

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

STAFF REPORT

DATE: June 15, 2021

TO: Committee of the Whole

FROM: Tiffany MacLaren, Community Economic and Cultural Coordinator

SUBJECT: Mississippi Mills Municipal Film Policy

RECOMMENDATION:

THAT Committee of the Whole recommend that Council approve the Municipal Film Policy, the Municipal Code of Conduct for Film Cast and Crew and the proposed Municipal Film Policy Schedule of Fees.

BACKGROUND:

Since 2012, the Municipality of Mississippi Mills has been used as the location for approximately twenty film productions. Production requests are increasing in regularity. While there can be an appeal and economic benefit, some residents and businesses may be affected negatively by these productions if proper management tools are not in place.

To protect the interests and mitigate any negative impact on its residents, property owners and business owners, Council requested that the Community and Economic Development Committee (C&EDC) research and develop a draft Municipal Film Policy.

Through collaboration with C&EDC staff developed the Municipal Film Policy, Code of Conduct for Film Crew and Cast along with a recommended Schedule of Fees.

DISCUSSION:

The purpose of this Municipal Film Policy is to ensure there is a fair, safe, respectful, and mutually beneficial relationship between all parties. The film industry has demonstrated direct and indirect economic benefits to the community. The film permit application process is essential in ensuring that Municipal property and the rights, safety, and privacy of the citizens of Mississippi Mills are protected.

The C&EDC Committee began the process of developing this policy by circulating a survey to residents of Mississippi Mills. This helped to form the foundation of our research and from there staff researched other existing film policies and processes.

Once a draft was developed it was circulated to the Community & Economic Development Committee for discussion and revision. In addition, the draft policy was reviewed by a Mississippi Mills resident in the film industry and a Film Production team that often works in Mississippi Mills. These industry contacts helped to ensure the policy was relevant and that the correct terminology was being used.

If Council adopts this policy staff will develop an application form as well as communication plan for the new policy. A Film Industry page will be included on the Mississippi Mills Municipal website.

FINANCIAL IMPLICATIONS:

The Mississippi Mills Municipal Film Policy and Fees are not being developed to generate revenue. The attached schedule of fees was created through extensive research into similar policies in other Municipalities.

The true financial impact of film production happens directly with local businesses and residents through rental of property, and other location related expenses. A single film production typical of what we see in Mississippi Mills budgets to spend between \$15,000 and \$100,000 on location rental and related expenses. The Municipality directly benefits through rental of Municipal facilities; often occurring during off peak times when the facility would be otherwise empty.

Parking fees are being charged to discourage the use of public parking except where essential to the operation of the film shoot.

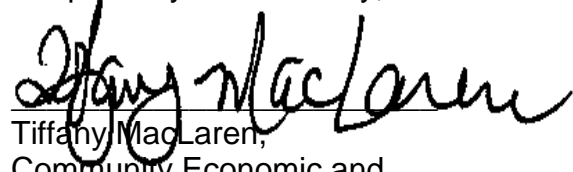
The Application Fee is intended to cover administrative costs including staff time, photocopies etc.

SUMMARY:

This draft film policy was created through research and community consultation. It has been created uniquely for Mississippi Mills however is in keeping with similar policies from other Municipalities.

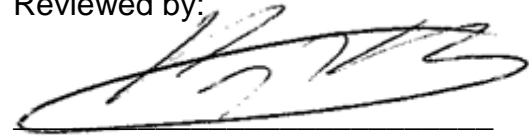
Staff recommends that Council approve the proposed Municipal Film Policy, The Municipal Code of Conduct for Film Cast and Crew and the Municipal Film Policy Schedule of Fees.

Respectfully submitted by,

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Tiffany MacLaren,
Community Economic and
Cultural Coordinator

Reviewed by:

A handwritten signature in black ink, appearing to read 'Ken Kelly', written over a horizontal line.

Ken Kelly,
Chief Administrative Officer

ATTACHMENTS:

1. MM Municipal Film Policy Draft.pdf
2. MM Film Policy Schedule of Fees Draft.pdf
3. Code of Conduct Film Policy Draft.pdf
4. List of Movies Filmed in MM.pdf