



Edmonton Screen Industries Office

# ESIO Programs and Investments



# ESIO Revenue and Leveraging



# ESIO Areas of Alignment



# ESIO milestones

## 2018

- Supported four feature films shot in Edmonton;
- Supported one dramatic series shot in Edmonton;
- Commissioned Nordicity baseline study of screen media activity;
- Produced a “thought piece” short video on screen media content that was filmed at EIA;
- Received approval from CoE to administer ESMF;
- Developed/administered two screenwriting workshops sponsored by Telus;
- Negotiated a group license with market intelligence provider [Variety Insight](#);
- Hosted a panel of Indian filmmakers attending the Alberta Indian film festival;
- Hosted quarterly ESIO Advisory Committee meetings (industry consultations);
- Established an active social media presence on Facebook and Twitter;
- Began implementation of Reelscout film location software;
- Secured the 2020 IQ screen media conference;
- Expanded from 7 to 12 directors, expanding our expertise while achieving greater diversity;

## 2019-22

- Hire additional staff
- Develop municipal “Film Friendly” policy
- Establish screen media hub
- Submit grant applications
- Leverage ESMF capital pool
- Develop ESMF submission criteria
- Develop client application process
- Establish Investment Committee
- Initial client application intake
- Application evaluation process
- Initial Loans/Investments
- Measure economic activity
- Hire Finance Director
- Grant reporting
- 2020 IQ conference
- Measure programs
- Measure recoupment
- Measure royalties
- Measure economic activity
- Seek additional opportunities

## What Does Success Look Like?

- ❖ the ESMF at \$4 million will potentially leverage 10X economic activity;
- ❖ 10% participation by ESIO will mobilize 10X activity from Canadian private/public sources— many of which are automatic;
- ❖ that equates to \$39 million in additional economic activity in Edmonton;
- ❖ \$35 million of that sum will flow into Edmonton from outside sources;
- ❖ additional leveraging may be achieved by securing matching equity from other levels of government and/or private equity partners, further increasing the above activity and economic impact;
- ❖ smart investments spread out over multiple projects and enterprises will build a portfolio of successful IP designed to preserve and revolve the capital pool.

## ESIO Performance Measurements

Using the baseline study from screen media research firm Nordicity, ESIO will annually measure:

- ❖ Number of Projects Assisted - an output of the proposed ESIO programs;
- ❖ Number of Productions Attracted - Average number of projects;
- ❖ Estimated Investment in Industry - Production volume for film/TV producers and Value of “deals” (the main way that investment is attracted to the film/TV side is through project financing. IDM investment usually goes to enterprises);
- ❖ Estimated Number of Local Residents Hired - Employment and % hired locally;
- ❖ Partnerships created or developed - Number of deals;
- ❖ New business approaches or innovations - Current issues;
- ❖ Going forward, we’ll also track whether companies feel they are well positioned to adopt new business approaches and/or to innovate.



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