

Pre-Budget Submission

***Written Submission for the Pre-Budget Consultations in
Advance of the 2021 Budget by Canadore College***



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RECOMMENDATION 1: THAT THE GOVERNMENT INJECT FUNDING INTO THE CANADA CULTURAL SPACES FUND AND OTHER FUNDING ENVELOPES THAT SUPPORT CONSTRUCTION PROJECTS AND EQUIPMENT PURCHASE RELATED TO CULTURAL SPACES.

RECOMMENDATION 2: THAT THE GOVERNMENT PROVIDE FUNDING IN THE AMOUNT OF \$28 MILLION FOR CANADORE COLLEGE'S PROPOSED SOUND STAGE. THIS SHOVEL READY PROJECT WILL IMMEDIATELY CREATE 400 CONSTRUCTION JOBS AND UPON ITS OPENING CREATE 1000 FULL-TIME JOBS AND SPUR 2000 FULL-TIME INDIRECT JOBS.

Challenge: Increasing the number of Canadians working following the COVID-19 pandemic while addressing the limited government infrastructure funding for arts, heritage, culture and creative innovation

Canada has been struck hard by the COVID-19 pandemic and the economic earthquake that accompanied it. Unemployment rates are their highest in decades. Canadians out of work are growing increasingly anxious about their economic situation while employers are desperate to 'keep the lights on' at their companies. Nevertheless, Canadian resiliency has shone through, and as we enter the recovery phase Canadians trust that the government will continue to keep its steady hand on the wheel while investing in worthwhile job-creating initiatives from coast to coast to coast.

Canadian are immensely proud that our artists and creative industries are world renowned for their excellence. Our actors, producers, singers, and others in the industry are national treasures. While many feel the need to leave Canada to excel in these fields, it is the homegrown content and industries, which are an engine of economic growth and a competitive advantage. The Framework also observed that Canada's unique and diverse stories are sought out at home and around the world.

The Creative Canada Policy Framework was designed to provide a new vision and approach to creative industries and to growing the creative economy. While proposing to build from past successes, the Framework recognizes that an investment in Canada's artists, writers, producers and directors - and their stories, is a key pillar to advance the industry and creating jobs.

Currently, the shortage of physical space in Canada dedicated to the production of theatre, film, and television has resulted in an exile to the United States or elsewhere of too many of Canada's creative geniuses. They bring the large economic footprint that accompanies this work with them abroad. This is especially true in Canada's North, where a lack of cultural infrastructure sites to produce film and television hinders the ability for Indigenous Canadians and others in the region to tell their stories their way.

The government has sought to address the shortage of cultural spaces and improve the physical conditions that support the for arts, heritage, culture and creative innovation, including creative hubs. These efforts are centralized in the Canadian Cultural Spaces Fund (CCSF). The CCSF is designed to support renovation and construction projects, the acquisition of specialized equipment and feasibility studies related to cultural spaces.

Currently, the CCSF annual grants and contributions budget is \$54 million for the period 2018-2028. While that is generous, in discussions with departmental officials at Canadian Heritage, Canadore College officials learned that the majority of projects receive funding in the low hundreds of thousands of dollars range and very few projects are given over a

million dollars. Every year the CCSF is overwhelmingly oversubscribed. Further, CCSF funds for Fiscal Year 2020-2021 for Ontario were allotted several months before the fiscal year was set to begin.

Canada is at the precipice of becoming a cultural superpower, but these realities stifle the ability to make this happen.

Solution 1: Inject funding into the Canada Cultural Spaces Fund and other funding envelopes that support major construction projects for building cultural spaces

Canada's cultural sector can be a major driver of economic growth as the country looks to enter a recovery phase following the COVID-19 pandemic. As noted in the Statistics Canada report, Canada's cultural sector contributed \$53.1 billion to the economy. With government investment in key shovel-ready projects in the cultural sector, this number is set to dramatically increase. This will boost employment numbers and foster innovation and resiliency in the sector.

Enabling the cultural sector to realize its potential will require strategic investment in projects that can take Canada's industry to the next level. It will require a larger injection of funds in proposed projects than currently offered by the CCSF. It will require giving cultural leaders the ability to purchase the state-of-the-art equipment that will give their studios an edge over their foreign competitors.

Importantly, the government has already recognized the role it can play to support the sector's growth by continuing to back the CCSF. Reaffirming this belief by injecting a significant amount of new money into the fund will propel Canada to the industry's forefront. It will not only enable domestic production work to stay in Canada but will foster foreign players to conducting their lucrative production and post production work here.

Solution 2: Provide funding in the amount of \$28 million for Canadore College's proposed sound stage.

North Bay, Ontario's Canadore College, along with their private sector partner The Stratagem Group (TGS), are looking to expand from their incredibly successful Post Production Studio and build a state of the art sound stage. The new facility will include a 80,000 square foot studio complex with a 40,000 square foot clear span sound stage, an expansive 40 foot ceiling height, and support spaces, which include production offices, talent cabins, and carpentry, prop, wardrobe and art department rooms.

The proposed tier one sound stage will provide multiple benefits to the region and Northern Ontario. It will attract independent production companies from Northern

Ontario, Canada, and across the world. The sound stage will foster production of original material for domestic consumption, facilitate commercial television and feature film productions, and promote the distribution and exhibition of films and television programs.

The sound stage will also provide an environment for education and training to ensure a sustainable workforce in the film and television industries and sub trades. Canadore College will work with its industry partners to create high-quality training modules that are both in-class and online. This will support Canadore College's three-year film program and will feature a fast-track option that will be designed to address the industry's skills gap with four new programs.

STUDIOS@CANADORE PRODUCTION FACILITY

STUDIO FEATURES:

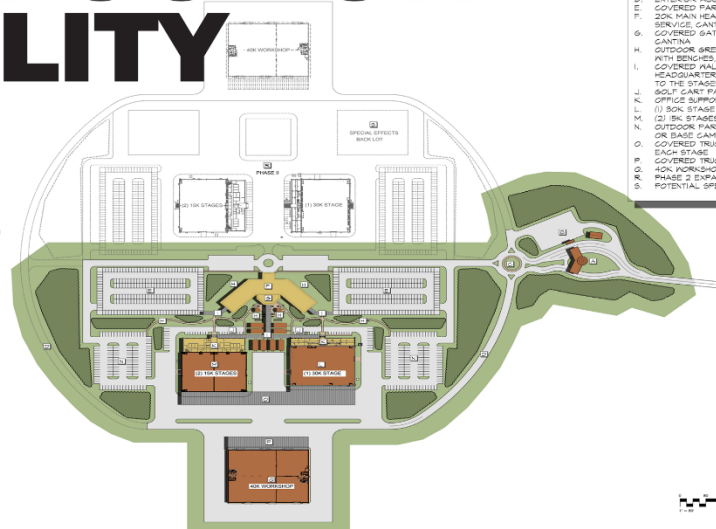
- 1 - 30,000 sq.-ft. sound stage
- 2 - 15,000 sq.-ft. sound stages
- 40,000 sq.-ft. flex stage/workshop
- 20,000 sq.-ft. office/production
- Backlot / Blue Screen Pad

STUDIO PROPERTY:

50 acres

STUDIO PARKING:

300 spaces



- LEGEND:
- A. SECURITY GATEHOUSE/ PULL OFF FOR VISITORS
 - B. VISITOR PARKING LOT/ JEDR LOT
 - C. ROUND ABOUT
 - D. ENTER ON ACCESS ROAD FOR LARGE TRUCKS
 - E. COVERED PARKING AREAS - +/- 450 SPACES
 - F. 20K MAIN HEADQUARTERS WITH ADMIN OFFICES, SERVICE, CANTINA, ETC.
 - G. COVERED GATHERING AREA WITH ACCESS TO CANTINA
 - H. OUTDOOR GREENSPACE OUTDOOR GATHERING, WITH BENCHES, OPEN SPACE AND BBQ AREA
 - I. COVERED WALKWAYS THAT CONNECT THE MAIN HEADQUARTERS TO THE PARKING DECK AND TO THE STAGES
 - J. SOFT GRASS PARKING AREA
 - K. OFFICE SUPPORT AREAS FOR STAGES
 - L. (1) 50K STAGE
 - M. (2) 15K STAGES
 - N. OUTDOOR PARKING LOT FOR +/- 100 CARS ON BASE CAMP/ LAYDOWN AREA AS NEEDED
 - O. COVERED TRUCK AND TRAILER ACCESS AT EACH STAGE
 - P. COVERED TRUCK ACCESS AT THE WORKSHOP
 - Q. 40K WORKSHOP WITH TS ACCESS AROUND
 - R. PHASE 2 EXPANSION AREA
 - S. POTENTIAL SPECIAL EFFECTS STAGE - 2nd PHASE

The proposed site of the sound stage is only a 9-minute drive from North Bay's airport and a 11-minute drive to the city's downtown. North Bay is a three-hour drive to Toronto and a four-hour drive to Ottawa.

Indigenous story telling

Indigenous storytelling is a significant cultural practice that enables the sharing of histories, languages, ceremonies and worldviews between generations. The sound stage will encourage and enable the voice of Indigenous peoples in the media with the use of technologies including photography, video/film production, sound and design.

Funding requested

Canadore College is requesting a federal investment of \$28 million to support this \$40 million project. The remaining \$12 million will be funded by the Government of Ontario and Canadore's private sector partners.

Timeline

Official plan, zoning, by-law approvals – complete

Drawing/site plan approvals, submission – submitted

Pricing/permitting – June-August 2020

Site construction/utilities/grading – September 2020- September 2021

Vertical construction – April 2021-Dec 2021

Occupancy – January 2022

Why North Bay, Ontario?

Over the last several years, there has been an exponential increase in cultural initiatives emerging from Canada's North. In part from years of investment from the Government of Ontario's Northern Ontario Heritage Fund Corporation (NOHFC) and in part due to generous tax incentives to work in northern Ontario, North Bay is emerging as a cultural hub. The continuous increase in the cost of land in or near Toronto has created a tangible boon for North Bay as companies look for more affordable regions in which to work. Over the last three years, film/tv production has brought close to \$100 million to the region. This has caught the attention of filmmakers from Hollywood and across the world.

North Bay has the potential to become the next hub for production in Canada. Together we can make it happen.

Creating jobs – a response to COVID-19

Facilitating job creation is key for Canada's economic recovery following the COVID-19 pandemic. As this project is shovel-ready, it will create 400 construction jobs immediately after Canadore College receives the required funding. Upon completion, the sound stage will create 1000 direct full-time jobs and an estimated 2000 indirect full-time jobs.

Post Production at Canadore College

Canadore College's Post Production Studio is one of the most modern post production facilities of its kind. Offering its services to regional, provincial, national and international production companies, the Post Production Studio at Canadore College is uniquely positioned to both educate and to offer post production services to the film, television, and video production industry that attract new business and stimulate the film and television sector in Ontario.

The Post Production Studio contributed to generating \$100 million for the region last year. It has also created growth of production and co-production initiatives and has attracted partnerships with: Applied Electronics, AVShop, Arri, Apple, Advantek, Avid, B and H video, Canon, Christie Digital, Davinci Resolve, Dolby, Dynamix, GS Broadcast, HD Source, Long & McQuade, Saved by Technology, Sony, Studio Ekonomik and TBS Consoles.

In addition, a number of relationships have been developed with production companies and producers including: Jeff Melanson, Michael Cerenzie -Producer*, Leif Bristow - Director Producer*, Brenda Tremblay - Senior Executive-Science North*, Mark Saddleton | Country Head | Director of Sales | Imaging Solutions - Sony of Canada Ltd*, Jake Seal- Producer/Owner JSA Holdings*, Paul Moyer | Partner-Eggplant Picture & Sound, Rose Gregoris-Sound Dogs Toronto, David Seymour-Member Services Manager-Directors Guild of Canada – Ontario, Pasha Patriki-Producer/Director of Development-Hangar18.media, Neishaw Ali President /Executive Producer, Justin Cutler, Ontario Film Commissioner, Brittany Canasi - Post Production Manager | Warner Bros. Animation, Attilia M. Fierro - Dolby Laboratories, Inc., Sara Ben-Saud - Coordonnatrice de production - Nish Media, Katie Nolan | Producer - Babe Nation and Sydney Grieve - Director, Public Affairs & Communication - Motion Picture Association - Canada. (*denotes formal agreement with Canadore)

Canadore College's Post Production Studio features:

- Cost-effective access to the latest in advanced technologies and practices
- Full access to a Dolby Atmos mix stage with 70,000 watts of power driving 41 speakers
- ADR stages and Dolby Atmos conform to NC-18 standards
- Full access to ADR stage, colour grading suite, D.I.T suite, offices, reception and boardroom
- Connections to top industry professionals
- Internet speeds up to 500 mbs
- Access for industry to existing college infrastructure in order to leverage the support required during the development, production and post-production phases of film.

Canadore College's Dolby certified ATMOS Post Production Facility enhances the film and television industry in northern Ontario by offering high end Audio Mixing, ADR Color Correction and DCP services. This skills-training opportunity will enable content creation

to stay in Canada for all phases of production, and create middle-class jobs and prosperity for the North.

Supporting cultural expression in the North

To date, one of the biggest barriers to maximizing industry engagement in the North has been the lack of coordinated services and resources for producers to shoot, edit and finalize their entire production. Canadore College's Post Production Studio has enabled the diversification of the Northern Ontario economy by offering producers and/or directors the ability to see their small and big screen projects through to completion. Canadore looks to monumentally expand and grow these services with the construction of the sound stage.

About Canadore College

Canadore College trains 3,750 students each year through applied learning, leadership and innovation. The college provides access to over 65 full-time quality programs and has outstanding faculty and student services. The College's three campuses - the Aviation Campus, Commerce Court and the Education Centre - and its students contribute nearly \$290 million to the regions of Nipissing and Parry Sound. Approximately 1,000 students graduate from Canadore each year, and they join 41,000 alumni working across the globe.