

Rachel Notley. Fighting for you

ALBERTA SCREEN INDUSTRY ACTION COMMITTEE

Thank you for your letter of March 25. We are pleased to provide this response to your question on behalf of Rachel Notley and all Alberta NDP candidates.

Given the remarkable opportunity the Screen Industry presents to diversify Alberta's economy and create thousands of jobs, is your party willing to collaborate with industry stakeholders to develop a competitive and predictable incentive program that provides Alberta with a significant Return on Investment, bringing hundreds of millions of dollars into the Province?

Rachel Notley and the NDP recognize the economic and cultural value of Alberta's screen industry. It is an industry that brings significant investment to the province, creates well-paying jobs and increases Alberta's profile and reputation as a place to invest, work and travel. We created a suite of supports for the screen industry through the Alberta Media Fund. These grants and supports have seen strong take up from industry partners looking to produce new content in Alberta.

However, we recognize that the grants are not without their challenges. In particular the restricted application windows, capped dollar amounts and unclear eligibility criteria have created some concern within the industry.

As a result, if re-elected we commit to sit down with the industry partners to work out solutions to the ongoing issues. We want to work with the industry to identify and implement the most effective policy options to spur growth and activity in the screen industry. At this point all options are open for consideration and we want to base the decision of incentives moving forward on solid evidence of what works.

Thank you for your ongoing contributions to building a stronger future for Alberta.