



**KEEP
ALBERTA
ROLLING**

SUPPORTING THE FILM & TELEVISION INDUSTRY

Mission

Our goal is to increase awareness of local success stories in the screen industry and educate the people of Alberta on the vast opportunity it presents for creation of jobs, economic diversity, and foreign investment.

Golden Age of Content

Apple tv+

NETFLIX

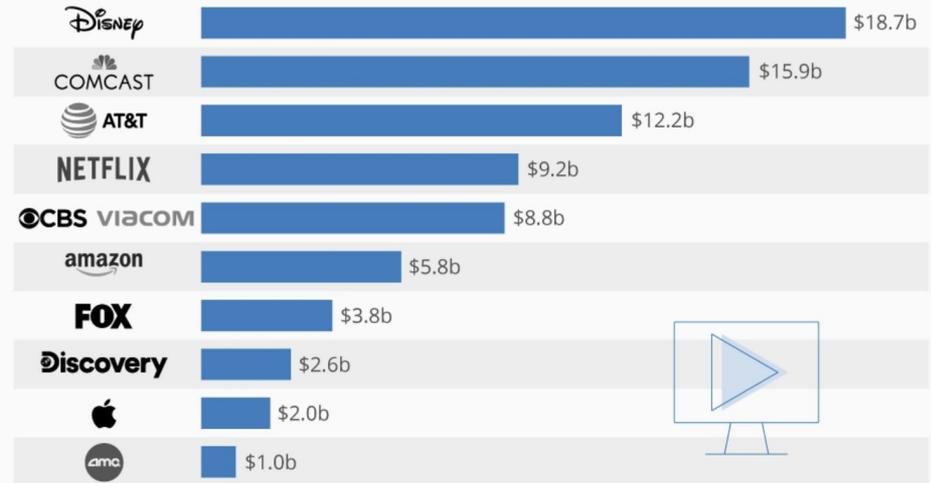
hulu

Disney

prime video

The Billion-Dollar Content Race

Estimated non-sports video programming expense of selected companies in 2019*



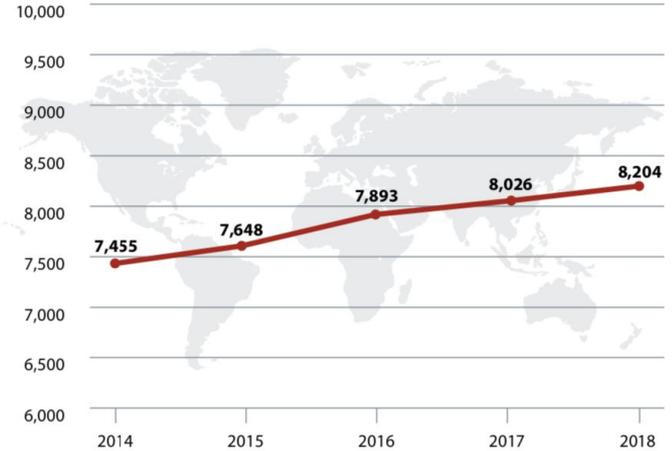
* all expenses are on a profit and loss basis, i.e. as recognized in the income statement
@StatistaCharts Sources: MoffettNathanson, Company Reports

GLOBAL GROWTH IN THE MARKETPLACE

- Streaming Companies are setting up content creation “Hubs” in jurisdictions around the world
- This means building studios, investing in training programs and creating film funds for areas that are film friendly
- This foreign investment amounts to billions of dollars up for grabs globally on a yearly basis

Figure 1:
Estimated Worldwide Feature Film Production, 2014-2018

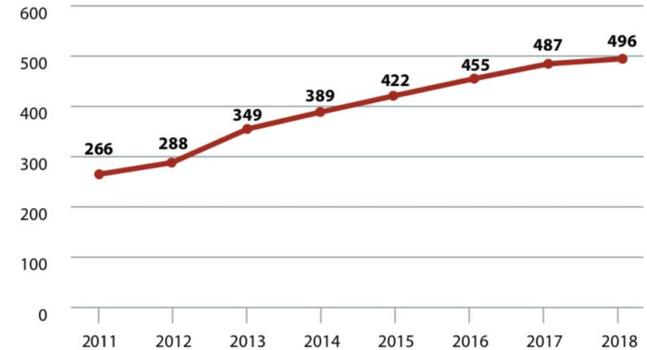
Number of feature films produced



Source: European Audiovisual Observatory.

Figure 2:
Estimated Number of Scripted Original Series, 2011-2018

Number of series



Source: Estimated by FX Networks Research as of 31st January, 2019.
Notes: Broadcast, cable, and online services. Excludes library, daytime dramas, one-episode specials, non-English language/English-dubbed, children's programmes, and short-form content (< 15 mins).

What Has Filmed in Alberta?

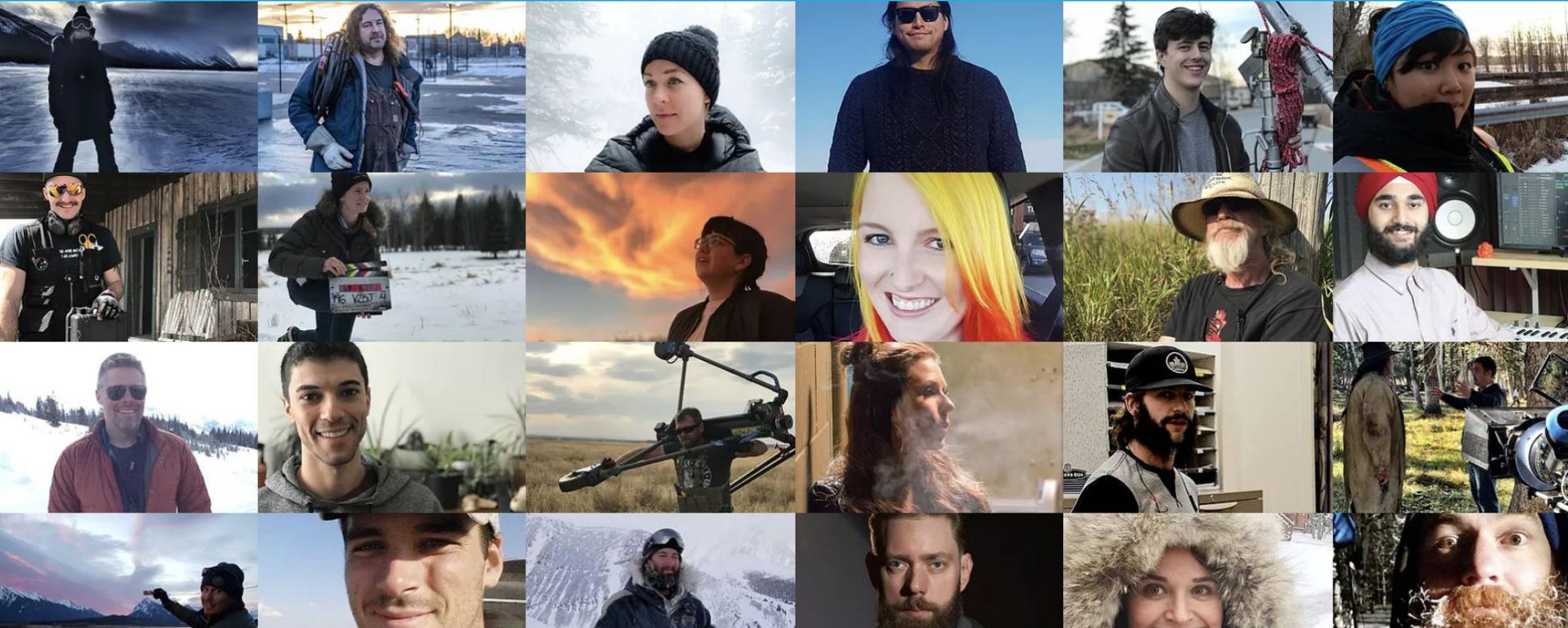
Most Academy Award, Golden Globe and Emmy wins of any Canadian jurisdiction in the last 15 years



**How Does Film
& Television
Help Alberta?**

Creates Jobs - Every Skill & Sector

Employs 3,357 highly skilled individuals





A NEW START

**FROM
OIL & GAS
TO FILM**



Business Behind the Scenes

Investment in the film and television industry extends beyond the set, it reaches:

Heavy Equipment Rental
Location Owners
Catering Companies
Taxi Services
Hotels
Airlines

Commercial Real Estate
Grocery Stores
Building Supply Stores
Gas Stations
Restaurants
Short Term Housing Rental

Coffee Shops
Clothing Stores
Vehicle Rental
Home Decor Stores
And more...

GHOSTBUSTERS (2019)



**14,627
ROOM NIGHTS**

\$2,025,647
Spent on Hotels
in Calgary,
Fort Macleod,
& Drumheller



**225,000
LITRES OF GAS**

For Rental &
Crew Vehicles



**\$395,560
ON CATERING**

Local Grocers,
Restaurants &
Distributors



**OVER
\$800,000 ON
RENTAL
VEHICLES**



**OVER
\$500,000
ON LUMBER**

For Construction
of Sets

JUMANJI (2019)



**2800 ROOM NIGHTS
\$455,700 ON HOTELS IN KANANASKIS**

TOGO (2018)



**2900 ROOM NIGHTS
\$539,400 ON HOTELS IN KANANASKIS
& NORDEGG
\$2,100,000 SPENT IN COCHRANE**

Supports Communities



Welcome to
High River

Home of Heartland

↑ **DOWNTOWN**
Shopping
Camping
Dining

HIGH RIVER

**WHERE THE
MAGIC
HAPPENS**



**KEEP
ALBERTA
ROLLING**

Building a Mutually Beneficial Relationship throughout Alberta

PROMOTION WITH A PURPOSE



Leveraging Attention For

- Uplifting Local Leaders, Community & Key Organizations
- Promoting Albertan Values of Hard Work, Entrepreneurship, Respect, Integrity & Industriousness
- Bridging gaps between established and emerging industries
- Showcasing and developing Tourism & Creativity throughout the province (not just Banff)

Showcasing & Developing Under-appreciated Areas in Alberta

Keep Alberta Rolling
Published by Brock Skretting · August 3 at 2:21 PM ·

Blessed and Boundless near Town of Bassano
County of Newell Today's Country 95-5
smashley1991 #CinematicABfromAtoZ



6,361 People Reached 1,011 Engagements [Boost Again](#)

302 15 Comments 56 Shares

Like Comment Share



Keep Alberta Rolling
Published by Brock Skretting · July 28 at 11:28 AM ·

Lucky Charm Near Bassano, Alberta
Greg Johnson, TomadaHunter.ca

30,649 People Reached 4,008 Engagements [Boost Again](#)

Shared on Jun 15, 2020 by Brock Skretting

7.3K People Reached 1.3K Post Engagements

1.6K 48 Comments 303 Shares

Like Comment Share

Most Relevant

- Pat Andrusiak Yes the pot of gold is in the pump jack. This country needs to make get Great photos. Like · Reply · Message · Sw · 10
- Bill Wise So there is an end to the fairbairn Like · Reply · Message · Sw · 2
- 1 Reply
- Kristopher Kampbell Oh my I'm crying I have never seen more accurate UCP work material in my life!!! Like · Reply · Message · Sw · Edited
- Lorraine Wasilenko Outstanding in the field. Especially with the rainbow ☺️ right above it. Wow Like · Reply · Message · Sw · 3
- Wade Schutte Pot of Black Gold Like · Reply · Message · Sw
- Barb Osimo Hopefully a good one! Like · Reply · Message · Sw · 2

View 37 more comments

Comment as Keep Ablo...

Keep Alberta Rolling is at Aetna, Alberta.
July 28 at 11:28 AM ·

Little white church in Aetna, Alberta
Cardston County
Sergio.nikol



Keep Alberta Rolling
August 1 at 12:24 PM ·

Zen Zeitgeist in Zama City
Mackenzie County Mackenzie Frontier Tourist Association
rangerbobby



#CinematicABfromAtoZ

- Series of posts, pictures & videos virtually exploring the province
- Connecting local hobbyist photographers, videographers, creatives to a larger audience
- Tagging municipalities, local arts societies, museums and tourism associations
- Building an unofficial “Travel Alberta” sister platform that promotes and encourages communities through storytelling

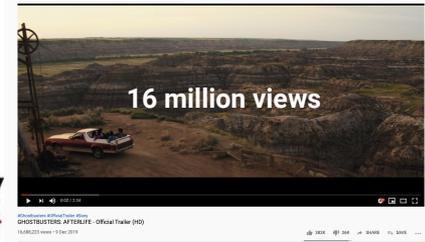


Indigenous Empowerment

- Highlighting Accomplishments of First Nations in front of and behind the camera
- Promoting and supporting nations that wish to be involved in the same way we do municipalities
- Creating long term partnerships with goals of building capacity, training and fostering community

Rooting the Industry & Capturing Value

- Fan Bases from around the world visit locations where projects are made
- With targeting marketing we can capture maximum attention when the 'press tour' of a show happens
- By creating and updating experiences for fans and Albertans alike we can drive tourism in Rural Alberta
- (Examples: Updating Movie Maps with Alberta SW to be an App, Creating a scavenger hunt for Earpers in Didsbury, Painting Film Related murals in small towns



Rural Spending

LET HIM GO

Okotoks \$196K
Cochrane \$353K
Didsbury \$70K
Fort MacLeod \$217K
Lethbridge 52K

TIN STAR (S2)

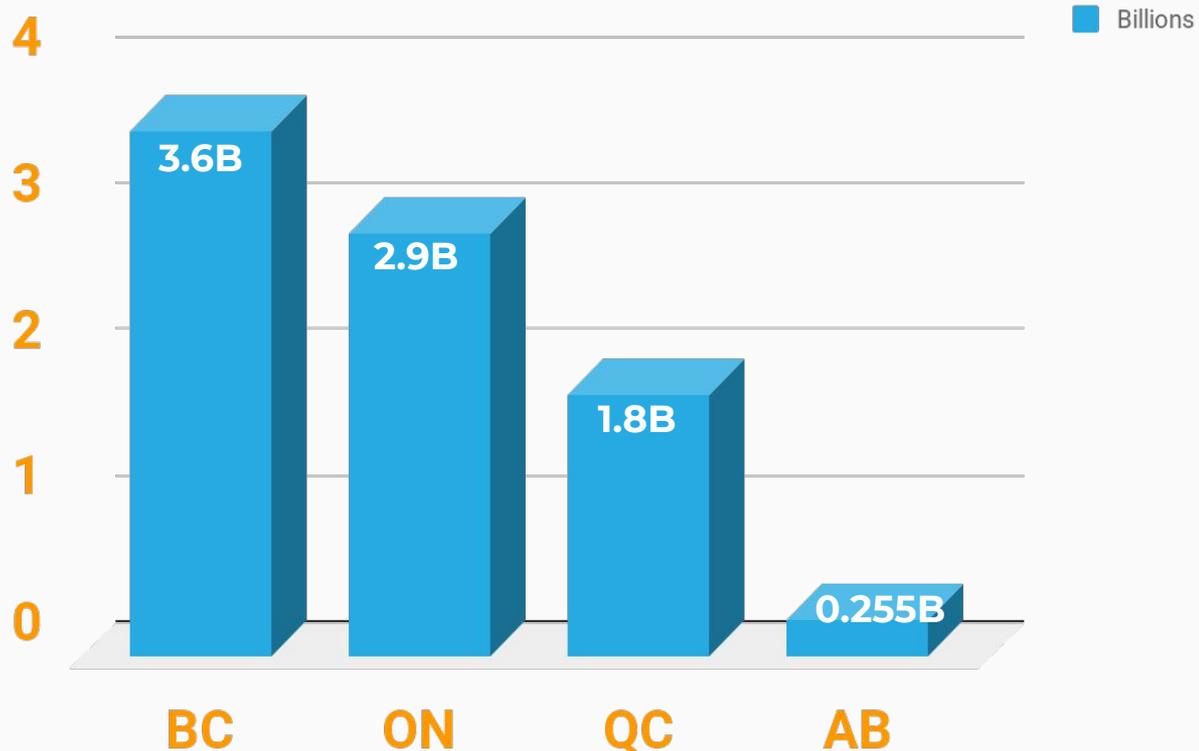
Okotoks \$137K
Cochrane/Mason \$580K
High River \$385K
Didsbury \$94K
Lethbridge \$18K



Industry Comparison

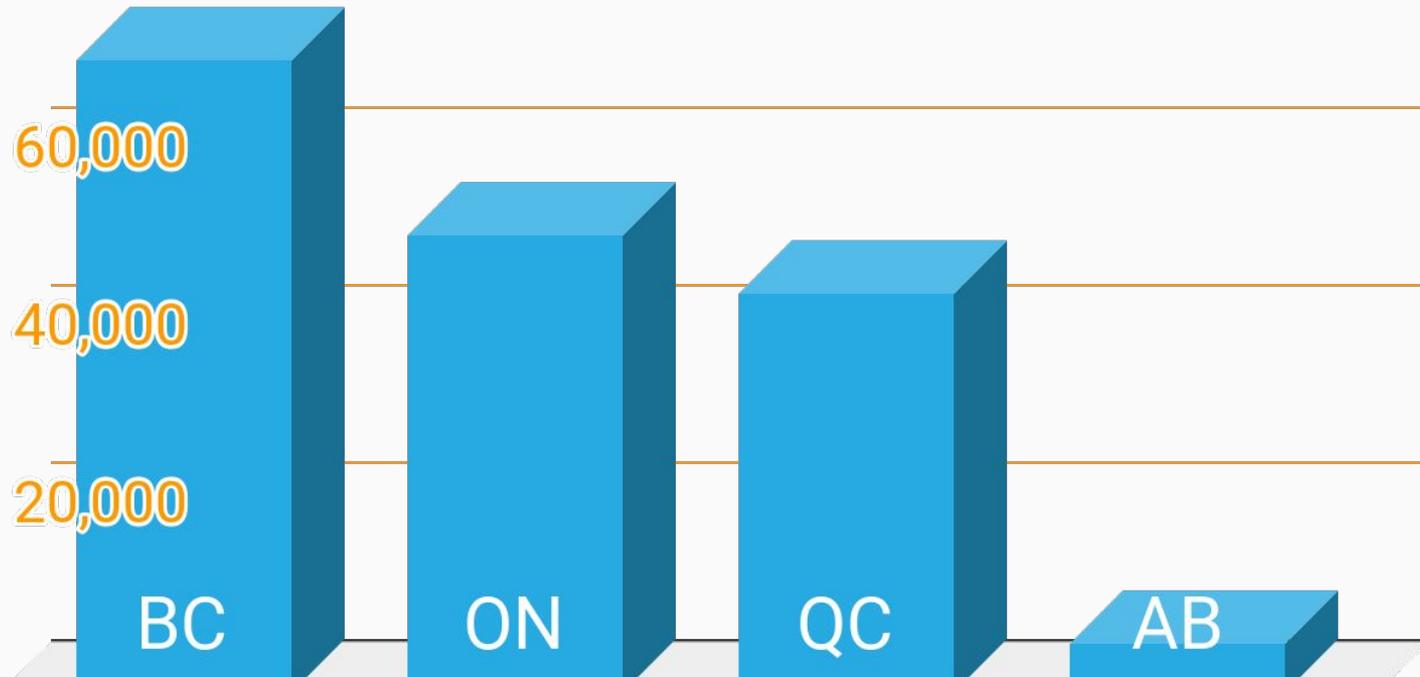
Industry Comparison (2018)

Dollars Spent on Production per Year (Billions)



Industry Comparison

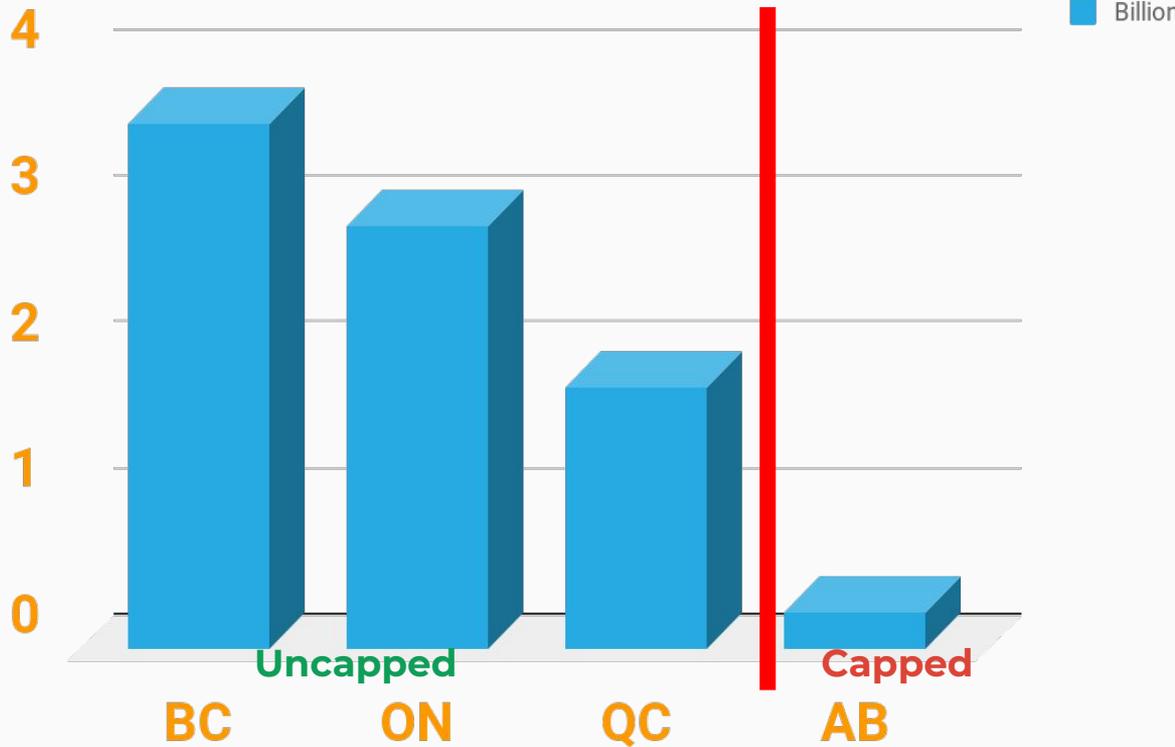
Jobs in Industry



What's Limiting Alberta's Success?

Capped Tax Credit

Dollars Spent on Production
per Year (Billions)



How Film Tax Credits Work

(Putting Alberta back to work now and giving a rebate later)

1. **Film or television show shoots in province spending millions and creating hundreds of jobs**
2. **Producers submit audited financial statements to provincial government**
3. **Provincial Government gives tax credit on percentage of dollars spent in Province after production finishes**
4. **Producer receives rebate cheque**

Rural Incentive

- On UCP Platform a 'Rural Incentive' was promised
- Adds an additional percentage to the tax credit for expenses or days shot "Outside of the zone" (An imaginary circle around Calgary and Edmonton)
- This would help with increased costs with location shooting such as time on labour, gas on distance driving, hotel, per diem
- Designed to encourage spending in rural small business and increase number of days shot in these areas
- Has seen major success in BC, Ontario and Manitoba



Alberta's Film & Television Tax Credit

22%

of eligible expenditures, to a maximum payment
of \$10 million.

**Capped at \$22 Million (2020-21), \$31 Million
(2021-22), \$45 Million (2022-23)**

**How to be a
Film Friendly
Municipality, County,
MD, or Special Area**

1. Have a film section on municipality & county websites with some photos/shows that have shot there
2. Clear policy in place for film shoots and use of public properties/roads - downloadable from site (Good Examples: Foothills County, MD of Bighorn)
3. One point of contact for County/MD office
4. Link to our socials & engage with stories about both film and community events
5. Engage with local MLA and ministers on Rural incentive bump up & provincial incentive

Stay Engaged

[#KeepAlbertaRolling](#)