



MEETING EDE 9-20-24

**STANDING COMMITTEE ON ECONOMIC DEVELOPMENT  
AND ENVIRONMENT**

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**THURSDAY, APRIL 18, 2024  
EAGLE ROOM / ZOOM  
9:00 AM**

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**AGENDA**

1. Prayer
2. Review and Adoption of Agenda
3. Declarations of Conflict of Interest
4. In Camera Matters
  - a) Draft Correspondence
  - b) Confidential Correspondence:
    - i. 2024-04-11 – Hon. Minister of Industry, Tourism and Investment
    - ii. 2024-04-12 – Hon. Minister of Industry, Tourism and Investment
5. Public Matters
  - a) Ministerial Briefing on NWT Film Strategy
6. In Camera Matters
  - a) Debrief
  - b) Internal Briefing on *Financial Administration Act*
  - c) Briefings Before Committee
7. New Business
  - a)
8. Date and Time of Next Meetings: Friday, April 19, 2024 at 9:00AM
9. Adjournment



# NWT Film and Media Arts Sector

Presentation to SCEDE

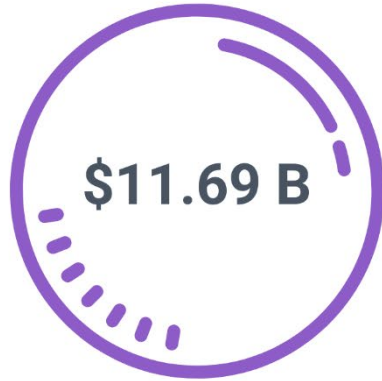
April 18, 2024





# The Media Sector in Canada

PRODUCTION  
VOLUME



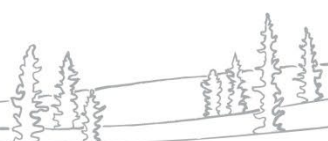
JOBS CREATED



GDP



FOREIGN  
INVESTMENT

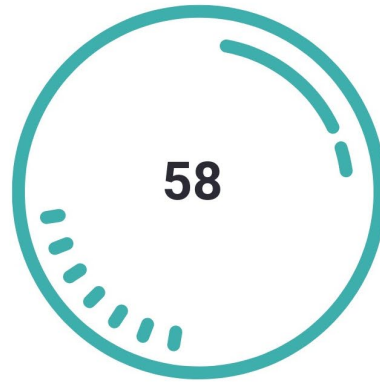


# The Media Sector in the NWT

PRODUCTION  
SPEND



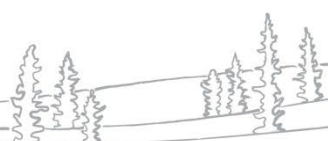
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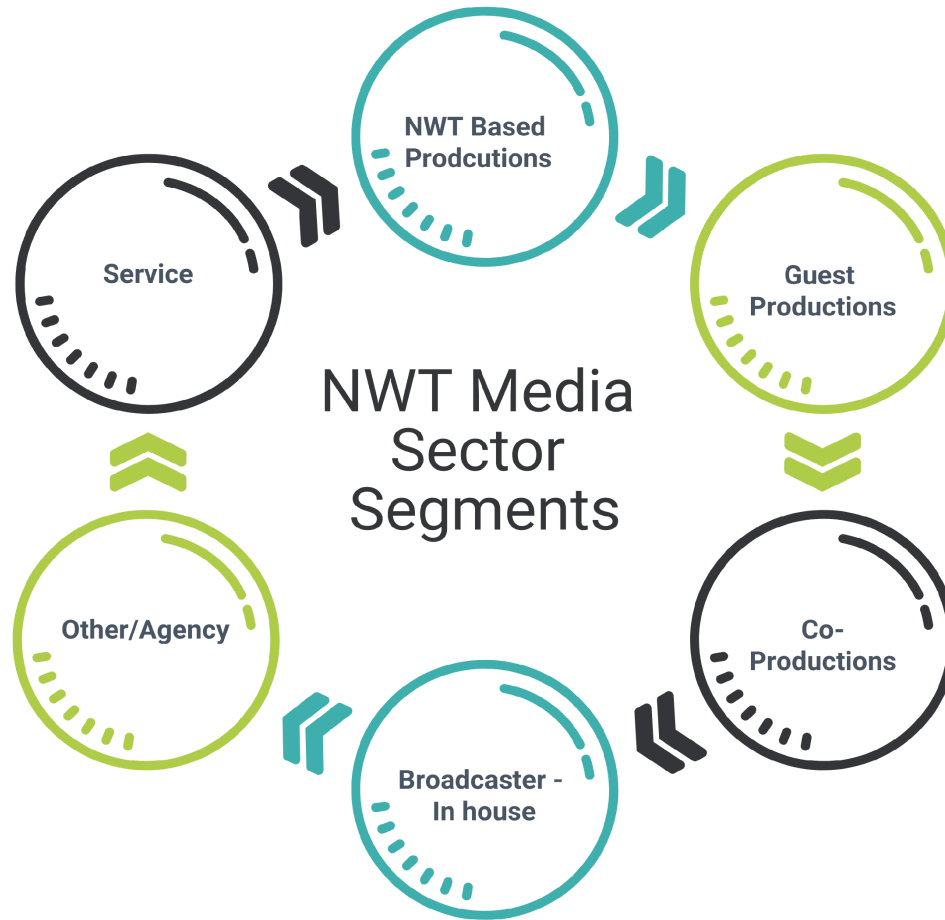


GDP



MULTIPLIER  
EFFECT

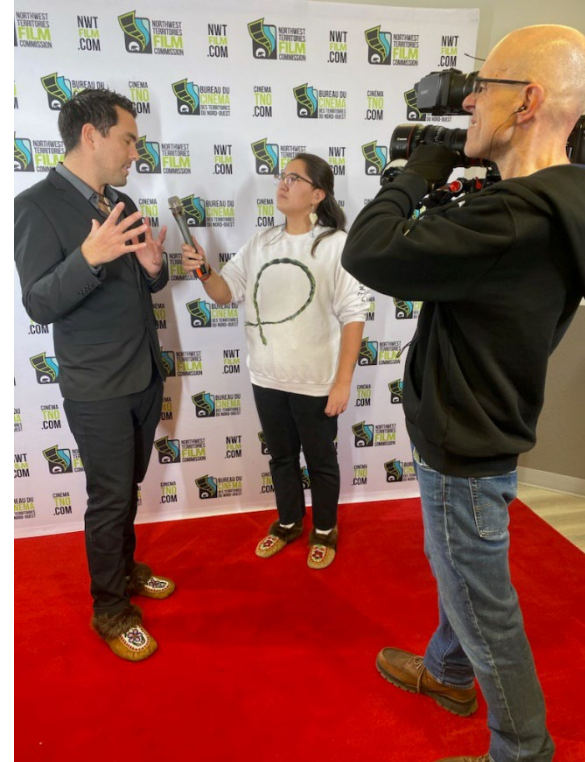




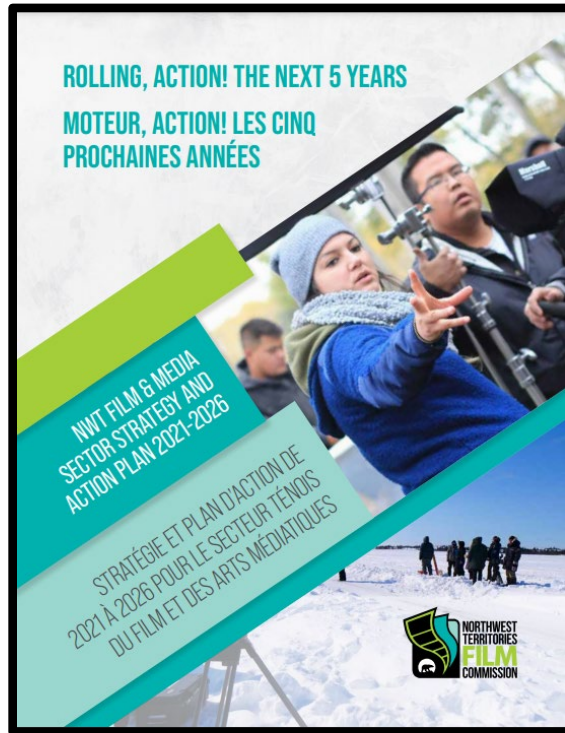


# Industry Snapshot

- Over 40 freelancers, sole proprietors, and small corporations in the NWT self-identify as working in the field of video production.
- Professional filmmakers living and working in the NWT are often multi-skilled and able to fill a variety of production roles, both as entrepreneurs who initiate new projects and as service providers and contractors.
- The NWT has a variety of businesses oriented toward other industries such as tourism, construction, and expediting that are positioned to fulfill the needs of the media sector such as equipment, services, and expertise.
- The Government of the Northwest Territories provides resources and support to the sector through the NWT Film Commission.



# NWT Film and Media Sector Strategy



## PROGRAMMING

Enhancing and improving.

## DEVELOPING SKILLS

Developing skills and collaborating with partners and stakeholders.

## PROMOTING

Showcasing and promoting the sector.



# Support and Resources



## Funding

SEED  
Film and Media

Producers Incentive  
Program

Film Rebate  
Program



## Promotion

NWT Film Suppliers  
Guide

Tradeshows/Markets



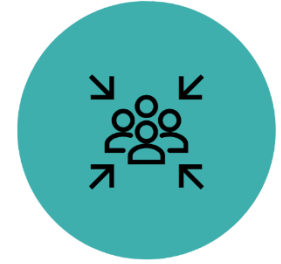
## Pathfinding

Assisting NWT  
producers,  
organizations and  
businesses in all  
areas



## Information

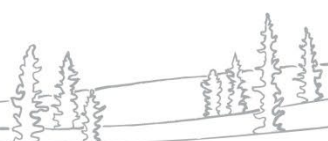
Permitting and  
location information



## Networking

Social Media

Dissemination of  
Information



# THE FIVE STAGES OF FILM/TV PRODUCTION

How does the Northwest Territories Film Commission support commercial film and media in the NWT?



## 1 DEVELOPMENT

When an idea is turned into a script and investors are sought



Producers Incentive Pilot Program:

**\$10,000** for projects in Pre-Development  
**\$25,000** for projects in Development

Film and Media Sector Funding Schedule:

**\$10,000** for Pre/Development activities.

## 2 PRE-PRODUCTION

When the script is turned into a plan and workers are hired to make it happen

Film and Media Sector Funding Schedule:

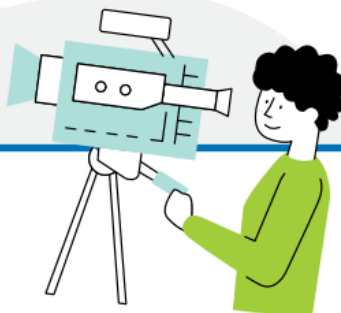
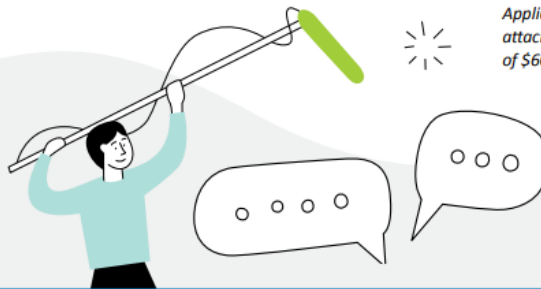
**\$25,000** Production

Film Rebate Program:

**25%-40%**  
cash rebate on NWT expenditures and labour  
*Applicants must have a broadcaster or funder attached, and commit to spending a minimum of \$60,000 of their budget in the NWT.*

## 3 PRODUCTION

When the cameras begin to roll and the script comes to life.



## 4 POST-PRODUCTION

When the video, sound and graphics are edited together

## 5 DISTRIBUTION

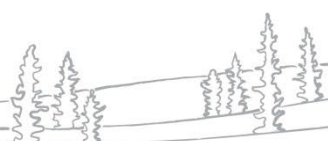
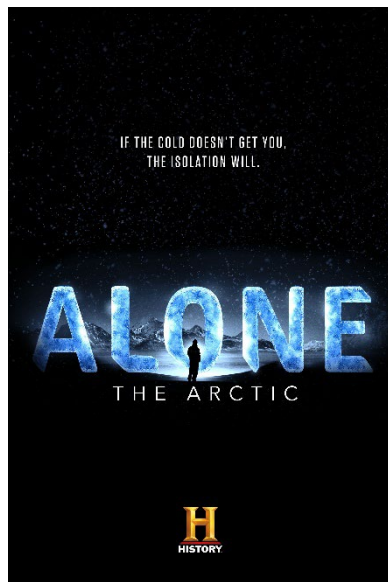
When the finished production is shared with the world



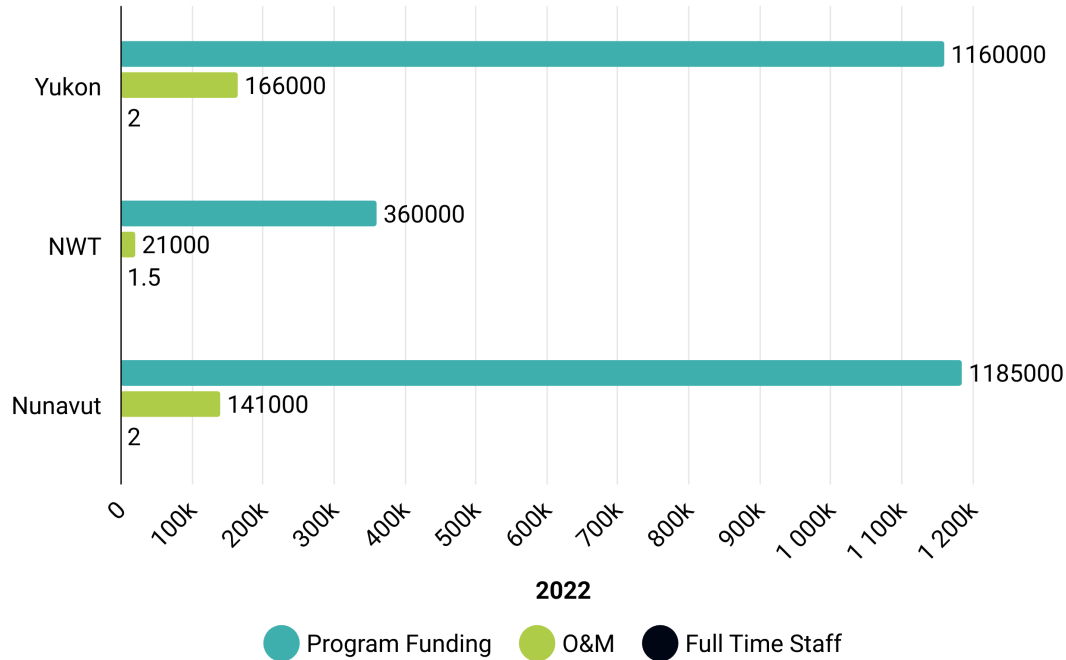
Film and Media Sector Funding Schedule:

**\$25,000** Distribution

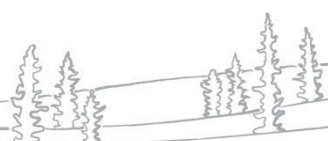
# Attracting Investment



# In Comparison



# Partnerships





# Sector Impacts



# Current Initiatives

**Locations Assessment  
and Database**

**NWT Film Website**

**Mentorship Program**

**NWT Film Suppliers Guide**

# Moving Forward





**NORTHWEST  
TERRITORIES  
FILM  
COMMISSION**



Thank you.  
Questions?

