



2009 Closes on a Promising Note: New Provincial Tax Credit Program Expected in the New Year

As 2009 draws to a close, MPPIA is pleased to report that submissions to the Government of British Columbia regarding a revised, more competitive motion picture/digital entertainment production sector tax credit program are complete and we expect that an announcement from the Province on the new program will be forthcoming early in the new year.

Clearly, this will be welcome news at a tenuous time in some segments of the BC industry, and long awaited especially by those who most immediately felt the effects of the abruptly announced 25% 'all spend' tax credit in Ontario and Québec in June of this year.

In the context of a difficult economic environment, the tax credit situation demanded significant engagement by industry with both the Ministry of Tourism, Sport and the Arts, and the Ministry of Finance. A series of meetings over several months, as well as detailed documentation to support the industry's bid for a progressive and diversified tax regime, required considerable time and effort from industry and government.

As most across the industry know, a full match with Ontario and Québec was off the table in the early days of the industry's discussions with government. The 25% 'all spend' credit has been deemed an unviable economic case, particularly over the long term. Accordingly, our objective is an improved tax credit program that maintains our attractiveness as a centre for production, and capitalizes on BC's strengths to best position us for further growth and investment in the near and long terms.

We are satisfied that industry has submitted all relevant information to support an outcome that accomplishes our objectives. When the Province announces its 'made in BC' tax credit program in the new year I am optimistic that the improvements will capture the strengths of BC's increasingly diverse post and digital entertainment cluster, bolster the enormous talent in our own domestic production sector and keep us on the radar of our foreign production clients.

Resolution to the tax credit situation has been top of mind for the better part of the year, however MPPIA has achieved progress on a range of fronts this year. Highlights in 2009 include:

- On-going government relations with municipal and federal representatives, in addition to the extensive process with the provincial government.
- Further development towards an autonomous Reel Green BC environmental program for the motion picture industry. MPPIA's Environment Committee has established a relationship with the Recycling Council of BC (RCBC), the new 'home' of Reel Green. Guided by an industry Advisory Committee, RCBC will implement Reel Green in phases across the industry, starting with the launch of the Reel ReUse website at www.reelreuse.com in 2010.
- The execution of a 3rd Annual Provincially proclaimed 'Motion Picture Industry Week in BC' partnership communications campaign. Among this year's events: the Etch Media Career Expo with more than 400 in attendance, the 'Reel Green' industry environmental event featuring renowned environmentalist and Greenpeace co-founder Rex Wylar; a special First Weekend Screening of BC filmmaker Carl Bessai's Cole.



- Successful annual fundraising golf tournament that benefited the Vancouver Foodbank as well as the 3rd Annual MPPIA Short Film Award – a partnership initiative with BC Film and the Whistler Film Festival supporting career development for BC filmmakers.
- Continued partnership with BC Film and Whistler Film Festival in building and administering the MPPIA Short Film Award. Which has grown considerably in three years time. 2008/09 winner Steven Deneault successfully completed his short film project this year, *The Gray Matter*, which was screened to a full house at the 2009 Whistler Film Festival.

I'd like to thank everyone across our membership who volunteered their time and resources to support MPPIA's work for the benefit of BC's wider production industry. I want to welcome new members who joined the effort this year (below). For those in the industry who are not members of MPPIA, I would ask you to consider membership in 2010. Our objectives are best met with the widest representation and participation from across the industry. MPPIA welcomes companies, organizations and individuals who want to take an active role determining continued success for motion production in BC to join us to get the job done.

On behalf of MPPIA, I would like to wish everyone a peaceful and happy holiday season. We look forward to working together to chart the best path for BC's motion picture production industry in 2010 and the years ahead.

Sincerely,

Peter Leitch, Chair - MPPIA

And the 2009 MPPIA Short Film Award Goes To... Kelly-Ruth Mercier for 'Move Out Clean'

Following an exciting pitch competition at the Whistler Film Festival Forum, pitch candidate Kelly-Ruth Mercier emerged from a field of five talented filmmakers to take home the third annual MPPIA Short Film Award for *Move Out Clean* on December 6.

Kelly-Ruth delivered a compelling pitch which, combined with a strong script and overall submission package, helped her to edge out the four other talented filmmakers who were shortlisted to make the final pitch for the 2009 Award. The pitch competition featured five finalists selected in the first adjudication phase in November 2009. Mercier's co-finalists for this year's MPPIA Short Film Award were: Gabriel Correa (*Beautiful Gun*), Siobahn Devine (*Eddie, Then and Now*), Michael Grand (*Hayloft*) and Robert Holbrook (*Beware of Dog*).

Guided by moderator, filmmaker and educator Sue Biely, the three jurors for the final pitch competition were filmmakers Karen Lam (*The Cabinet*), Peter Stebbings (*Defendor*) and Andrew Williamson (*Sk8 Life*). The completed MPPIA Short Film Award project will screen at the 2010 Whistler Film Festival.

New MPPIA Members in 2009

Corporate Members

Canadian Motion Picture Park
Cool Air Rentals
Moving Picture Company (MPC)
Panavision Canada
SIM Video

Non-Profit Members

Praxis Centre for Screenwriters (SFU)
Whistler Film Festival Society

Individual Members

Julia Courtenay, Jason Crosby, Dian Cross,
Michael Davies, Alisen Down,
Caroline Hart,
Ken Lawson, Drew Locke, Charles Lyall,
Siobhan McCarthy, Erin Neely,
Michael Olsen,
Nancy Rosenblum, Ann Simonet.

Associate Members

Cast & Crew
City of Burnaby
City of New Westminster Film Office
DBC Sound
Level Furnished Living
Livingston Event Logistics
Royal Bank of Canada
Telescopic Camera Crane
Township of Langley
Twenty One Inc.



MPPIA
MOTION PICTURE PRODUCTION
INDUSTRY ASSOCIATION



Industry Launches On-Line Tool to Reduce Waste

Reel Green Reuse is a password protected, on-line trading post dedicated to BC's film and television production industry. It will help you to avoid throwing away reusable materials when your production wraps. Simply list your stuff and others in the production community who can use it will get in touch.

The Reel Green Reuse Exchange is an easy to use tool that will help you to lower your production's waste disposal and raw material costs and reduce the production's carbon footprint. You can list your materials by type, quantity, geographic location and wrap date and you can also include photos of the stuff you have available. AND it works the other way around, so you can post detailed items-wanted listings, specifying what you're looking for.

Take the time now to list the things you will want to get rid of when your production wraps, that way you'll have longer exposure to the community and a better chance of diverting your leftover stuff to a new home!

Reel Green Reuse is easy to use and free at www.reelreuse.com For more information or assistance in getting started, contact Keran at reelreuse@rcbc.bc.ca.

Reel Green Resue is a partnership between the Motion Picture Production Industry Association of BC, IATSE Local 891, the Directors' Guild of Canada - BC District Council, the British Columbia Film Commission and the Recycling Council of B.C.

Recycling Council of BC Announces Launch of Trailer Trashed – Reel Environmentalism!

A Trailer Trashed is an environmental short film competition that harnesses your creativity to convince the world to stop making garbage. But this is a film competition with a twist. All the entries must be in the form of a movie trailer and they all have to convey this year's waste reduction theme, which is:

Say NO to disposable coffee cups! Each year in North America we throw away billions of paper coffee cups, wasting trees and creating unnecessary garbage. Create a trailer that helps people make the choice to refuse to use disposable coffee cups.

You can use animation, live action, lego, toy soldiers, sock puppets, your family's dog, your roommate or whomever else you can convince, and the trailer can take the style of any movie genre such as horror, comedy, sci-fi, action flick, love story, buddy movie, chick flick....well, you get the idea.

Anyone can enter, young or old, amateur or professional, as long as your entry is engaging, entertaining and enlightening. And you can enter as many times as you like. The trailers will be judged by a panel of RCBC staff, sponsor representatives and film industry experts. First prize is \$2500 cash, some cool stuff and all the fame and glory you can handle. For contest rules and all the details visit www.trailertrashed.org

MPPIA Membership Made Easy

Now you can join MPPIA online. Visit the membership section of our website at www.mppia.com.

MPPIA successfully lobbies government on competitiveness issues such as tax credits. MPPIA also works with member organizations to increase business, and raise the profile of our industry across key markets and stakeholder groups

For those who are not already members, MPPIA's membership of BC based companies, labour organizations and individuals work together to ensure that partners in government, business and in BC communities are behind a strong motion picture industry in BC. Be a part of the discussion, join MPPIA.

Questions?
Contact info@mppia.com or call 604.983.5980.