

## 2020/2021 REGULAR REPORTING - EDMONTON SCREEN INDUSTRIES OFFICE

### RECOMMENDATION

That the January 19, 2022, Urban Planning and Economy report UPE00666, be received for information.

### Report Purpose

#### Information only.

The Edmonton Screen Industries Office Society (ESIO) annually reports to City Council to ensure accountability for services rendered with funding provided (Serving Edmontonians).

### Executive Summary

- The Edmonton Screen Industries Office Society (ESIO) has submitted its 2021 annual budget and audited financial statements for the year ending December 31, 2020.
- ESIO has provided an update on its performance measures and a status report reflecting its work in 2020.

### REPORT

The Edmonton Screen Industries Office Society (ESIO) is a non-profit organization dedicated to the development, growth and sustainability of the Edmonton region's screen industries. ESIO is governed by an independent board of directors, and the City of Edmonton is one of the main funders. ESIO is required, as part of its funding agreements with the City of Edmonton, to report annually with an audit of its financial records, proposed budget and an update on its performance measures.

Administration has reviewed all documents to ensure they fulfill the obligations identified in the ESIO funding agreement. The work of ESIO is aligned to the City's Economic Action Plan through supporting economic diversification and job creation in the screen media sectors.

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As outlined within the funding agreement signed on February 1, 2019, in order to receive each tranche of funding, ESIO must submit documentation for Administration's review to ensure it aligns with the agreement. Administration has received audited financial statements and the 2022 Board-issued budget, the requirements for the June 30, 2021 and January 1, 2022 payments. Payment has been issued for both tranches.

### **GBA+**

The ESIO currently incorporates a strong GBA+ lens into its operations and activities. In the past year, the ESIO has instituted an equity policy as well as fully implemented new branding which names diversity as one of its core organizational values. In addition, a range of activities with GBA+ focus have occurred, including:

- Undertaken a concentrated outreach to make its programming more accessible to local Indigenous communities. For example, the Gil Cardinal Fund worked with the ESIO in 2019 to transfer administration over to the ESIO. Since then ESIO has partnered with this group to issue an award to an up-and-coming Indigenous filmmaker. The ESIO also made its first Edmonton Screen Media Fund (ESMF) investment in an Indigenous production with the successful application of Hey Viktor!
- Work with analysts from diverse backgrounds to evaluate potential Edmonton Screen Media Fund candidates has enabled the ESIO to have proposed investments examined through different lenses.
- Continued support and amplification of the messages for programs, grants, and opportunities that are targeting racialized or marginalized creators in any part of the screen industries whenever possible, which includes working with partner organizations regularly.
- Work with GamePlay Space out of Montreal on a series dedicated to inclusion and how that impacts everything from intentional character design, marketing, and narrative development in video games, and will have local speakers from Edmonton discussing their games in-depth to a large audience.

### **ATTACHMENTS**

1. Edmonton Screen Industries Office Society Report for Fiscal 2020/21
2. Edmonton Screen Industries Office Audited Financial Statements
3. Edmonton Screen Industries Office 2021 Budget