

**Newfoundland and Labrador Film
Development Corporation
Business Plan 2023-26**



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Message from the Chair

As Chair of the Newfoundland and Labrador Film Development Corporation (NLFDC), I am pleased to submit the Business Plan for the Board for the next three fiscal years, 2023-26. This Plan was prepared considering the strategic directions of the provincial government and the requirements of a category two entity under the **Transparency and Accountability Act**. As Chairperson of the NLFDC, my signature indicates the Corporation's accountability for the goals and objectives detailed in this document.

Newfoundland and Labrador already has a firm foundation from which to grow and expand its attractiveness to domestic and incoming productions, and therefore to benefit from the global production deluge. As a traditionally resource-driven economy that has been affected by local and global shifts, the Government of Newfoundland and Labrador's commitment to diversify and continue to invest in this dynamic sector is a highly positive sign for the health of the industry.

Together we have achieved many successes for our local screen industries. The incentives provided through the Provincial Government's investments and delivered through the NLFDC programs have been essential in this progress. We believe the industry will continue to attract inward investment, create innovative jobs, help retain young people, encourage tourism, and provide benefits to the provincial tax base. With a more robust workforce, outside production companies that travel to shoot in the province will have an incentive to hire as many Newfoundland and Labrador crew members as possible to maximize the credit. This will significantly increase the economic impact to the province.

Sincerely,



Mark Sexton

Chairperson, Board of Directors (NLFDC)

Introduction

The screen industry in Newfoundland and Labrador has been building through a steady stream of new domestic projects, combined with attracting significant guest productions. The province offers unique locations and an increasingly supportive and film-friendly environment.

As the Film Commission for the province, the NLFDC supports the film industry's ability to attract business through national and international marketing of the industry and the province as a location for production.

A key driving factor in reaching consistently high levels of production activity has been the capabilities of the province's producers and talent. Their work over multiple years in developing and producing content has created a strong foundation upon which the industry can grow. Domestic series and films have provided employment opportunities for crews and talent and have created valuable intellectual property based on local stories.

Overview

The Government of Newfoundland and Labrador announced the establishment of the NLFDC in February 1997, under the **Corporations Act**, and the appointment of the Board of Directors of the Corporation in March 1997. The Executive Director of the Corporation was appointed in October 1997, and the following month the Corporation's offices opened.

The NLFDC was created to grow the local screen industries of the province, both through the creation of local film and television productions for national and international markets, and as a destination for guest productions to shoot in Newfoundland and Labrador locations. On a daily basis, the NLFDC is the front line for local screen industries as well

as potential outside partners interested in investing in the province through screen industry projects.

Mandate

As a Crown corporation, the NLFDC's mandate is to promote the development of the film and video industry in the province and to promote the province's film and television products and locations nationally and internationally.

The NLFDC is the front line of the film industry to the public and, on behalf of Newfoundland and Labrador, to the nation and the world. It fields many requests and enquiries concerning Newfoundland and Labrador as a shooting location and advises local filmmakers, production companies and crew. The NLFDC provides information on all elements of the film industry including its own programs and those of other local organizations, as well as information regarding national funders, broadcasters, and distributors.

Vision

The vision of the NLFDC is of viable, healthy and stable screen industries in Newfoundland and Labrador.

Lines of Business

The NLFDC is an entity that fosters and supports local screen industries. Through its seven programs, the NLFDC offers local producers and outside producers/productions the support needed to help the province's production sector to flourish. The NLFDC's Lines of Business are outlined below:

The Equity Investment Program (EIP): The EIP provides funding in the form of equity investment to eligible producers for the financing of productions. The NLFDC will normally provide a maximum contribution of 20 per cent of the total production budget.

In order to access these funds, applicant companies must be incorporated in the province and must be owned 51 per cent or more by residents of Newfoundland and Labrador. Within the EIP, the NLFDC administers the **Development Program**, which may provide up to a maximum of 33 per cent of an eligible development project budget.

Film and Video Industry Tax Credit Program: The Government of Newfoundland and Labrador offers a Film and Video Industry Tax Credit, which is co-administered by the NLFDC with the provincial Department of Finance. It is a fully refundable corporate income tax credit based on the amount spent on eligible Newfoundland and Labrador labour.

The All Spend Film and Video Industry Tax Credit Program: The Government of Newfoundland and Labrador offers an All Spend Film and Video Industry Tax Credit, which is co-administered by the NLFDC with the provincial Department of Finance. It is a fully refundable corporate income tax credit based on the amount spent on eligible Newfoundland and Labrador costs. The credit is available to eligible corporations at the rate of 40% of eligible production costs, to a maximum tax credit of \$10 million annually per project.

Sponsorship Program: The NLFDC's Sponsorship Program is designed to foster and promote the development and growth of the local film and video industry. The program provides qualified individuals and organizations with funding assistance, which enables them to promote the products of the local industry. This will be achieved through three distinct sub-programs: Promotional Travel, Marketing and Distribution, and Workshop Assistance.

Professional Development: The NLFDC has a full-time Industry Analyst who works on behalf of crew, producers, and filmmakers to organize and support specific workshops, training opportunities, job placements, and other projects designed to increase the local industry's capacity. The industry analyst also administers the Deeming Provision of the Film and Video Tax Credit Program (described above) which supports these efforts.

Marketing Newfoundland and Labrador: As the Film Commission for the province, the NLFDC supports the provincial film industry's ability to attract business through national and international marketing of the industry and the province as a location for production and post-production. The NLFDC partners with the Atlantic Canada Opportunities Agency and the Government of Newfoundland and Labrador to provide access for production companies to international markets.

Primary Clients

The NLFDC's focus is the continued growth of the screen industries in Newfoundland and Labrador. To ensure this growth, the NLFDC has identified both primary and secondary clients. Both groups are vital to the growth of the industry and fulfilling the unique needs of both types of clients is crucial to achieving the mandate of the Corporation.

The NLFDC's primary clients are Newfoundland and Labrador film and television producers. The NLFDC provides advice and represents local producers at global industry events. On behalf of these local producers, the NLFDC advocates for sustained industry growth to provincial and federal organizations. By implementing the EIP, the Film and Video Industry Tax Credit Program, the All Spend Film and Video Tax Credit, the Professional Development, and Sponsorship Program, the NLFDC seeks opportunities to create a greater industry presence.

The NLFDC's secondary clients are resident crew members and filmmakers. Both "above-the-line" (i.e., writers, directors, and producers) and "below-the-line" (i.e., technical crew) personnel and staff can benefit from the NLFDC's many professional development opportunities. Personnel are able to enrich their skills through the many different workshops facilitated by the NLFDC and its partners. These include technical workshops and classes focusing on the creative side of the screen industries.

Additionally, there are secondary clients related to marketing our industry and the province itself as an on-site location to film. These clients would include producers and location scouts both nationally and internationally who are looking to shoot a guest production in Newfoundland and Labrador and are seeking co-production opportunities with this province.

Employees & Budget

As of March 31, 2023, the NLFDC has four staff members, of which three are female and one is male. On behalf of the Government of Newfoundland and Labrador, the NLFDC administers an annual \$10 million Equity Investment Fund for both development and equity investments in film and television.

The NLFDC operating budget has been increased from \$625,600 in 2022-23 to \$1,237,100 for 2023-24. This amount includes provincial appropriations to provide for marketing, operating and program support to the Corporation.

Board of Directors

As of March 31, 2023, the Board consisted of the following members:

Chairperson:

- Mark Sexton, St. John's

Members:

- Noreen Golfman (Vice-Chair), St. John's
- Cheryl Stagg, Stephenville
- Colleen Kennedy, Rocky Harbour
- Craig Goudie, Grand Falls-Windsor
- Cyndy Stead, Port Rexton

- Ben Gardner, St. John's

Responsibility Areas

The responsibility areas of the NLFDC include:

1. Administering the Equity Investment Program (EIP) – Development and Equity Investment;
2. Co-administering the Film and Video Industry Tax Credit and the All Spend Film and Video Industry Tax Credit with provincial Department of Finance;
3. Providing Professional Development;
4. Managing the Sponsorship Program;
5. Marketing the Province as Film Commission for Newfoundland and Labrador; and,
6. Representing Newfoundland and Labrador externally and internally in the film development arena, as the film commission for the province.

Horizontal Initiatives

The Newfoundland and Labrador Film Development Corporation partners directly and indirectly with a number of departments and entities of the Provincial Government in order to help create the necessary film and television industry ecosystem.

These include the Department of Finance for the co-administration of the tax credits; the internationalization division of the Department of Industry, Energy and Technology for support of production company marketing efforts; the Department of Tourism, Culture, Arts and Recreation's Culture Economic Development program; Arts NL for its investment in local film festivals and the Newfoundland Independent Filmmakers Co-operative. Additionally, NLFDC partners with Memorial University, and the College of the North Atlantic for their educational programs.

Federal and municipal government partnerships are also key to the success of the Newfoundland and Labrador film and television industry. Municipalities are the frontline for the permission of local productions to shoot in their jurisdictions and their support is vital.

Nationally, there are a number of entities including the Canada Revenue Agency and several agencies of the Department of Canadian Heritage, which are essential including, Telefilm Canada, the Canada Media Fund, the Canadian Audio-Visual Certification Office, and the National Film Board of Canada. The NLFDC relies on their partnerships for the success of the local industry.

In particular, the federal government's ACOA works closely with the Newfoundland and Labrador film and television sector in a number of ways. In 2023-26, the NLFDC will continue to collaborate with ACOA to provide an international market access program for Atlantic production companies to bring investments into our region and target specific training initiatives.

Physical Location

Newfoundland and Labrador Film Development Corporation

70 Portugal Cove Road, Suite 201, St. John's, NL, A1C 3K3

Telephone: (709) 738-3456 or toll-free: 1-877-738-3456 (within Canada)

Facsimile: (709) 739-1680

General Email: info@picturenl.ca

Website: www.nlfdc.ca

Strategic Issues

The priority issue of the NLFDC is a result of the uniqueness of the screen industries in Newfoundland and Labrador. With the ever-changing world of film and television and the financing, marketing, and technology related to each, the NLFDC needs to be proactive

in order to nurture growth. Currently, the priority issue for the NLFDC and the industry in the province is to plan for and manage the promotion of Newfoundland and Labrador as a filming location for co-productions and service productions.

Strategic Issue 1:

Goal: By March 31, 2026, the NLFDC will have effectively promoted Newfoundland and Labrador as a destination for Film and Television production.

Goal Indicator:

- The NLFDC will hire new two new staff members specifically for Industry Development
- The NLFDC will support the marketing of Newfoundland and Labrador as a location for Film and Television production. This can be measured by the number of enquires made to the NLFDC and location package requests.
- The NLFDC will help foster an increase in the crew base to support Film and Television production.

Objective 2023-2024:

By March 31, 2024, the NLFDC will have effectively promoted Newfoundland and Labrador as a destination for Film and Television production.

Indicators:

- The NLFDC will successfully contract an entity to create the locations database. These databases are a film commission standard that professionalize and streamline locations requests from large studios.
- The NLFDC will identify new market events to promote the NLFDC's incentives and locations.
- The NLFDC will have meetings with Industry to ensure continued growth of the crew base.

Objective 2024-2025:

By March 31, 2025, the NLFDC will have the NLFDC will have effectively promoted Newfoundland and Labrador as a destination for Film and Television production.

Objective 2025-2026:

By March 31, 2026, the NLFDC will have the NLFDC will have effectively promoted Newfoundland and Labrador as a destination for Film and Television production.