

COMMITTEE OF THE WHOLE - NOVEMBER 7, 2005

PROMOTING THE CITY OF VAUGHAN AS A SITE FOR VISUAL MEDIA PRODUCTIONS

Recommendation:

Councillor Tony Carella recommends that the permit fee of \$500 be waived for low-budget (\$20 000 or less) visual media productions (film, videotape, digital imaging, etc), provided that external shots of the City of Vaughan are included in the end-product and that the producers agree to a final credit line to the effect that the production was "shot on location in the City of Vaughan, *the City Above Toronto*", and that the producers agree to furnish at no charge a final copy of the end-product, for purposes of confirming the foregoing.

Economic Impact:

In an average year, thirty permits are issued for visual media productions. Only a small portion of these qualify as "low budget", probably less than five according to staff. Thus the impact in a typical year may be as low as \$2 500.

Purpose:

To promote the City of Vaughan as a location for all types of visual media productions, and (because of the free publicity to be garnered from this arrangement), increase the total number of media productions within the City of Vaughan.

Background - Analysis and Options:

Developments in video imaging technologies are rapidly lowering the costs of visual media productions of all kinds, promising, in turn, significant increases in the number of such productions world-wide. The Greater Toronto Area is already a leader in this field, and an opportunity presents itself for the City of Vaughan to become a production-friendly venue vis-à-vis these types of productions. For purposes of this report, there will be a benefit to low-budget productions, but also the opportunity for the City to generate greater interest in Vaughan as a potential site for all types of these productions. Ultimately, the City can be assured of cost-free publicity in promoting itself as a friendly venue for all types of such productions (whether low-budget or high-budget), with only marginal loss of revenues.

Relationship to Vaughan Vision 2007:

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion:

By foregoing a marginal source of revenue (permits for low-budget visual media productions) the City can take advantage of an opportunity to promote itself as a venue for all types of such productions.

Attachments:

None

Report prepared by:

Councillor Tony Carella

Respectfully submitted,

Councillor Tony Carella