

CITY OF CALGARY
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2018 Civic Partner Annual Report *Calgary Film Centre Ltd. (CFCL)*

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Calgary  **2018 Highlights**

New Strategic Approach

- Stabilize Operations
 - Debt Reduction through ownership structure
 - Rental Rate Structure
 - Facility Plan
- New Business Plan
 - Expansion of Target Markets
 - 30% Home Video on Demand Networks
 - 30% Hollywood Studios
 - 20% Canadian Broadcasters
 - 20% Ad Agencies and Digital Video Producers
 - Marketing Strategy to new markets

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2018 Performance



**Attracted 2 international television series
(Fargo and Tinstar)**

Attracted 4 high profile television commercials

- CED/CFCL supported creation 4,794 direct and indirect jobs, attracted and retained 30 companies and film projects and generated \$181 million in production activity
- Identified 83 opportunities, delivered 18 quotes, secured 16 leases, 14 partnerships
- CFCL Achieved 60% utilization rate

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2018 Performance

Community Impacts

- Project Lab
 - 12 grants over two years with of the Government of Alberta
 - Supported 5 industry panels, 7 training initiatives & 7 industry events
 - 180 participants attended workforce training events
 - 2 films shot and produced in Calgary on the international film festival circuit
(Circle of Steel and Red Letter day)
 - 1 Web Series with 8 international Awards
(Abracadavers)

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Strategic Alignment

Contributing to *A Prosperous City*:

- Participated in the development of the communities Economic Strategy - Calgary in the New Economy
- Participated in the Advisory Committee for the Cultural Plan for Calgary



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What We Heard & How We Responded



We heard...

The Calgary market is not globally competitive due to film incentive

CFCL is not competitive.

CFCL cannot meet production offices and millshop requirements

The Project Lab grant program for emerging filmmakers provided critical and integral support to launch careers



We're responding...

Advocating to the Government of Alberta including all political parties to transition to a tax rebate

Expanded the target market, product offering and a rental rate structure

Actively seeking production offices and millshop capacity through partnerships and industry connections in the area.

Actively working to secure the resources to continue programming initiatives.



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Questions?

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