



Staff Report

Administration – Communications

Report To:	COW-Finance, Admin, Fire, Legal, Community Services
Meeting Date:	August 14, 2023
Report Number:	FAF.23.118
Title:	Consideration of Film Production Liaison Panel and Terms of Reference
Prepared by:	Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.23.118, entitled “Consideration of Film Production Liaison Panel and Terms of Reference”;

AND THAT Council approves the creation of the Film Production Task Force, which will be hereby referred to as the Film Production Liaison Panel;

AND THAT Council approved the Film Production Liaison Panel Terms of Reference as presented.

B. Overview

This staff report seeks Council approval to establish a Film Production Liaison Panel to support and encourage film production within the Town of The Blue Mountains.

C. Background

The opportunity to support and attract film production to the community was identified within the [2021 – 2025 Economic Development Strategy](#) as a strategic priority. Over the past two years, Town Economic Development Staff have been working to build and establish relationships within the Ontario Film Industry to help position the Town as a film-ready and film-friendly community.

Staff have had productive meetings with the Ontario Film Commission and with Ontario Creates, which serves as an agency of the provincial government whose mandate is to be a catalyst for economic development, investment and collaboration in Ontario’s creative industries including the music, book, magazine, film, television and interactive digital media sectors, both domestically and internationally. In addition, staff have met with economic development officers and film commissions from across the Province to learn about their successes and challenges and how their lessons can be applied to our efforts.

The Town of The Blue Mountains is also home to a robust local film scene, with many local production companies and industry professionals operating and living within the area. Town staff have appreciated the shared knowledge that everyone has been generous to provide.

In addition, the Blue Mountain Village Association launched the Blue Mountain Film Festival. Entering its third year in 2024, the festival has earned significant industry praise and has helped raise the profile of The Blue Mountains throughout the film industry. The festival is a four-day festival featuring international films, 45+ film screenings, three-day industry creative forum, a location scouting bus tour and more. As approved by Council, the Town has participated as a 'spotlight' sponsor for both the 2022 and 2023 festivals.

D. Analysis

The purpose of the recommendation to establish the Film Production Liaison Panel is to create a semi-formal structure for the Town to work collaboratively with the local film industry to identify opportunities to support and encourage film production and to position the Town as a film-ready and film-friendly community.

Film production is a multifaceted and fast-moving business. Establishing a Liaison Panel will provide a more robust structure to connect with the local industry to identify opportunities to attract and encourage film production. The Liaison Panel will also be a valuable resource to help inform and coordinate on the logistics should a large-scale film production be interested in The Blue Mountains as a filming location.

In addition, the establishment of a Film Production Liaison Panel provides and projects a strong image to the industry that the Town is open for film production businesses. This is very similar, but far less formal in structure, than establishing a film commission. The details of the Liaison Panel are specified within the draft Terms of Reference attached to this report.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

The Town does not have a budget specific to film attraction and/or production, with the exception of the Council approved funding to sponsor the 2023 Blue Mountain Film Festival.

Aside from staff time, no immediate financial impacts are anticipated as a result of this report.

As the Film Production Liaison Panel would operate as a task force, any funding requests would be presented to Council through a staff report.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

Deputy Mayor Peter Bordignon, Chair of EDAC

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development communications@thebluemountains.ca.

J. Attached

1. Film Production Liaison Panel Terms of Reference

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

For more information, please contact:
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Report Approval Details

Document Title:	FAF.23.118 Consideration of Film Production Liaison Panel and Terms of Reference.docx
Attachments:	- Attachment-1-Film-Production-Liaison-Panel-Terms-of-Reference.pdf
Final Approval Date:	Jul 25, 2023

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Jul 20, 2023 - 2:53 PM

Shawn Everitt - Jul 25, 2023 - 7:27 AM