

Alberta Election 2019 - Key Messages

Alberta's Screen Industries

March 20, 2019

Overview

The following document is intended to support government engagement over the course of the Alberta election 2019 period (ie: when running into candidates from any political party through the course of the campaign) by representatives from the Alberta screen industries industry. Below are a series of key messages, each supported by several proof points that can further bolster the messaging.

Efforts are intended to be non-partisan with the intention of garnering support for the industry from all political parties.

Key Message: Who We Are – Alberta's Screen Industry

- Performers, producers, directors; labour force and crews; post production development teams; facilities
- Individuals who has received specific training from one of Alberta's premier post-secondary institutions
- Individuals shifting career paths in the new Alberta economy
- Meet these individuals - KEEP ALBERTA ROLLING: <https://www.keepalbertarolling.ca/>

Key Message: Our industry is diverse and drives economic development province-wide

- Alberta is the 4th largest jurisdiction for film industries in Canada
- Employs over 3,350 highly skilled individuals
- In 2018, the sector's economic impact was \$308 million
- Most Academy Award, Golden Globe and Emmy wins of any Canadian jurisdiction from 2002-2017
- Purpose-built sound stages, production technology, and industry services capable of supporting international scale production requirements
- Driver of indirect and induced GDP impact of \$236 million in 2018 - by filling hotels rooms, engaging caterers, supporting services in big cities and small communities tied to our impactful locations
- Direct, indirect and induced labour income impact of \$98 million in 2018

Key Message: We are the right investment for strong returns and a diversified economy

- The Alberta screen industries are competing in a nationally and globally competitive marketplace
- Incentives are often what determines where a production is sited
- Tax rebate systems, not granting programs, are consistently used as the incentive system "of choice" globally and across Canada
- Foreign and domestic corporations confirm that the current system lacks certainty for financial and site planning
- Investments in the screen industries can result in strong returns on investment and accelerate the diversification of the Alberta economy

CALL TO ACTION: Alberta has what it takes to build a globally competitive screen industry to:

- Compete nationally and globally for lucrative larger budget productions
- Grow Alberta labour force and crew base
- Provide Albertans with an opportunity to transition to a new economy
- Retain local talent and providing opportunities for those trained here to stay here
- Expand facilities and services
- Develop post-production talent and services