



The Alberta Film and Television Industry

Our work to support Alberta's path to recovery and what the United Conservative government can do to help us jump start the economy



Alberta's Television & Film Industry

Our Story

- Alberta's screen-based production sector has more Oscar, Emmy and Golden Globe Awards wins in the last 20 years than any other jurisdiction in Canada.
- Over 100 Hollywood feature films and television movies and series have been made in Alberta since 1917.
- For example, Heartland is the longest running TV drama in Canadian history and has had a direct provincial economic impact of over \$350 million.

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Recent Local Impact Examples

• Tin Star (2017 – Present)

- Filmed in **6 different** Alberta municipalities
- Total below the line estimated final costs (direct spend and labour): **\$33,344,144**

• Let Him Go (2020)

- Filmed in **6 different** Alberta municipalities
- Total below the line estimated final costs (direct spend and labour): **\$12,182,032**

• Ghostbusters (2020)

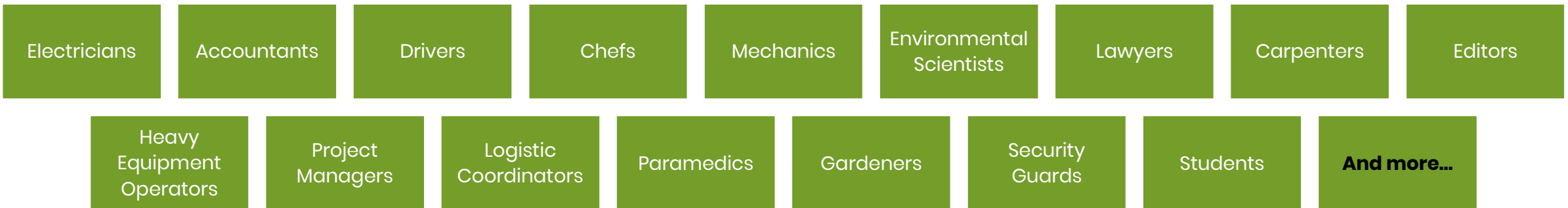
- Total room nights in Alberta hotels: **14,627**
 - **\$4,340,468** for Alberta hotel vendors
- Approximately **\$500,000** in per diem to Alberta restaurants.
- **225,000** litres of gas production and crew personal
- Over **\$500,000** spent on Lumber
- Nearly **\$2,000,000** on rental vehicles

Alberta's Television & Film Industry is a **Job Creator and Re-trainer**

Not only does the screen industry employ:



It also retrain, and employs, thousands of Albertans from many different industries who are:



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By the Numbers

- Provincial ranking on total production = **4th**
- Total volume of production per year in Alberta = **\$255 million**
 - Government of Alberta investment = **\$45 million**
 - Data shows that investment in the screen industry commands at least a **3:1 return**
- Direct, indirect and induced labour impact in Alberta = **\$98 million**
- Direct and FTE jobs in Alberta = **5,350**

“In 2017, a single season of Heartland brought business to 47 communities and over 1400 vendors. Total spending in Alberta for that season was approximately \$20 million. Heartland is set to film its 14th season later this summer.”

– Heartland Economic Impact Study, Meyers Norris Penny, 2017 – 2018

Percentage of Provincial GDP's expended on **Film & Television 2018**

BC: \$246.26 billion GDP
Film & Television = 1.53%

Quebec: \$ 367.07 billion GDP
Film & Television = 0.49%

Ontario: \$730.27 billion GDP
Film & Television = 0.39%

Alberta: \$336.28 billion GDP
Film & Television = 0.08%

Source: Statistics Canada. Table 36-10-0402-01 Gross domestic product (GDP) at basic prices, by industry, provinces and territories (x 1,000,000)

Our Goals as an Industry for **Alberta**

- Compete nationally and globally for lucrative and larger budget productions
- Grow Alberta labour force and crew base
- Provide Albertans with an opportunity to transition to a new economy
- Retain local talent by providing opportunities for those trained here to stay here
- Expand facilities and services
- Grow post-production talent and animation services
- Develop and grow Alberta Intellectual Property ownership, which will provide a long-term revenue stream into the provincial economy



The work of the **United Conservative Party**

- Following through on its 2019 Campaign commitment, the United Conservative government moved the Film and Television grant program over to a tax credit system.
- The Alberta screen industry applauds the Premier for listening to stakeholders in holding up that promise.
- However, the tax credit system needs to be better supported in order for it to be effective and competitive.

The Power of Incentives

“Incentives play a major role in the global production landscape. For producers, they are often the cornerstone of a finance plan, providing a key portion of funding with a headline rate generally around 20%-25% of eligible expenditure, although higher rates are certainly offered. As such, incentives can be decisive in where a production is sited.”

–Olsberg Global Incentive Index 2018

- Alberta is competing for billions of dollars in wealth generated by film and television productions across the world, against jurisdictions with highly-competitive incentive structures.
- With a more competitive, reliable, administratively streamlined and transparent tax credit, Alberta could generate many more thousands of jobs, and hundreds of millions in economic output for the province.

The Competition

Global & Domestic

- Streaming services like Netflix and Amazon Prime Video have experienced tremendous growth, causing companies like Apple and Disney to produce their own library of original streaming content to compete.
- Netflix alone spent over \$12 billion on original content in 2017. Spending will increase to \$20 billion in 2020. Much of that content is currently being produced in Ontario and BC.
- There is an enormous (and currently missed) opportunity to make Alberta the choice location for hundreds of millions of dollars worth of film and television production.

Working with the Government of Alberta

To set the stage for attracting investment to support Alberta's economic recovery, the screen industry is seeking the Government's leadership in the following ways:

- Ensure that the entire \$97 million currently allocated for the Film and Television Tax Credit (FTTC) over the next three years, is made immediately available for eligible productions.
- Foster and promote confidence in the global marketplace by investing in the FTTC beyond the current three-year allotment. Alberta should follow the lead of most other Canadian provinces and remove the sunset clause on the FTTC. This will ensure that Alberta's film industry can capture its share of the billions of available dollars enjoyed by regions such as BC and Ontario. Without the longevity of the FTTC, the economic impact of the film industry becomes limited.
- Immediately strike a small advisory committee, composed of independent members from the provincial screen industry, senior officials in Economic Development, Tourism, Trade, Finance, and Culture.
 - The initial scope of this work would be to hone the FTTC guidelines and regulations to ensure that it is effective and competitive. Broadly, it would work to provide government with real time intelligence on the state of the global industry, issues affecting domestic and foreign service producers, infrastructure and labor pool development.

