



## **Island Coastal Economic Trust Announces Funding for Regional Film Industry Development**

**For Immediate Release – August 8, 2007.** Mayor W.J. (Jack) Peake, Chair of the Island Coastal Economic Trust (Trust), and Mayor of the Town of Lake Cowichan, today announced funding approval by the Board of Directors of \$37,720 to the Island North Film Commission (INFilm).

“Support for this project will allow INFilm to deliver its marketing plan to attract a growing film industry to the North Island in an attempt to diversify its local economy,” stated Jack Peake. “INFilm has actively marketed and promoted the North Island as a filming destination. In the last 6 years, productions in North Vancouver Island have seen over \$60 million in film industry expenditures in movies, documentaries, television, and commercials - an important contribution to the North Island economy.”

ICET’s funding contribution will be to upgrade INFilm’s web site, to retain location photographers, and to promote North Vancouver Island as an attractive film location. The total cost of this project will be \$112,263 with contributions from many other funding agencies such as the Community Investment Support Program, the Coast Sustainability Trust, the City of Campbell River, Top Floor Computer Systems LTD and others.

“Island North Film Commission is thrilled with the opportunity to make significant improvements to its locations database, which is the foundation of our film commission’s capability to respond rapidly to production requests,” said Paul Galinski, INFilm President. “We have been an innovator, using digital technologies for years to provide filmmakers around the world with rapid access to photographs and files pertaining to potential locations. However, as with all technology that becomes dated, our systems need an upgrade and a rewrite, and ICET’s financial contribution, along with funds from other contributors, will allow INFilm to remain at the leading edge, enhancing the film commission’s capability to attract production to Vancouver Island.

“Also, having the ability to retain photographers throughout the vast Island North region will assist INFilm in greatly expanding the online locations library, which has more than 20,000 locations images uploaded for film producers from this global industry to scrutinize.”

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**About Island Coastal Economic Trust**

The Island Coastal Economic Trust was established by Provincial legislation on February 27, 2006. It provides \$50-million that is managed by an independent board of directors made up of 8 locally elected government representatives and 5 provincially appointed members from the community. The board's mandate is to makes strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business. Information about the Trust can be found on [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca).

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## FACT SHEET

Vancouver Island North Film Commission (INfilm) is the provincially mandated regional film office tasked to facilitate the film and television industry on Northern Vancouver Island. INfilm services Nanaimo north to the tip of the island and extends east to include the Powell River region. INfilm is a certified member of the Association of Film Commissioners International recognized as one of 330 global offices.

The Core Services of the Vancouver Island North Film Commission include:

Serving as the initial regional contact for the film industry.

- Developing and maintaining an on-line location library (digital photographic files);
- Scouting and servicing for production companies;
- Developing and maintaining a web-site providing regional information to production companies, along with job posting opportunities for local labour;
- Providing an avenue for extras casting;
- Assisting with the permitting processes (e.g. Highways, Parks, Hydro);
- Providing training and workshop opportunities;
- Maintaining film industry statistical data on the economic benefits to northern Vancouver Island;
- Marketing the region via trade shows and industry events.

This project will support website development with addition of significant architecture and functionality to attract and facilitate national and international business. It will encourage long-term, sustainable economic development and diversification in the communities of Northern Vancouver Island through a marketing campaign at trade shows and events to attract national and international attention by the film and television industry to the region.

The project allows INfilm to participate in a joint marketing campaign focused on the 2008 Beijing Olympic Games. The project is targeted to take advantage of the assembly of world media. INfilm proposes to participate through its relationship with the Motion Picture Production Industry Association of BC and the 2010 Commerce Centre, Tourism Association of Vancouver Island as they develop a joint strategy to highlight North Island filming locations, tourism and business at the 2008 games.

The project will retain local qualified and trained location scout's who will identify, photograph and upload key regional locations currently missing from the on-line photo library. These images will be shared with regional communities, tourism partners and the 2010 Commerce Centre.

INfilm was formed as a not for profit association January 10, 1996. Since then the organization has facilitated over 66 million dollars in direct economic impact throughout the region including:

- 21 Feature Film
- 29 Documentaries
- 4 Movies of the week
- 28 Commercials
- 42 TV segments
- 10 still shoots
- Miscellaneous corporate and music videos