



# Economic Development Readiness Program Final Report

Organization's Name: Vancouver Island North Film Commission

Project Name: Regional Film & TV Production Investment & Attraction Tool

Commencement Date: November 15, 2016

Completion Date: September 19, 2017

ICET Contribution: 5,000.00

Total Project Budget: 10,000.00

## Briefly describe your project's:

### 1. Purpose and Goals

To develop a modern, mobile-friendly (responsive), content management system (CMS) based website that will allow INfilm's team to update site content easily and for people/clients to view the site on a variety of devices.

### 2. Implementation

The incremental elements of this project were: Mobile friendly, social media platform integration, interactive screen tourism map, workforce tracking system, ability to manage video, news content, ability to add more pages as required, Google Analytics and integration of ReelScout location library.

### 3. Impacts

We feel confident that all the objectives proposed for this project have been met.

#### 4. Community Involvement and Collaboration

- Collaborated with the Province of BC and North Island College to finance and develop a “pilot” Film and TV Crew Training in order to increase the amount of local crew and the mid/north island. Thus, helping to populate the new crew listing which we can send to productions wanting to film in the region.
- Nanaimo Regional District “Northern Community Initiative”.
- The Cowichan Valley Region District’s “Film Cowichan” has partnered with us to promote their locations around the communities of Crofton, Chemainus and Ladysmith. This partnership includes financial support towards this initiative (\$1,500) and to update and add their location files to our ReelScout library.
- We also partnered with the Vancouver Film Commission on a screen tourism sweepstakes based around “War of the Planet of the Apes” feature film shoot in Ucluelet and Pacific Rim National Park.

#### 5. Lessons Learned

- Writing content is hard work, ensure all stakeholders are consulted early in the project.
- The proposed time line for completion took longer then originally anticipated. This was due to several factors including; the developers other committments, invalid data transfer and time spent bata testing.

#### 6. Next Steps

- We can now continue to update our on-line screen tourism map.
- Maintain a crew and service providers database.
- To further update, maintain and load our regional images to the ReelScout database used to attract productions to the region.

### **Storytelling**

Beyond inquiries about locations, one of the first questions producers who are considering shooting in the region ask is whether there is a local crew base and infrastructure. Luckily we will soon have both, with the construction of the new Vancouver Island Film Studios in Parksville and the current Film & TV Crew Training at North Island College.

It was very important that we have the new crew and services database up and running to encourage any crew members living in our region, working on the TV Series Chesapeake Shores, or graduating from the NIC training programs to add their profiles, in order to capture the names of as many crew possible who are wanting an willing to work as a local on the mid-island.

## Financial Report

The final **financial report** should include a signed and dated financial statement for the period of the project which includes:

- Total **actual** project spending (by categories as submitted in your proposal)
- Total of **all** funding received from other sources (matching funding)
- Surplus/Deficit if any

### Certification:

I, the undersigned, have authority to represent the recipient and certify that to the best of my knowledge that all the information in this final report is true and complete.


**Tanya Price**

**Locations & Special Projects**

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**Print Recipient's Name**

**Title**



**November 1, 2017**

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**Recipient's Signature**

**Date**