



MANITOBA
Film & Music

Musique et Film
MANITOBA

July 18, 2013

Valerie Creighton
President and CEO
Canada Media Fund
4-50 Wellington Street East
Toronto, Ontario M5E 1C8

RE: Regional Incentives

Dear Valerie,

Thank you for granting Manitoba Film & Music the opportunity to provide suggestions for the establishment of a meaningful incentive for broadcasters at the development stage. Further to your request for a proposal, as discussed during All Access, Manitoba Film & Music has consulted with producer representatives and On Screen Manitoba, to bring forward the following recommendations to achieve the goal of increased scripted drama which is generated by Manitoba production companies in the province.

- 1) We suggest that the Broadcasters need to be obligated to spend 40% of their development envelope in the regions. Specific criteria within the development envelopes such as the following would help achieve the overall goal:
 - Establish a production company cap.
 - Establish a broadcaster cap.
 - Require that the regional development fund be only available to shows that have not yet been licensed; (i.e. not available for shows in second and subsequent years)
 - Broaden the use of the funds to permit producers to apply it to the cost of bringing a show runner(s) to their city of residence.
 - Establish a consequence for money not spent in the region such as:
 - Essentially "Use it or Lose it". Spend it in the region(s) or it goes to a broadcaster that is spending in that region
 - Those Broadcasters who are spending a minimum of 40% of the development envelope in the regions would then be rewarded through their respective broadcaster production envelopes

The above recommendations are supported by On Screen Manitoba and reflect Consultation with the organization.

If you have any questions on the above, please do not hesitate to ask. Manitoba Film and Music is pleased to be part of the regional development task force, and we look forward to meaningful discussions that will achieve the goal of increased scripted drama which is generated by regional production companies, including Manitoba.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Vivier', written in a cursive style.

Carole Vivier
Chief Executive Officer & Film Commissioner
Manitoba Film & Music

cc: Nicole Matiation, Executive Director, On Screen Manitoba
Kim Todd, Chair of the CMPA Regional Task Force