



STAFF REPORT

Title: Christopher Cowden - April 23, 2019 Delegation

Meeting Date: May 15, 2019

Executive Summary:

Mr. Christopher Cowden appeared as a delegate at Council's April 23, 2019 regular meeting.

Mr. Cowden, presented Council with a power point presentation regarding the production of the full-length (approximately 105 minutes), independent, feature film entitled "Moments in Spacetime" which will be shot entirely in the Lakeland and set in Cold Lake from April 30 - May 21, 2019. The set will showcase all the Lakeland has to offer with over \$230,000.00 of budget to be spent within Cold Lake. Mr. Cowden advised that the film will be geared for theatres, Netflix, and film festivals world wide; with an early showing of the film in September or October 2019.

Mr. Cowden also presented the proposed budget noting that support of the film has been phenomenal to date. Mr. Cowden advised that he is looking for support from the City in the amount of \$20,000.00 - \$30,000.00, but any funds that the City could provide would be of benefit.

Mr. Cowden further advised that a press conference has been scheduled for Wednesday, May 15, 2019 wherein the two (2) major Hollywood actors would be revealed, and requested help from the City with respect to providing a location for the press conference.

Questions from Council ensued.

Deputy Mayor Lay thanked Mr. Cowden for his exciting presentation advising that Council would consider the request for funding and provision of a press conference location at their next regular meeting of Council being May 14, 2019.

Background:

Administration has been doing some very preliminary querying relating to the scope of government grants involvement in providing Screen-Based Production Grant's (SPG).

The Government of Alberta has SPG grants which can be found on

<https://www.alberta.ca/screen-based-production-grant.aspx>



The following is an over of the SPG.

This grant, under the Alberta Media Fund, supports the growth, sustainability, competitiveness and business attraction of Alberta's screen-based production industry by:

- *promoting economic diversification and investment in the production sector*
- *developing industry professionals and creating jobs*
- *growing international interest in Alberta's film and television industry*
- *supporting Alberta content*
- *attracting work from inside and outside Alberta*

In general the following provides a summary of eligible and ineligible projects and organizations:

Eligible organizations

To be eligible to apply for the SPG, your organization must be:

- *engaged primarily in film, television or digital media production*
- *incorporated under the Business Corporations Act, or registered as an extra-provincial company in Alberta*
- *in good standing with the Corporate Registry*
- *in good standing with the Alberta Media Fund*
- *Eligible projects*
- *Eligible projects must be new productions for broadcast or distribution. It can be a single production or a series.*

Applicants must also be able to demonstrate that principal photography on the project will commence:

- *no more than 180 days prior to submission*
- *within 250 days following the application deadline*
- *The amount spent in Alberta on your project must be greater than \$50,000, before GST.*

Ineligible projects

The following projects are not eligible to receive SPG funding:

- *news, current events or public affairs programming*
- *talk shows*



- *sports event or activity*
- *production that solicits funds*
- *pornography/adult entertainment*
- *advertising*
- *productions for industrial, corporate or institutional purposes*
- *console or online video games*
- *video distribution platforms or aggregators*
- *production in respect to a game or contest*

For reference purposes, we've attached a copy of the guidelines for reference purposes. Further to the above, the amount of the grant is also sensitive to the place of ownership (in or out of the Province of Alberta).

Administration has been unsuccessful in finding Screen-Based Production Grant's at the municipal level. That being said, Council has two (2) approaches in which it could deal with the request for funding:

1. Council may deal with the request on a one off basis; and/or
2. Council may develop a funding policy using similar criteria as the Government of Alberta for its SPG. Council would have to establish a funding envelope and thresholds specific for the community. The following may be some examples:
 - a. Must be eligible (must receive approval) for the Government of Alberta's SPG.
 - b. The amount spent in Cold Lake for the filming project must be greater \$500,000

The Calgary Society of Independent Filmmakers (CSIF) has a very in-depth website that also include other funding opportunities which include:

- *Calgary Film Centre's Project Lab*
- *CSIF/ImagineNATIVE Mentorship Program*
- *Telefilm Talent-To-Watch Program*
- *The Canada Council for the Arts*
- *he Alberta Foundation for the Arts Film & Video Arts: Individual Project Grant Stream*
- *Telefilm Development Program*
- *The Bell Media Harold Greenberg Fund*
- *The Independent Production Fund*
- *Shaw Rocket Fund*
- *Storyhive*



Further funding opportunities can also be found at on Canada Media Fund located at the following URL: <https://cmf-fmc.ca/programs-deadlines/programs>

Alternatives:

Council may consider the following options:

1. Council may accept Christopher Cowden's delegation presentation made at Council's April 23, 2019 regular meeting as information, provide the ____ as the location for the May 15, 2019 press conference, and provide funding in the amount of \$____.00 towards the production of "Moments in Spacetime" with funds to come from Council Goodwill (1-2-11-20-229); and/or
2. Council may direct administration to prepare a Screen-Based Production Grant program for Council's consideration (administration could have this completed for Council's next regular meeting).

Recommended Action:

Council may direct administration to prepare a Screen-Based Production Grant program for Council's consideration.

Budget Implications (Yes or No):

No

Submitted by:

Kevin Nagoya, Chief Administrative Officer