

Background:

The County has become a desirable place for filming and TV productions with its picturesque views, historical sites, proximity to the Greater Toronto Area and an increase in demand for Ontario filming locations that qualify for industry funding opportunities. In 2020, the Economic Development and Tourism division initiated a Filming and Digital Media Strategy to determine how the County should both facilitate filming location requests as well as further develop the opportunities for positive economic and community impact from the growing industry of film and digital media production.

Strategy:

The Filming and Digital Media Strategy addresses how the County can improve operations of the industry within Brant over the next 3-5 years. The strategy includes 5 key areas of focus:

Efficient Operations: This includes improving current filming processes and establishing a filming policy and permit system. Additional support for staff will also be required to provide staff with skills and knowledge to successfully support the industry and new filming procedures.

Defined Value: The strategy will help the County of Brant develop a system to accurately calculate both the economic impact and community benefit for further development within the industry. Additionally, the strategy will provide a means of better reporting both the details of incoming productions within the community as well as the impacts of the industry activity taking place in the County of Brant and improve their reporting structure.

Strong Stakeholder Relationships: This area encourages the Economic Development and Tourism division to network and develop strong, positive relationships with filming companies, digital media companies and industry stakeholders. This will gain an improved level of customer experience and service.

Focused Sector Development: As a growing industry, it's important for the County of Brant to support the Filming and Digital Media industries to provide opportunities for Economic Development growth and diversity.

Effective Communications: Filming production in the County of Brant often requires additional services such as road closures and parking use. These services not only affect additional divisions but also the community including businesses and residents. The strategy recommends stronger and effective communications can help to create a positive experience for the community when it comes to filming and will also allow the Economic Development division to share the positive economic benefits.

Timeline and Implementation:

The Filming and Digital Media Strategy was received and approved by the County of Brant Council in November 2020. The Economic Development and Tourism Division will begin to implement the strategy in 2021 through to 2025.

For more information regarding the Filming and Digital Media Strategy and to review the full report, please visit www.Brant.ca/Plans.