

MNO

VIEW

Mountain View Regional Film Office

Community Collaboration Award

EDAC Submission 2023



MOUNTAIN VIEW REGIONAL FILM OFFICE

ABSTRACT

The Mountain View Regional Film Office is a collaboration between the **Towns of Didsbury and Sundre and Mountain View County**, to promote the advancement of film, TV, media and tech development in the Mountain View region of Alberta, Canada. Eventually, the MVRFO aspires to increase capacity and grow its membership.

The MVRFO has been developed as a multi-purpose presence to **diversify the economy** through film and tech development in support of business investment, attraction, retention and expansion, **and tourism growth**.

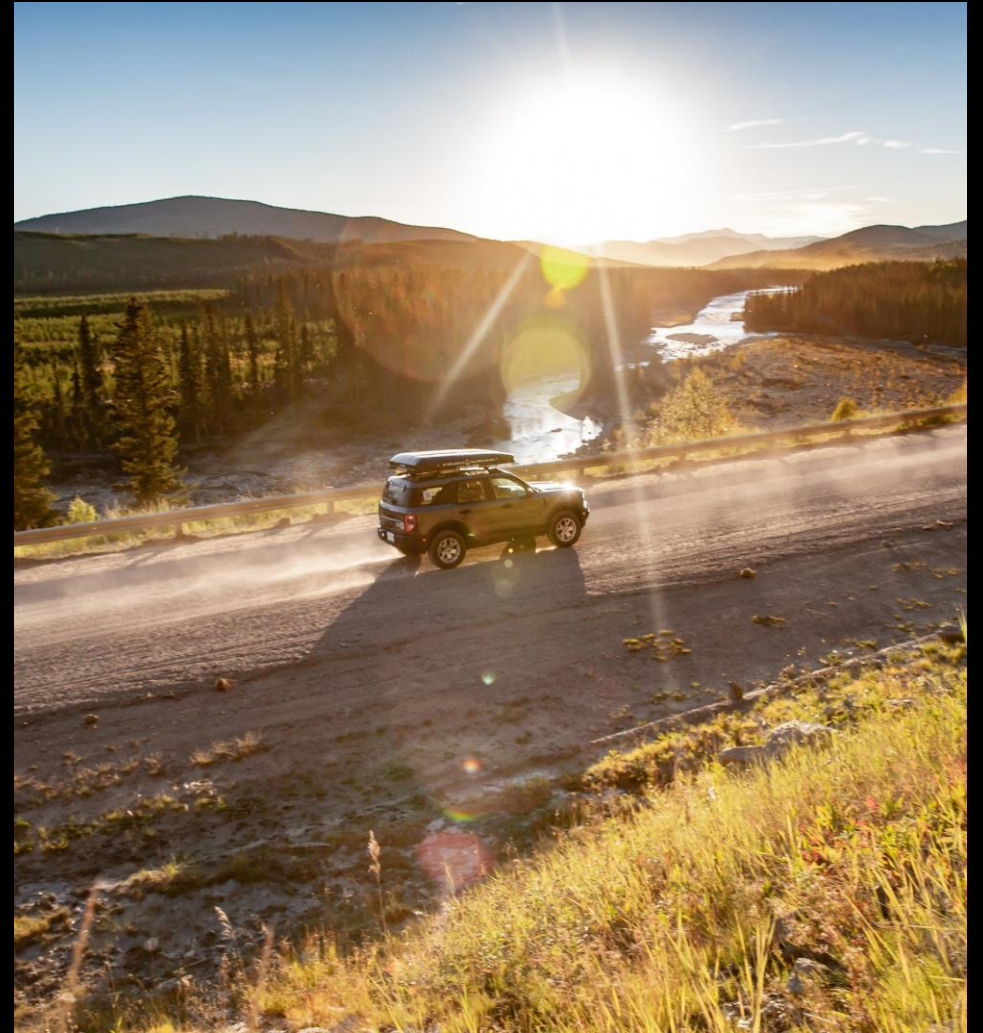
The MVRFO's website is its prime tool. It features locations photo galleries and search functionality, a crew database, and other useful information on resources and grants. The MVRFO also acts as a **FDI mechanism** to attract tech firms that serve film, TV and media (i.e. for CGI, video games, etc.).

Visit www.mountainviewfilm.ca to see our site.



MOUNTAIN VIEW REGIONAL FILM OFFICE

- Late 2021: the partner communities discuss the idea for a film office that would support the burgeoning and expanding film industry in Alberta; the film office would be able to take advantage of the communities' unique and **varied landscapes and architecture, and the abundant resources, talent, and support** that exists.
- Early 2022: Federal CanExport Community Investment grant application submitted. The project takes on the additional component of being an **investment attraction mechanism** for tech talent and firms related to the screen industry.
- Early 2023: **Website completed and film office was launched.**



MOUNTAIN VIEW REGIONAL FILM OFFICE

CREATIVITY AND EFFECTIVENESS

The MVRFO is the **first known regional film office of its kind** in rural Alberta. This fact generated awareness with media across Alberta. The partnership responded to numerous media inquiries following its website and office launch, including but not limited to **Alberta Prime Time; CTV News; CBC Edmonton & CBC Calgary.**

The MVRFO is also being used to target specific business sectors and tech companies to increase and diversify our regional economy. The target markets were determined according to the **international priorities** and collaboration agreements Canada/Alberta has with other countries.

The partner communities have received over **12 expressions of interest** for new filming projects – a combination of documentary, low-budget indie films, and larger budget Hollywood-style films. This year the following productions took place: **Fargo Season 5; The Order (major feature film); Project Six Shooter; The Last of us; Motorcycle Commercial.**



MOUNTAIN VIEW REGIONAL FILM OFFICE

TOOLS & COST

One of the primary functions of the MVRFO website is to host a [Reel Scout locations database](#), for location scouts and managers to easily find spots for filming.

We have partnered with the [Alberta Film Commission](#) to access their subscription to Reel Scout, the premier service-as-a-software provider of locations-search services. Thanks to their subscription, our cost is nil.

The website also boasts a [translation tool](#), to allow us to communicate in 5 separate languages in addition to English, including Punjabi, Korean, German, French and Spanish. A page on our website has been [designated to international](#) investors, entrepreneurs and individuals that would like to do business, invest or relocate to Canada and Alberta in particular.

The website also serves as a [resource database](#) for crew, talent and production resources (studios, etc.) in the region offering services to production companies.

The total cost to create the website, design the brand, and collect all the imagery, has come in at [just over \\$50,000](#), split between all the partners with 50% funding support through CanExport grant funding.



MOUNTAIN VIEW REGIONAL FILM OFFICE

PARTNERSHIP DEVELOPMENT & STAKEHOLDER ENGAGEMENT

- The development of the MVRFO includes not only the founding member communities, but Central Alberta stakeholders like **Red Deer Polytechnic, Olds College and SAIT**.
- Organizations like **Keep Alberta Rolling** were major assets in our preparation and planning.
- Multiple **film industry insiders**, including producers, production firms and unions, like ACTRA, have also been engaged and are linked to our website.
- Local **property owners** have been invited to add their properties to the locations search database.
- Local **service providers** have been engaged and provided with the opportunity to promote their offerings to the industry.
- The **Alberta Film Commission** has been instrumental, providing access to Reel Scout – searchable database.



MOUNTAIN VIEW REGIONAL FILM OFFICE

ESG BENEFITS

As a collaborative tool that will benefit small municipalities, industry, post-secondaries, and the province as a whole, there are multiple environmental, social, and governance (ESG) benefits.

- Environmental: The MVRFO is working to bring attention to the natural splendor that our wild mountainous countryside provides, along with the scenic beauty omnipresent through our rural farmland landscapes. **These require respect and protection.** Having resources available locally also helps reduce productions' carbon footprints.
- Social: By collaborating with post-secondaries, the workforce being trained in film production will increase in demand. The monies flowing into our communities will also support small business retention. **Workforce development is a primary benefit.**
- Governance: By being a collaborative effort in regional development, the participating member municipalities are working to **streamline film development permits, fees and guidelines**, which will be all aligned to allow for **simplified production planning**. In addition there is the cost sharing aspect of operations and promotion of our region and partnering communities.



MOUNTAIN VIEW REGIONAL FILM OFFICE

EFFECTIVE USE OF MEDIA

- The MVRFO set up **social media profiles** on Facebook, Twitter, Instagram and LinkedIn in May of 2023, which helps to promote news and information on our region. LinkedIn, one of the most successful platform for our project so far, generated 149 followers.
- The MVRFO has received attention through several **news articles and press releases** – which have already generated leads for multiple productions, and inquiries by a tech firms based in India; the partnership is hosting an investor fam tour this October.
- Several **promotional** videos have also been used to highlight the region. The regional video is placed on the Home page of our website, while Town of Didsbury and Town of Sundre community videos can be found as part of the image/video gallery.



MOUNTAIN VIEW REGIONAL FILM OFFICE

RESULTS

- The MVRFO created awareness with numerous **interviews** with various media outlets conducted between March and May.
- This year, so far the partnership hosted **four productions**.
- Increase in **investment and general inquiries** received through our respective Economic Development Offices translating to **approximately 80%**.
- Business noted an **increase of visitation** and reported an increase in **revenue of 10-15%**.
- The Didsbury museum was included in the community video on the MVRFO image/video gallery. The Museum experienced a tremendous increase of visitation. Between January-July, 2023: **2123 visitors** in comparison to same time in 2022: 1880 visitors. Their volunteer base for the museum doubled.
- **40 investors** are scheduled to visit the Mountain View Regional partner communities in October and a workshop session on the Film Office and tour of the region will take place.



MOUNTAIN VIEW REGIONAL FILM OFFICE

EXPECTED ADDITIONAL OUTCOMES

- The MVRFO expects **spillover benefits** supporting the rest of **Central Alberta**, as the partnership increases marketing and creating awareness of the area.
- Increased awareness about the region within the film industry, leading to more productions, and ultimately further **economic diversification** based on budgets for production, set design, and post-production being spent locally.
- Increase in **talent attraction** for crew development, and **business investment attraction** in the area of media technology and value added to industries (e.g. software for CGI).
- Increased exposure of the area's existence and its beauty, leading to **increased tourism** and notoriety.

