



RE: Southwestern Ontario Rural Based Filmmaking Study - Request for town of The Blue Mountains Participation

The SOUTH GEORGIAN BAY MEDIA ASSOCIATION, a non-profit media arts collective based in The Blue Mountains, is seeking to undertake a study entitled: Southwestern Ontario Rural Based Filmmaking. The study will collect data, information, policies and existing best practices for rural based Ontario towns and communities to identify opportunities and challenges for film production. The study will specifically focus on rural tourism based economies and the challenges and opportunities in attracting and building film production capacity. Currently the Ontario Film Industry accounts for over \$3 Billion in annual operating revenue and is a major contributor to ancillary industry growth servicing these productions. This includes food services, accommodations and equipment rentals.

The SGBMA is seeking the participation of the town of The Blue Mountains and the town's Economic Development Office in this study. This participation would include town staff contributing to the data, statistics and information on film production and related projects alongside town policies for film production. The data will be collected via focus groups, interviews and data analysis and undertaken by a professional research analyst under contract to the SGBMA. A request for a letter of confirmation by the town would be an invaluable addition to the SGBMA's application for funding this study. This study will occur over 6 months and is scheduled to occur from July 2023-December 2023.

The SGBMA strongly believes that this initiative will provide new insight and opportunities in furthering economic development in the film industry for The Blue Mountains and all of the participants.

Sincerely,

Tom Strnad
Lead Strategist and Artist

ABOUT THE SOUTH GEORGIAN BAY MEDIA ASSOCIATION:

The South Georgian Bay Media Association is a non-profit media arts collective founded in 2014 with a mandate of creating, developing, training, consulting, presenting and collaborating in the Media Arts of South Georgian Bay and region.

The SGBMA has recently completed projects to build capacity and access for the media and film industry within the South Georgian Bay region. This has included The Blue Mountains Creator Space, a \$650,000 three year project, funded by the Canada Council for the Arts' Digital Strategy Fund. The Creator Space has built a robust technology loans infrastructure and workshop learning opportunities that continue to be accessed through the Blue Mountains Public Library partner. Current projects include a study assessing a digital arts archive prototype entitled ARTchive, and the professional development workshop entitled VIVA that included a trip to Toronto's Pinewood Studios and the SIRT virtual production LED volume. The SGBMA provides ongoing access to public digital arts projects, programming and further helps underrepresented groups and communities in the region through workshops, mentorship and knowledge sharing. The SGBMA is a member of the IMAA: Independent Media Arts Alliance, a network of non-profit media arts organizations across Canada.

For more information or questions contact:

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