFA	\$10,000
Mark Leiren-Young, UBC, MFA	\$10,000
Laura Good, CFC, Writers' Lab	\$7,500
Liz Cairns, CFC, Writers' Lab	\$2,500
TOTAL	\$30,000

RECIPIENT	AMOUNT
South Asian Film Festival	\$1,100
Asian Film Festival	\$1,500
Queer Film Festival	\$6,000
REEL Canada Canadian Film Day	\$7,500
Victoria Film Festival and Springboard	\$7,500
Vancouver Web Fest	\$5,000
First Weekend Club	\$5,000
First Weekend Club Canada Screens	\$5,000
Leo Awards	\$12,500
Career Expo	\$347
International Symposium on Electronic Art	\$7,500
CMPA Creative Industries Week	\$5,000
Intersections	\$5,000
Okanagan Film Fundamentals	\$10,000
Magazine Association of BC	\$36,583
BC Booklook and ABC Bookworld	\$20,000
Music BC—Operating	\$50,000
Next BC	\$5,000
West Coast Book Prize Society	\$7,500
Western Canada Music Alliance (Breakout West)	\$25,000
BC Book Day Reception	\$3,417
Association of Book Publishers	\$50,000
Pacific Bookworld News Society	\$25,000
TOTAL	\$570,447

DEVELOPMENT | **MPPIA Short Film Award**

RECIPIENT + PROJECT	AMOUNT
Maja Aro, Hoods	\$15,000
TOTAL	\$15,000

*\$5k from Creative BC / \$10K from MPPIA

MARKET /CONFERENCE	COMPANY	RECIPIENT	AMOUNT
AFM	Network Entertainment Inc.	Derik Murray	\$1,500
	Independent Edge Films Inc.	Kyle Mann	\$1,500
	Honalee Productions Inc.	Tina Pehme	\$1,500
	Arcana Studios Inc.	Sean O'Reilly	\$1,500
	Really Real Films Inc.	Cynde Harmon	\$1,500
	Screen Siren Pictures Inc.	Christine Haebler	\$1,500
	Nasser Group North	Kimberley Wakefield	\$1,500
	Less Bland Productions	Leslie Bland	\$1,500
	Pink Buffalo Films	Martin Fisher	\$1,500
Asian Film Market @ BIFF	Hope of Glory Pictures Ltd.	Dylan Jenkinson	\$2,000
	Flying Cloud Productions Inc.	Leon Lee	\$2,000
Beijing International Film Festival	Second Chance Productions	David Ray	\$2,000
C21 Drama Summit	Terra Films Inc.	Laura Lightbown	\$2,000
Cannes Marché du Film	Red Trike Media Inc.	Siobhan McCarthy	\$2,500
	Honalee Productions Inc.	Tina Pehme	\$2,500
	Goonworks Films	Katie Weekley	\$2,500
	South Creek Pictures	Dave Valleau	\$2,500
	Violator Films Inc.	Lori Lozinski	\$2,500
	Terminal City Pictures	Christine Haebler	\$2,500
	Synergy Cinema Inc.	Robyn Wiener	\$2,500
	Pacific Northwest Pictures Inc.	Emily Alden	\$2,500
	Urban Safari Entertainment	Tracey Mack	\$2,500
EFM	Relevision Productions Inc.	Roger Larry	\$2,000
	Pacific Northwest Pictures Inc.	Emily Alden	\$2,000
	Radius Squared Media Group	Kaleena Kiff	\$2,000
	Red Cedar Films Inc	Henrik Meyer	\$2,000
	Massey Productions Ltd.	Raymond Massey	\$2,000
	Less Bland Productions Inc.	Leslie Bland	\$2,000
	Raven West Films Ltd.	Carl Bessai	\$2,000

MARKET /CONFERENCE	COMPANY	RECIPIENT	AMOUNT
Electronic Entertainment Expo (E3)	Flying Helmet Games Ltd.	Edward J Douglas	\$1,000
	Sequence Post Inc.	Ian Kirby	\$1,000
Film Bazaar	Mahiwood Productions Inc.	Maahi Kaur	\$2,000
Frontières International Co-Production Market	Lotsa Pictures Inc.	Carleen Kyle	\$1,500
	Monroe Christie Pictures	Kate Lingley	\$1,500
	Raynor Shima	LuchaGore Productions	\$1,500
GDC	Flying Helmet Games Ltd.	Edward J Douglas	\$1,000
	Hololabs Studio Inc.	Mike Wozniowski	\$1,000
	V2 Games Inc.	Sam Chandola	\$1,000
	Cloudhead Games Ltd.	Denny Unger	\$1,000
	LlamaZoo Interactive Inc.	Charles Lavigne	\$1,000
	TinyMob Games	Alex Mendeleev	\$1,000
	Akimbo Creations Inc.	Behrouz Poustchi	\$1,000
	Roadhouse Interactive Ltd.	James Hursthouse	\$1,000
	Archiact Interactive Ltd.	Eric Hine	\$1,000
HKFM	Screen Siren Pictures Inc.	Linda Yip	\$2,000
	Pink Buffalo Films	Martin Fisher	\$2,000
	Mahiwood Productions Inc.	Maahi Kaur	\$2,000
	Hapaness Media	Michelle Kim	\$2,000
	Infinity Entertainment Group Ltd.	Shel Piercy	\$2,000
Hot Docs	Stranger Productions	Melanie Wood	\$1,500
	Ferns Productions Inc.	Pat Ferns	\$1,500
	Interfilm Productions Inc.	Boris Ivanov	\$1,500
	Less Bland Productions Inc.	Leslie Bland	\$1,500
	Relevision Productions Inc.	Roger Larry	\$1,500
	Mabooshi Film Company	Mitchell Kezin	\$1,500
IDFA Forum	Gen Why Films	Fiona Rayher	\$1,500
	Ravey Films Inc.	Laurie McGuinness	\$1,500
	Screen Siren Pictures Inc.	Trish Dolman	\$2,000
IFF	Radius Squared Media Group	Kaleena Kiff	\$500
	Sheep Noir Films Inc.	Marc Stephenson	\$1,000

MARKET /CONFERENCE	COMPANY	RECIPIENT	AMOUNT
IFF Registration Fee	OMDC	Marc Stephenson, Ben Silverman, Kaleena Kiff	\$1,000
IFP No Borders Co-Pro Film Market	Titlecard Pictures Inc.	Aaron Au	\$1,500
imagineNATIVE	N/A	Trevor Mack	\$1,500
	Spotted Fawn Productions Inc.	Amanda Strong	\$1,500
	Sohkeciwan Productions Ltd.	Michael Auger	\$1,500
Kidscreen Summit	Twofold Films Inc.	Leah Mallen	\$1,500
	Slap Happy Cartoons Inc.	Kathy Antonsen Rocchio	\$1,500
	Picture Box Distribution	Marilyn Kynaston	\$1,500
	Turtlebox Productions Inc.	Kathleen Kelly Hayduck	\$1,500
	Atomic Cartoons Inc.	Robert Davies	\$1,500
	Team Stewart Entertainment	Julie Stewart	\$1,500
London Mobile Games Week	V2 Games Inc.	Sam Chandola	\$2,000
	Roadhouse Interactive Ltd.	James Hursthouse	\$2,000
	Smoking Gun Interactive Inc.	John Johnson	\$2,000
	Flying Helmet Games Ltd.	Edward J Douglas	\$2,000
	Archiact Interactive Ltd.	Robyn Gummer	\$2,000
Marseilles Web Festival Market	Whiskaye Films	Jameson Parker	\$2,000
MGF Hong Kong and PG Connects Bangalore	V2 Games Inc.	Sam Chondola	\$2,000
MIFA	Atomic Cartoons Inc.	Robert Davies	\$2,000
	Rainmaker Entertainment	Fonda Snyder	\$2,000
MIPCOM	Parallax Film Productions Inc.	Maija Leivo	\$2,000
	Atomic Cartoons Inc.	Robert Davies	\$2,000
	Soshefeigh Media Inc.	Rene Brar	\$2,000
	Omnifilm Entertainment Ltd.	Michael Chechik	\$2,000
	FanTrust Entertainment Strategies	Catherine Warren	\$2,000
	Partners In Motion	Jeff Stecyk	\$2,000
	Soapbox Productions Inc.	Nick Orchard	\$2,000
	Sonia Productions Inc.	Adelina Suvagau	\$2,000

MARKET /CONFERENCE	COMPANY	RECIPIENT	AMOUNT
MIPCOM CONT'D	Slap Happy Cartoons Inc.	Kathy Antonsen Rocchio	\$2,000
	Triton Media Holdings Inc.	Rupert Harvey	\$2,000
MIPTV	Infinity Entertainment Group Ltd.	Shel Piercy	\$2,000
	Partners In Motion	Ron Goetz	\$2,000
	Reality Distortion Field	Stephen Hegyes	\$2,000
NATPE	Upstream Flix Inc.	Jhod Cardinal	\$1,500
Playback Marketing Summit	The Coup Company	J. Joly	\$1,000
PLT Registration Fee	OMDC	Kaleena Kiff	\$500
Realscreen	Omnifilm Entertainment Ltd.	David Gullason	\$1,500
	Anaid Entertainment Inc.	Margaret Mardirossian	\$1,500
	Infinity Entertainment Group Ltd.	Shel Piercy	\$1,500
	Hodgee Films Inc.	Rachel Rickets	\$1,500
	GFZ Studios	Ron Goetz	\$1,500
	Perfect Day Productions Inc.	Robert Hardy	\$1,500
	Gun Lake Pictures Inc.	Peter Waal	\$1,500
	Network Entertainment Inc.	Derik Murray	\$1,500
Partners In Motion	Jeff Stecyk	\$1,500	
Realscreen London	Network Entertainment Inc.	Derik Murray	\$2,000
Strategic Partners	Axel Pictures Inc.	Christian Piers Bentley	\$1,500
	Amazing Factory Productions Inc.	Josh Huculiak	\$1,500
	Utopia Pictures	Elvira Lount	\$1,500
SVVR	Profitmusic, Inc.	Mike Peredo	\$1,000
SxSW	Dotstudioz Inc.	Selena Paskilidis	\$1,500
	SKIO Music	Darcy Hughes	\$1,500
TAP	Champagne Roll Productions	Amy Belling	\$2,000
	Hoodwink Entertainment Inc.	John Barbisan	\$2,000
	Synergy Cinema Inc.	Robyn Wiener	\$2,000
World Congress of Science + Factual Producers	Make Believe Media Inc.	Lynn Booth	\$2,000

TOTAL

\$201,000

DEVELOPMENT | **Industry and Trade Investment Project**

NAME	ORGANIZATION/SECTOR	AMOUNT
Artist Development Project BCCMA	Music	\$5,000
The Great Escape UK	Music	\$7,500
MIFA-Anney Animation	CMPA-Animation	\$10,000
Mission Folk Festival	Music	\$5,000
Siggraph 2015	CrBC-VFX-Spark	\$10,000
Music BC Sync Summit	Music	\$5,000
Reeperbahn Germany	Music	\$7,500
VIFF Industry	CI Event-Film/Television	\$10,000
Merging Media AKA	CI Event-Digital Media	\$10,000
PNBA Tradeshow	ABPBC	\$16,820
MIPCOM 2015	CMPA-Film and Television	\$500
Drama Export Initiative-UK & Ireland	CMPA-Television	\$3,500
Drama Export Initiative-UK & Ireland	Creative BC	\$3,000
MPPIA LA Trade Mission	MPPIA-Film and Television	\$20,000
Music Café-Whistler	CI Event-Music	\$10,000
Whistler Industry Summit	CI Event-Film/Television	\$10,000
Realscreen Summit 2016	CMPA-Factual	\$5,000
Spark Animation	CI Event-Digital Media	\$5,000
Kidscreen Summit 2016	CMPA-Animation	\$5,000
Folk Alliance 2016-Kansas	Music	\$7,500
UK Factual Entertainment Mission	CMPA-Factual	\$16,000
Game Developers Conference	Creative BC/Digi BC	\$5,000
Hong Kong Filmart	Creative BC	\$20,000
SxSW 2016	Music	\$10,000
SxSW 2016	CMPA-Interactive/Film	\$3,500
Digi BC Website re: IDM Tax Credit	DigiBC	\$10,000
Mags BC-Business Development Initiative	Mags-BC	\$10,000
BC Creates International Promo Reel	BC Creates Coalition	\$10,000
Professional Services Contract	Creative BC	\$60,000
BC Creates Collateral/Website	BC Creates Coalition	\$25,000
TOTAL		\$325,820

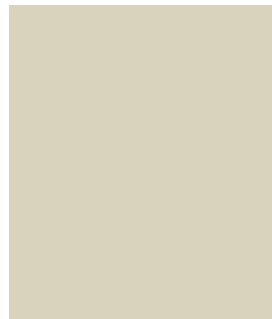
TAX CREDITS | **Production Services Tax Credit** April 1, 2015-March 31, 2016

FORMAT	# OF TAX CREDIT CERTIFICATIONS	BC BUDGET	PROJECTED TAX CREDITS
Direct to DVD	12	\$30,832,270	\$9,402,828
Feature Film	48	\$618,670,743	\$111,417,473
MOW	16	\$50,332,619	\$10,694,865
TV Mini-Series	0	\$0	\$0
TV Pilot	19	\$82,813,622	\$12,541,623
TV Program	0	\$0	\$0
TV Series	73	\$790,384,935	\$153,963,227
Web-based/Other	2	\$526,184	\$138,140
TOTAL PSTC	170	\$1,573,530,373	\$298,158,156

TAX CREDITS | **Film Incentive BC** April 1, 2015-March 31, 2016

FORMAT	# OF TAX CREDIT CERTIFICATIONS	BC BUDGET	PROJECTED TAX CREDITS
Direct to DVD	0	\$0	\$0
Feature Film	17	\$67,637,963	\$9,670,010
MOW	55	\$105,926,774	\$25,209,893
TV Mini-Series	0	\$0	\$0
TV Pilot	0	\$0	\$0
TV Program	16	\$5,785,252	\$940,105
TV Series	39	\$169,335,571	\$35,345,642
TOTAL FIBC	127	\$348,685,560	\$71,165,650

WE ARE CREATIVE BC



Brenda Grunau
Manager, BC Music Fund

Sean Cummings
Location Consultant

Julie Stangeland
Production Services
Coordinator



Prem Gill
CEO

Pamela Kowarsky
Business Analyst, Tax Credits

Rena Kawabata
Program Analyst, Development

Tim Mudd
Business Analyst, Tax Credits

Mike Jamont
Library Coordinator

Julie Bernard
Manager, Production Services

Marnie Orr
Motion Picture Industry
& Community Affairs Manager

Karin Watson
Director of Business Operations

Robert Wong
Vice President + Acting Film
Commissioner

Lea Chambers
Accounts Payable Coordinator

Mathew Parry
Location Consultant

Dave Ratnarajah
Controller + Office Manager

Jill Reilly
Business Analyst, Tax Credits

Anita Reichenback
Executive Assistant & Program
Support

Christine Chiu
Program Analyst, Development

At the heart of why Creative BC matters lies one simple fact—we love to help the creative and the courageous turn their ideas into reality. We assist thousands in the creative industries to achieve incredible things at home and around the world.

We are a connector, a bridge, a service, a hub, and a source of insight for the sectors we serve. We transform individual experiences into shared ones, empowering diverse and distinctive voices to express themselves within the collective voice of our province.

We are making real economic impacts, working behind the scenes as a catalyst for success.

We are an agent for change.

We are a partner to count on.

We are part of this passionate community.

We are Creative BC.

Staff not pictured

Erika Kumar
Business Analyst, Development

Gina Loes
Program Analyst, BC Music Fund

Kaitlyn Reining
Program Analyst, BC Music Fund

Creative BC is an independent society created and supported by the Province of BC to sustain and help grow BC's creative sector (film and television, digital and interactive media, music, and magazine and book publishing industries).

The Society delivers a wide range of programs and services to expand BC's creative economy. These include the administration of the provincial government's tax credit programs for film and television; development funding and export marketing support; and motion picture production services to attract inward investment and market BC as a destination for domestic and international production.

The organization acts as an industry catalyst and ambassador to help BC's creative sector reach its economic and creative potential both at home and globally.