

# Alberta Screen Industry Action Committee (ASIAC)- Talking Points

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([http://www.asiac.ca/sources/ASIAC Talking Points Sources.pdf](http://www.asiac.ca/sources/ASIAC_Talking_Points_Sources.pdf) to view sources for this document)

## **Did you know...**

### **The Alberta Screen Industries help diversify our economy.**

- ❖ In 2017 the Alberta Screen Industry directly employed 2,270 people, while right next door, British Columbia directly employed 24,120.
- ❖ In 2017 the total volume of film and television production in Alberta was \$308M, while BC and Ontario were close to \$3 **Billion**. Manitoba reported their "Best Year Ever" for 2017/18 as production value increased from \$126.8M to \$173.3M due to their competitive film incentive programs.

### **Jobs in the film and television sector are green, well paid, satisfying and include a wide range of disciplines.**

- ❖ The screen industry directly employs people within a wide variety of skill sets including creative (writers, producers, actors...); technical (camera operators, graphic designers, post-production professionals...); administrative (coordinators, accountants, HR...); and labour (carpenters, drivers, electricians, costumers...).
- ❖ Alberta currently has eight post-secondary programs in the digital screen industry, yet a significant number of graduates are forced to leave Alberta and move to BC or Ontario to find employment. Every year we lose skilled, talented Albertans to other regions due to lack of consistency in availability of screen industry work available in our province.
- ❖ Alberta offers experienced crews, a talented pool of creative professionals and the technical expertise and infrastructure ready to service an increased production volume.

### **Alberta Culture and Tourism rates the return on investment of the Alberta Screen Industry relative to Government incentives at 4.5:1**

- ❖ The economic spin-off benefits of the Alberta Screen Industry build many other industries, including technology, tourism, hospitality, service, rentals and retail.
- ❖ Alberta offers a rich range of spectacular, diverse scenery that is ideal for screen production, from thriving urban centers to ice-capped mountains, endless fields, lush river valleys, quaint rural towns, and arid prehistoric badlands. We offer professional sound stages, such as the Calgary Film Centre, a multitude of standing sets, including western town sites, and a variety of post-production facilities.

## **"Made in Alberta": Economic Diversification Beyond the Energy Sector**

~ **Heartland** is the longest running television program in Canadian history ~ Oscar winning films include **The Revenant, Unforgiven, Interstellar, Brokeback Mountain, Inception** and **Days of Heaven** ~ Over the last 15 years, Albertan productions have won more **Oscars, Emmys** and **Golden Globes** than any other jurisdiction in Canada ~ Recent TV series include **JANN, Fargo, Tin Star, Detour, Wynonna Earp, and Hell on Wheels**.

## **Opportunity**

Each year, tens of billions of dollars of content for Streaming Video on Demand programming are produced in North America and the demand for this content continues to grow. In this new economy Alberta has a tremendous opportunity to create tens of thousands of well-paying jobs in the film and television industry. To do so we need consistent, predictable, stable, competitive film incentives that serve to support local Alberta producers, as well as attract foreign productions to Alberta.

## Let's Keep Alberta Rolling! <https://www.keepalbertarolling.ca>

### Provincial Film Incentive Program Examples

Governments commonly offer economic incentives to businesses in the form of grants, rebates, tax credits etc... to help diversify economies, attract foreign investment, and spur growth and innovation across a variety of industries such as energy, agriculture, technology, entertainment and more. Almost every state and province in North America offers film incentive programs to attract producers to their jurisdictions. Incentive programs provide a significant return on investment in the form of job creation and economic impacts.

#### Alberta <http://www.albertafilm.ca/>

- ❖ Alberta's Screen Based Production Grant offers up to 25-30% of eligible production expenditures. Program intake periods are limited to four times per year and as an adjudicated grant program, eligibility is based on both cultural and commercial criteria. Grant funding is capped at \$5M per production. A small number of productions may be eligible for an increase up to \$7.5M - to qualify, productions must demonstrate significant economic and promotional benefits to Alberta and meet a specific set of evaluation criteria. There is an annual program cap of \$45M, which generated total volume of film and television production of \$308M in Alberta in the 2016/17 fiscal year.

#### British Columbia- published by Creative BC <https://www.creativebc.com/>

- ❖ The Production Services Tax Credit is an uncapped labour-based incentive program that offers a tax credit of 28% to eligible film, television and animation productions. Additional incentives are offered depending on location and post-production activities.
- ❖ In 2017/18 BC's film and television production industry experienced a growth of 40%. Projected tax credits of \$703.8M were anticipated to stimulate \$3.44 Billion in production spending.

#### Manitoba- published by Manitoba Film and Music <https://mbfilmmusic.ca/en/>

- ❖ Manitoba's Tax Credit incentives are uncapped, and offer producers a choice of either a Cost of Salaries Labour Based Tax Credit of up to 65% (most used) OR a Cost of Production Tax Credit of up to 30%. Additional incentives are offered for rural locations, frequent filming, and using local producers.
- ❖ In 2017/18 the production industry in Manitoba had a GDP impact of <sup>F17</sup><sub>SEP</sub>\$112M. A provincial investment of \$20M resulted in total tax revenue of \$22.3M (a net gain of \$2.3M). The provincial government recently announced it is making its tax credit programs for film and video productions permanent.

#### Ontario- published by Ontario Creates [http://www.ontariocreates.ca/film\\_and\\_tv/tax\\_credits/](http://www.ontariocreates.ca/film_and_tv/tax_credits/)

- ❖ The Ontario Production Services Tax Credit offers an uncapped, refundable tax credit of 21.5% available on qualified Ontario production expenditures for eligible film and television productions.
- ❖ In 2017/18 the total value of estimated tax credits in Ontario totaled \$318.8M, which generated a project value of \$11.6 Billion (by Ontario Creates metrics of total production budget).

### The question being presented by ASIAC to political candidates in the upcoming Alberta provincial election:

*Given the remarkable opportunity the Screen Industry presents to diversify Alberta's economy and create thousands of good jobs, would your government be willing to work with industry stakeholders to develop an incentive program that provides the GOA with a better Return on Investment (ROI) and attracts a much higher volume of production and investment in our Province?*