



 **2020 PROVINCIAL  
ELECTION TOOLKIT**



## A WORD FROM MPPIA CHAIR PETER LEITCH

"The onset of Covid-19 in early 2020 brought the global motion picture production industry - like so many others - to a standstill, halting thousands of jobs and vital economic activity.

This extraordinary interruption to our lives and business tested our mettle, and mobilized the collaboration and adaptability that has long characterized our production community.

It also brought about a forced pause that enabled us to evaluate, take stock and escalate plans for change in areas where we know we can improve as an industry.

As we head into a provincial election this October 2020, we have a strong message for the candidates with whom we'll work when a new government is formed: We're working together to continue growing as a premier global production centre - driven by talent, innovation, investment, and the values demanded of a progressive, vibrant and influential industry sector.

Tapped by provincial leaders earlier this year as one of the industry sectors to help bring about economic recovery in BC, we've earned the confidence and optimism of our partners in government. It's our mission to continue this strong collaboration."

**Peter Leitch, President North Shore Studios,  
Chair of the Motion Picture Production Industry Association of BC**

The Motion Picture Production Industry Association is a membership organization that represents the collective interests of the Film Industry in British Columbia. Our members include leaders from all sectors including, Studios and Locations, Post Production, Visual and Special Effects, Digital Animation, Unions and Guilds, Producers (both Canadian and US) and the Professional Services that are key in supporting the industry.



## BC'S MOTION PICTURE PRODUCTION INDUSTRY: A PROUD COLLABORATION.



**BC's motion picture production industry** has seen tremendous growth and innovation over the past four decades to become a globally recognized, leading centre for production in North America.



**Our industry's 20th century rise** carved a substantial, stable and competitive market position; our 21st century trajectory harnessed our experience, talent, and the instinct to grow our industry in the right ways.



**Among the province's key economic drivers** over the past 10 years, BC's 21st century film and television industry is a \$3.5 billion mainstay of the province's creative economy, composed of thousands of talent/knowledge/skills- based jobs that command above average earning potential.



**Collaboration** with government partners at all levels is central to our success and we are proud of what we have accomplished together:

- + Thousands (60,000+) of quality jobs across the continuum of production;
- + One of the world's elite digital entertainment clusters;
- + Globally connected independent producers + production companies;
- + Evolving industry hubs in BC regions, with multi-layered cross sector benefits and spin-off economic activity;
- + An internationally respected education and training framework aimed at preparing our next generation of industry professionals.
- + A commitment to industry stewardship, leading movements in environmental sustainability, community engagement, and equity and inclusion in our workforce.

## HOW WE DO IT. EXPERIENCED, INVESTED AND FOCUSED ON THE FUTURE.



**A key market** in the North American mix, British Columbia meets the world's highest standards in motion picture production with top tier capacities in physical production, post, visual effects, and animation.

- + \$1 billion private sector investment in expansive studio infrastructure matched by a sophisticated equipment supply chain and supporting network of technical, creative and professional services of the highest calibre.
- + A deep and growing workforce with the capacity to serve 65+ productions at once.
- + BC producers and production companies successfully developing creative content for the global marketplace.
- + Industry leaders in post, visual effects and animation supported by an edge worthy technology framework, and anchored by the world's award-winning studios.
- + A seamless industry collaboration with the Provincial Film Commission at Creative BC, which also supports strong links to eight provincial film commissions and municipal film offices across Metro Vancouver.
- + A truly collaborative industry community that moves together on priorities and issues that lead to a stronger, better industry for future generations of industry professionals.

## WHAT WE'RE STRIVING FOR: BETTER, NOT JUST BIGGER.



**BC's talent pool** is founded on decades of experience in motion picture production across the continuum of industry sub-sectors.



**Our labour force** works hard to match ever-evolving market demands with the expertise, adaptability and professionalism that distinguish BC's reputation for excellence in production.



**In 2020, we're engaged** in a thoughtful, managed growth strategy that mirrors economic, social and cultural priorities, to build a more fair and balanced industry for generations to come.



**We are building** our work force with education and training, professional development, and sustainability initiatives to broadly represent our creative production community.

- + MPPIA's Equity & Inclusion Committee is leading education and training in unconscious bias and anti-racism, and solutions to break down same.
- + Creative Pathways is a collaborative initiative between Creative BC and MPPIA aimed at identifying gaps and barriers to fair access and balanced representation in our industry, and recommending measurable near and long-term solutions to same.
- + ReelGreen.ca is a multifaceted environmental sustainability movement that has made BC a leader in North America in this space.
- + MPPIA's Motion Picture Community Initiative (MPCI), works in lockstep with Creative BC, connecting and giving back to our municipal/community partners in production.
- + As leaders of BC Creates, we're building cross sector ties with counterpart industries across the creative spectrum in music, digital, and magazine and book publishing.

## WHAT WE'RE STRIVING FOR: BETTER, NOT JUST BIGGER.



**BC creatives** are engaged in discoverability initiatives that are building BC's pool of industry decision makers and IP owners. Examples of gateways that provide access and raise profile for diverse, creative, professional expertise in BC:

- + **CMPA BC's** Pacificscreenwriting.com
- + **DGC BC's** Just Watch Us at directors.ca
- + **IATSE 891's** DamnGoodEditors.com
- + **MPPIA Short Film Award** and like endowments across the industry to elevate the careers of emerging creative talent.

# RECENT CASE STUDIES

## DEADPOOL

- + 20th Century Fox Feature Film
- + Filmed at various Locations in BC
- + Ryan Reynolds (Vancouver-born lead)

**\$40M**

Production Spending

**2,000+**

Jobs

**\$19M**

in Wages

## ONCE UPON A TIME

- + ABC Television Series
- + Filmed in Steveston, BC

**\$275M**

Production Spending

**5,500+**

Jobs

**5**

Seasons of Film Tourism Growth

## SONIC THE HEDGEHOG

- + Disney Feature Film Series
- + Filmed at Various Locations in BC

**\$37.5M**

Production Spending

**1450+**

Jobs

**\$15.5M**

on production-related goods & services

## STAR TREK BEYOND

- + Paramount Pictures Feature Film
- + Filmed in Squamish/Vancouver Area

**\$69M**

Production Spending

**3,900+**

Jobs

**\$17M**

in Rentals, including Transportation

**\$1.6M**

Hardware & Lumber Supplies

**\$600K**

Wardrobe and Dry-cleaning

**\$1.75M**

in Hotels and Catering

## PLAYING WITH FIRE HEATS UP B.C. ECONOMY

SPARKING OVER \$19.5 MILLION IN PRODUCTION SPENDING

**\$7.5M**

Spent on B.C. Goods and Services

**630**

Jobs created for local cast & crew

**\$12M+**

Spent on wages for B.C. labour

MPA Canada - source for Statistics - [www.mpa-canada.org](http://www.mpa-canada.org)

# ENGAGE YOUR CANDIDATES

**KNOWING YOUR CANDIDATES** and what they stand for is instrumental when deciding on who to vote for. The MPPIA Election toolkit is designed to help you access the key information you will need to engage the candidates who are up for election in your riding.

It is important to ensure that candidates are informed about the film and television industry and its contributions to the overall provincial economy.

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## WHO ARE THE CANDIDATES?

The Parties' websites often list some information about each candidate, as well as links to their websites and social media pages:

**BC Liberals** [www.bcliberals.com/](http://www.bcliberals.com/)

**BC NDP** [www.bcndp.ca/](http://www.bcndp.ca/)

**BC Green party** [www.bcgreens.ca/](http://www.bcgreens.ca/)

**BC Conservatives** [www.bcconservative.ca/](http://www.bcconservative.ca/)

For a full list of information on the 2020 Provincial General Elections please go to [www.elections.bc.ca](http://www.elections.bc.ca)

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## BC Additional Resources and Websites:

### Elections BC

[www.elections.bc.ca](http://www.elections.bc.ca)

A non-partisan, independent Office of the Legislature, Elections BC is responsible for administering the electoral process in BC. Their website is a great resource and includes information on electoral districts, candidates, registered political parties, and much more. There is also information on how to ensure that you are on the voters list and an on-line form to register if needed.

### Electoral Map (link)

<http://elections.bc.ca/resources/maps/>

### Legislative Assembly of BC

[www.leg.bc.ca](http://www.leg.bc.ca)

A wealth of information is available on Legislative Assembly website, including a search feature for finding your local MLA by entering your postal code, complete records of legislative debates (called Hansard), legislation from past legislative sittings, voting records, and much more.

### Government of BC

[www.gov.bc.ca](http://www.gov.bc.ca)

The Government of BC website contains an archive of government news releases and links to every Ministry, their service plans, and information on government services and programs. It also contains public contact lists, and useful links to external sites.

# AREAS WHERE YOU CAN MAKE AN IMPACT IN THIS ELECTION

**VOTE** for the candidate in your riding that supports our industry at one of the advance polls, or on Election Day.



**VISIT** an individual candidate or party website. These sites provide a wide range of important information.



**BE AWARE** of opportunities to connect with Party leaders.



**BE PREPARED** when candidates reach out to you. Ask pointed questions of the candidate.



**CONTRIBUTE** Make an individual contribution to your local candidate.



**WRITE** an email or tweet a candidate in your community.



**ATTEND** (virtual) events your local candidates will be hosting. To find out about upcoming events, contact your candidate's campaign office(s), or keep informed by reading your local newspaper.



**FOLLOW** and engage with local candidates on social media sites like Facebook, Twitter or Instagram.

