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Date December 3, 2019 **Report No.** 2019-456

To Chair and Members
Committee of the Whole – Community Development

From Paul Moore
General Manager, Community Development

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic City of Brantford Film Policy and Strategy [Financial Impact: None]

3.0 Recommendation

- A. THAT Report 2019-456, City of Brantford Film Policy and Strategy, BE RECEIVED; and
- B. THAT Staff BE DIRECTED to prepare the necessary By-law for presentation to City Council to amend By-law 70-2010 to adopt Brantford Film (Corporate-046) Policy; and
- C. THAT the City Clerk BE REQUESTED to update the Corporate Policy Manual to include this new Policy; and
- D. THAT staff report back to City Council in Q1 2021 to provide an update on the impact of the film sector as part of the Economic Development and Tourism Department 2020 Year in Review annual report.

4.0 Purpose and Overview

The purpose of this report is to inform Council of changes to the Economic Development and Tourism Department's role as the key point of contact for filming inquiries, as well as outline a proposed Film Policy to streamline municipal services and create a business-friendly environment for filming in Brantford.

5.0 Background

On June 27, 2017, City Council passed the following resolution:

WHEREAS the City of Brantford Community Strategic Plan Goal 2 aims to provide a high quality of life and caring for all citizens, including the support of high quality arts, culture and heritage assets; and

WHEREAS City Council unanimously approved the Municipal Cultural Plan Update (2014), which identifies culture as the fourth pillar of sustainability; and

WHEREAS the Municipal Cultural Plan aims to create an environment where arts, culture and heritage flourish, enhance civic pride, and function as an economic driver for the community; and

WHEREAS the Mayor's Speaker Series Luncheon on May 30, 2017 focused on the Music Cities initiative and how this can be an effective economic driver for our community; and

WHEREAS cities around the world are increasingly recognizing the potential of music as a driver of economic growth, job creation and investment; and

WHEREAS Council unanimously approved the Economic Development and Tourism Strategy Update (2016) which recommends the development of a film and new media action plan to address the business case for this sector; and

WHEREAS Brantford has a strong performing arts community and is actively working toward raising the profile of culture through a number of different initiatives;

NOW THEREFORE BE IT RESOLVED THAT staff BE REQUESTED to prepare a report for the September 5, 2017 Committee of the Whole – Community Development meeting recommending an action plan to

address the economic and cultural opportunities presented by the music and film industries.

In response, staff prepared a report (CD2017-113) to the November 7, 2017 meeting of Committee of the Whole – Community Development to respond to Council's resolution, and directed staff to prepare a Music and Film Action Plan. The following resolution was adopted by City Council in November 2017:

THAT Staff Report CD2017-113 regarding the Music and Film Action Plan BE RECEIVED; and

THAT staff BE DIRECTED to prepare a detailed work plan and proposed budget for this project that will be brought to Council in 2018.

Due to staff changes, a departmental restructuring, as well as significant projects undertaken by the Economic Development and Tourism Department related to cultural development in 2018 and 2019 (Arts and Culture Impact Study and Feasibility Study for a Mid-Sized Performance Space), this report was postponed until now.

Over the past two years, staff has continued to respond to demands from cultural industries looking to invest in Brantford. Film has been identified as a key market in multiple municipal plans, including the Economic Development and Tourism Strategy (2016) and the Municipal Cultural Plan (2014). As a result, staff has identified that the film and new media markets play a key role in local economic development, and as such, require a film policy in place to streamline customer service to provide exceptional customer service and to better compete with bordering municipalities.

Moreover, staff will investigate the possibility of a Music Action Plan as part of the update to the Municipal Cultural Plan scheduled in 2021. This initiative may also be impacted by the proposed mid-sized performance space/cultural hub project being led by the Cultural Hub Task Force currently.

6.0 Corporate Policy Context

This report supports the recommendations from the 2016 City of Brantford Economic Development and Tourism Strategy update, to:

- Create a film and new media action plan to address the business case for the sector

- Continue building and updating the inventory of sites and photographs for the film industry; and
- Create a single point of contact for film industry inquiries

This report also supports the following recommendations from the 2014 Municipal Cultural Plan Update:

- Create an environment where arts, culture and heritage flourish, enhance civic pride, and function as an economic driver for the community, and
- Develop an economic investment attraction strategy for cultural industry and create entrepreneurs, using the full range of assets that the community has to offer

Finally, this report aligns with the Sanderson Centre for the Performing Arts' 2019-2022 Business Plan, specifically:

- Goal 5: Strengthen internal and external communication; and
- Goal 6: Support efforts to increase capacity and suitability of cultural resources within the City.

7.0 Input From Other Sources

Additional input for this report was requested from the City departments who are affected by film projects. Input was received by the following City Departments: Communications; Fire; Building (including Property Standards and Bylaw); ; Brantford Police; Parks and Recreation (including Wayne Gretzky Sports Centre); Sanderson Centre; Clerks (including Insurance and Risk Management); Finance; Legal and Real Estate; Engineering Services; Facilities and Asset Management; Operational Services; and Fleet & Transit Services.

Economic Development and Tourism staff conducted two online surveys in the summer of 2019. The first survey asked 25 municipal governments in Ontario to share how they approach film, their film experience, as well as their film portfolio characteristics (i.e. staff complement, programs/services, fees). This survey was disseminated by email through the Economic Developers Council of Ontario (EDCO) and Economic Development Association of Canada (EDAC).

The second survey targeted producers, location professionals and filmmakers in the industry. It was disseminated by email and asked professionals for their

insights on best ways for municipalities to approach film, as well as their ideas and experiences working in various Ontario municipalities on filming projects.

Input was also received from the Environmental Sustainability Policy Advisory Committee (ESPAC) and the Downtown Brantford Business Improvement Area (DBBIA).

8.0 Analysis

8.1 Proposed Film Policy

The City of Brantford endeavours to work together to make filming projects easy and successful for productions while balancing safety and convenience for residents and businesses. The purpose of the proposed Film Policy (Appendix A) is to outline responsibilities and ensure consistent coordination of municipal services offered to the film and television production industry.

The goals of the proposed Film Policy are:

- To establish a municipal administrative process that is efficient, effective and adaptable, and allows appropriate departments to provide approvals and feedback, with the goal of maintaining a film friendly city;
- To confirm that the Applicant has sufficient insurance coverage to protect the City from any possible claim or suit arising from the Production;
- To uphold the rights, safety and privacy of the citizens and businesses of the City and to insure the security and preservation of property; and
- To ensure that costs incurred by the City of Brantford as a result of the Production can be recovered from the Applicant. Private entities and other institutions or businesses may also seek to recover costs associated with filming at their locations.

8.1.1 Application Process

Beginning in Q1 2020, the Economic Development and Tourism Department proposes the implementation of a Film Permit, with

permit fees to be introduced in Q1 2021. The Film Permit will require pre-consultation with Economic Development and Tourism and applicable City staff to identify the complexity of the project and unique needs that may require additional resources, planning, approvals, fees, services, and related information or documentation. The application will include requirements such as: diagrams and drawings of all affected locations and draft notification letters. The proposed Film Policy identifies the requirement of a new General Security Deposit, as well as the City's right to revoke the permit should the Production not adhere to its agreement(s) with the municipality.

8.1.2 Filming Guidelines

The comprehensive Filming Guidelines portion of the proposed Film Policy (Section 5, Appendix A) outlines the provincial and Brantford-specific requirements that Productions must adhere to when filming on municipal property. These guidelines are in place to ensure that the municipality and film productions clearly communicate with residents and businesses and ensure that productions filmed locally leave a positive impact on the community.

The Filming Guidelines include information about Traffic and Traffic Stoppages; Insurance and Indemnification requirements; Road and Street Closures; Notification Letters; Dispute Resolution; Code of Conduct; a recommendation for Local Sourcing; and Garbage, Recycling and Cleanup, as well as many other local and provincial considerations and requirements.

8.2 Importance of Film Industry

Ontario continues to stand as a substantial player in Canada's film and television production industry, as well as in the global market. In 2018, Ontario's film and television production industry was strong, with the sector contributing \$1.9 billion to the provincial economy through 324 productions (230 domestic, 94 foreign). This was an 18.9% increase from 2017. These 324 Ontario-produced projects contributed \$1.9 billion to the economy.

The film and television industry is a strong employer in Ontario, with 37,000 full-time direct employees and spin-off jobs in 2018, representing a 13% increase over the previous year.

In the 2019 budget, the Ontario provincial government noted the importance of the film and television industry as an economic driver, and committed to establishing a Minister's Film and TV Advisory Panel.

The City of Brantford recognizes the importance and significance of the film, television and media production industry, as well as its direct and indirect benefits to the community. The City of Brantford's 2016 Economic Development and Tourism Strategy Update identifies film as a substantial area of growth and opportunity for the community. Brantford's proximity to the GTA, its unique locations, as well as competitive advantages, such as provincial tax rebates, makes Brantford an ideal location for filming.

8.3 Past Productions

In 2019, six major productions filmed in Brantford, and interest in Brantford locations continues to grow in the film industry. A list of productions filmed in Brantford from 2016 to 2019 is included in Appendix B.

8.3.1 Economic Impact of Local Productions in 2019

Film represents a unique opportunity to attract additional investment to Brantford. From January to October 2019, staff captured more detailed economic impact data for film productions that illustrate the local potential for the industry:

- 4 large productions filmed at locations in Brantford
- \$1,014,200 in estimated production budget portions allocated to film in Brantford
- \$96,114 in direct billings by the City
- \$7,350 in Legacy Projects
- 657 hotel night stays by cast and crew
- 406 film industry professionals coming to Brantford for work

A detailed breakdown of the economic impact of individual productions is included in Appendix C.

8.3.2 Legacy Projects

Through the encouragement of municipal staff, many past productions have taken to giving back to the community in more tangible and long term ways through legacy projects related to their production. Such givebacks exemplify the commitment of the film industry to enhancing relationships with leaders, businesses, and residents Brantford. For example, the production involved in *Handmaid's Tale* paid for the cleanup on both sides of the banks of the Grand River at Brant's Crossing in 2018. The All Round Champion production covered costs related to the repainting of the lower diving platforms, replacing the rubber mat around the pools edge, and power-washing decks at the Wayne Gretzky Sports Centre in June 2019. Awake contributed \$5,000 toward the *Brantford's Grand Exhibit* public art project, installed in November 2019.

8.4 Reorganization of the Economic Development and Tourism Department Services

To respond to the increased pressures of the film industry on Economic Development and Tourism staff, the Department underwent reorganization in Q1 2019. Previously, the Director of Economic Development and Tourism and an Economic Development Officer responded to film inquiries.

Economic Development and Tourism staff is now the Film Liaison for the City of Brantford, and are tasked with responding to film inquiries and acting as the main point of contact for any inquiries related to any services related to film productions. Additionally, the Film Liaison also serves as and the municipal contact for Ontario Creates. Ontario Creates is an agency of the Ministry of Heritage, Sport, Tourism and Culture Industries that is a central catalyst for the province's cultural media cluster, including: book publishing, film and television, interactive digital media, magazine publishing and music industries.

8.5 Film Investment and Attraction Efforts

The Economic Development and Tourism Department has been actively involved in attending industry networking and capacity building events, including events offered by Ontario Creates, as well as the Toronto International Film Festival Industry Conference. Staff will continue to attend these networking and training sessions to build their skills in this growing sector and network with industry professionals to attract filming to Brantford.

In 2019, advertisements to promote the benefits of filming in Brantford were placed in the Ontario Filmmaker Directory to create top-of-mind awareness to film professionals considering Ontario as a destination for future filming opportunities.

Finally, to attract interest in filming in Brantford, the Economic Development and Tourism Department hosted its first Film FAM (Familiarization) Tour on October 30, 2019. Over 40 film professionals were invited to participate in the tour; 8 location scouts and film producers from the GTA enrolled for a full day tour of Brantford. The tour provided attendees the opportunity to explore Brantford through the lens of municipal film staff, and to see Brantford's unique natural features, historical buildings, beautiful neighbourhoods and public facilities.

8.5.1 Online Resources for Film Industry

As part of the launch of the new Advantage Brantford website in Q1 2019, Economic Development and Tourism staff ensured that the key sector of Film, Television and New Media received its own webpage to house details on filming in the municipality, including: local and provincial advantages and incentives; filming checklists to streamline municipal processes; and recent productions filmed in Brantford.

In the future, this webpage will house the proposed Film Policy; a draft filming code of conduct based on municipal best practices; applicable links to City bylaws and policies that affect the film industry; links to local services; and a link to the Ontario Creates digital library for prospective natural and built assets that could be utilized for film productions in Brantford.

Economic Development staff continues to update the Ontario Creates [Ontario Locations Library](#) with an inventory of photographs for location scouts to use while searching for appropriate filming sites in Brantford. Updating this location inventory is an ongoing process as interest in locations changes from production to production.

IT Services has also set up a dedicated email address for filming inquiries – film@brantford.ca, which is also linked to throughout the Film Sector pages on the Advantage Brantford website.

8.6 Municipal Contacts for Filming

The Economic Development and Tourism Department is currently the lead for film inquiries, and also leads the City's cultural development initiatives. The previous approach to film production in Brantford was reactive, and did not actively recruit or develop new filming opportunities. As a result, the Economic Development and Tourism Strategy (2016) recommended that a single point of contact for filming inquiries be established to lead municipal filming attraction efforts, as well as respond to all filming inquiries and liaise between City departments to ensure that consistency and time-sensitive customer service is dedicated to filming projects.

By their nature, filming projects often require fast turnaround times and an extremely collaborative approach from municipal departments. Having a single key point of contact, as well as key contacts across several City departments to quickly respond to filming inquiries, will allow the municipality to respond to productions in the flexible and responsive manner that is required to be viewed as a "film friendly" city.

Filming projects are unique and are not within the definition of "Special Events" in the City of Brantford Special Events Standard, as they do not present their activities to a live audience. Therefore, filming activities do not apply for review by the City of Brantford's Special Events Advisory Team (SEAT).

8.6.1 Single Point of Contact

The single point of contact for the film portfolio was identified as part of the Economic Development and Tourism Department reorganization in Q1 2019. Economic Development and Tourism staff is now the single point of contact for all filming inquiries in

Brantford, and will act as the key point of contact between the film industry and appropriate municipal staff.

Economic Development and Tourism staff is responsible for responding to all filming inquiries, and ensures the consistent coordination of municipal services that are offered to the film and television production industry. Economic Development and Tourism staff will also be responsible for implementing the proposed Film Policy (Appendix A), as well as coordinating the proposed Cross-Departmental Working Group and scheduling meetings with this group when required.

8.6.2 Cross-Departmental Working Group

As part of the recommendations in this report, the Economic Development and Tourism Department propose that a Cross-Departmental Working Group of staff affected by filming projects convene on a regular basis to discuss local trends related to filming. The structure of this group is modelled after the existing Municipal Staff Technical Committee for public art projects.

This proposed Cross-Departmental Working Group would be led by Economic Development and Tourism staff, and would include representatives from the various City departments that are impacted by filming in Brantford.

8.7 Implementation Timelines

The Economic Development and Tourism Department proposes the following timelines for implementing the Film Policy and applicable procedures:

- December 2019: Film Policy approved by Council
- January 2020: Staff begin implementation of the Film Policy for all productions on municipal property
- Q1 2020: Staff to identify and convene Cross-Departmental Working Group
- May 2020: Staff to propose amendments to Fees and Charges Bylaw for implementation in 2021

- Q1 2021, upon approval of the 2021 Municipal Budget: Filming Permit Fees implemented for all productions on municipal property
- Q1 2021: Staff report back on the economic impact of filming in Brantford and how the proposed Film Policy and strategy is functioning as part of the Department's annual report to Council

8.8 Ongoing Communication and Reporting

For projects affecting municipal property, the Economic Development and Tourism Department, in consultation with applicable City staff and support from the Corporate Communications and Community Engagement Department, will issue an Information Update to Council for all film productions occurring in the City. Staff will also update the City of Brantford website News section to outline anticipated impacts, special advisories, and applicable filming contacts for each production.

9.0 Financial Implications

There are no financial implications as a result of this report.

Staff will come forward with amendments to the City of Brantford Fee Schedule in 2020, with implementation of a Film Permit fee beginning in 2021.

10.0 Conclusion

Interest in Brantford as a key location for film and television productions continues to grow, and creates significant positive economic impact for local individuals, businesses and municipal facilities. Each year, the Economic Development and Tourism Department responds to a growing number of inquiries and assists location scouts and producers with navigating the municipal process to ensure their project's success in Brantford.

A streamlined process and single point of contact for filming inquiries, ensures that Brantford is viewed in the industry as a film friendly City with excellent customer service, and will therefore increase repeat business opportunities. This streamlined process will also give the City the opportunity to drive investment into existing businesses and facilities, increase the profile of culture as an economic driver in Brantford and within the municipality itself, increase the municipality's engagement with cultural industries both locally and provincially, and encourage continued cross-departmental engagement and communication.



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Attachments (if applicable)

Appendix A: City of Brantford Proposed Film Policy

Appendix B: Recent Film and Television Productions Filmed in Brantford (2016-2019)

Appendix C: Economic Impact of Local Productions in 2019

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required

☒ yes ☐ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk

☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council?

☒ yes ☐ no

Appendix A: City of Brantford Proposed Film Policy



POLICY MANUAL

POLICY NUMBER: XX

SUBJECT: Film Policy

POLICY STATEMENT:

(Purpose/Objective)

The City of Brantford ("City") recognizes the importance and significance of the film, television and media production industry to the community, and the direct and indirect benefits associated with this sector to the municipality.

The City endeavours to work together to make filming projects easy and successful for productions while balancing safety and convenience for residents and businesses.

This policy provides specific guidelines for the assessment and coordination of commercial and non-commercial filming projects and to ensure that the

responsibilities of all parties are understood and agreed upon.

All film, television and media production activity in Brantford must be initially reported to and coordinated through the Film Liaison, as defined by the Policy. This includes all requests for permits and subsequent redirection to the appropriate City departments.

All timelines referenced herein are established for the benefit of the Applicant, the City, and other parties involved in the local Production process. The City understands the fluid nature of Productions and strives to remain flexible to actively support the needs of all parties involved. Exceptions to timelines may be possible depending upon the scope of a Production, the circumstances at the time of Application or Filming, and/or City resources available to support a Production.

POLICY GOALS:

To establish a municipal administrative process that is efficient, effective and adaptable, and allows appropriate departments to provide approvals and feedback, with the goal of maintaining a film friendly city.

To confirm that the Applicant has sufficient insurance coverage to protect the City from any possible claim or suit arising from the Production.

To uphold the rights, safety and privacy of the citizens and businesses of the City and to insure the security and preservation of property.

To ensure that costs incurred by the City of Brantford as a result of the Production can be recovered from the Applicant. Private entities and other institutions or businesses may also seek to recover costs associated with filming at their locations.

RELATED POLICY PROCEDURES/GUIDELINES:

1.0 Definitions

“Applicant” means a person or entity who has applied to the City’s Film Liaison under the Film Policy. That person or entity has the authority to represent and bind the Production. That person or entity may be the production company, filmmaker, photographer, producer, videographer, production manager, location

manager or other organization that is responsible for the Production's operations in Brantford.

"Brantford" refers to the geographic area overseen by the City.

"Business Day" means a day other than a Saturday, Sunday or any other day on which Brantford City Hall is not open for the transaction of domestic business during normal business hours, which are 08:30 to 16:30.

"City" refers to the Corporation of the City of Brantford.

"City Property" means City-owned property, including, but not limited to, buildings, museums, sports venues, natural pathways, streets, roads, parks and unique locations.

"Commercial Filming" means a Production intended to generate revenue or promote a for-profit product or service.

"Coning" means the portion of the Production, which commences on location in Brantford, including but not limited to, the placement of cones in Brantford, the arrival of production vehicles, closure of roads, or any preparation work occurring on City Property.

"Consultation Report" means the written summary provided by the Film Liaison to the Applicant after an initial consultation. The Consultation Report outlines the requirements and timelines prepared in advance of the submission of an Application.

"EMS" refers to any or all of the following: Brantford Police Service, Brantford Fire Department, Ontario Provincial Police, County of Brant Ambulance Services, and County of Brant Fire Department.

"Film Liaison" means the staff member in the City's Economic Development and Tourism Department assigned as the lead to support Film Projects, or his or her designate.

"Fee Schedule" means the set fees and costs, as approved by City Council from time to time, which are associated with a Production. The Fee Schedule is included in the City's Fees and Charges By-law.

"Film Permit" means the permit issued by the Film Liaison to the Application granting permission for the Production to film on City Property.

“Film Permit Application” (Application) is a City document that is completed by an Applicant to understand the scope of the Film Project. A Film Permit Application is considered on a case-by-case basis following an internal review by City staff involved in the scope of the Production and any applicable outside organizations.

“Film Policy” means this Film Policy, as amended from time to time.

“Film Project” means a location film or advertising project.

“General Security Deposit” means the deposit submitted with the Application.

This amount will be held by the City until the end of the Production when all conditions have been fulfilled, and all costs including cleanup, settlement of all invoices, and associated charges and claims are determined. Unexpected costs and claims associated with the production may be deducted from the Deposit. Its value is outlined in the Fee Schedule.

“Notification Letters” means a letter prepared by the Applicant to be distributed to affected residents and businesses as further described in Section 5.5 of this Film Policy.

“Production” means the location filmmaking, film shoots and related activities being undertaken by the Applicant in Brantford, including but not limited to: feature films, short films, television films, education films, music videos, student films, advertising videos, and professional and commercial streamed media.

“Production Schedule” means the schedule for the Production activities in Brantford, as approved in the Film Permit.

“Waste” means garbage, debris, refuse, litter, trash, rubbish, junk, waste and recycling materials.

“Written Notice” means formal email communication between the Applicant and the appropriate City staff, as well as the general City department email represented by the appropriate City staff. Written Notice ensures that all appropriate contacts at the City as well as contacts for the Production are promptly and properly briefed regarding activities and plans related to the Production.

2.0 Application Process

2.1 Film Permit

- 2.1.1 A Film Permit is required for all Productions undertaken by commercial and non-commercial film companies on City property. The Film Liaison may make exceptions to this requirement, in appropriate circumstances, which may include but is not limited to: filming related to current affairs, newscasts, videography related to weddings, sports teams, academic projects, family photos, and events pursuant to the Special Events Policy.
- 2.1.2 Productions must consult with the Film Liaison no less than 15 Business Days prior to the start of Coning. The purpose of the consultation is to identify the complexity of the project and unique needs (e.g. special effects) that may require additional resources, planning, approvals, fees, services, and related information or documentation.
 - 2.1.2.1 The Film Liaison may make exceptions to this requirement, in its sole discretion, giving consideration to the Production complexity and available resources. However, in general, the more locally complex a Production is, the more lead time it will require.
- 2.1.3 Following the Consultation, a Consultation Report including a requirements checklist and general timelines will be provided by the Film Liaison no less than 12 Business Days prior to the start of Coning.
- 2.1.4 The Applicant will be required to notify and/or gain approval for the Production from various City departments, agencies and individuals, depending on the nature and scope of the Production. Applicants are required to disclose all aspects of their plans to ensure appropriate agencies are consulted.
- 2.1.5 It is the responsibility of the Applicant to review the Consultation Report for accuracy and completeness. The Film Liaison must be given clear Written Notice of any corrections required to the Consultation Report.
- 2.1.6 In accordance with the Consultation Report, an Application must be received by the Film Liaison no less than 10 Business Days prior to the start of Coning.
 - 2.1.6.1 The Film Liaison may make exceptions to this requirement, in its sole discretion, giving consideration to the Production complexity and available resources.
 - 2.1.6.2 Diagrams and drawings of all locations affected by the Production should be submitted with the

- Application.
- 2.1.6.3 Notification Letters must be submitted at the time of Application.
 - 2.1.6.4 Rush charges may apply in accordance with the Fee Schedule.
 - 2.1.6.5 Should the Production require Brantford City Council approval to amend By-laws or receive other special approvals, additional time to accommodate the Council meeting cycle may be required.
- 2.1.7 An Application must be accompanied by a Film Permit fee payment in accordance with the Fee Schedule. This fee will help to offset the cost of processing, review, and approval of the filming Application. The Film Permit fee may be waived by the Film Liaison for Productions related to education, charitable/non-profit Productions, or extremely small independent productions.
- 2.1.8 The City will issue a Film Permit within 3 Business Days of receiving the Application.
- 2.1.9 Applicants are required to have complete documentation and all necessary or appropriate agreements and approvals in place no less than 5 Business Days prior to the start of Coning. Timelines will be identified by the Film Liaison, and outlined in the Film Permit.
- 2.1.9.1 The Film Liaison may make exceptions to this requirement, in its sole discretion, giving consideration to the Production complexity and available resources.

2.2 General Security Deposit

- 2.2.1 An Application must be accompanied by the General Security Deposit in accordance with the Fee Schedule. This Deposit may be in addition to other deposits required by City departments, facilities, or services depending upon the scope of the Production.
- 2.2.2 The General Security Deposit will be returned within 30 Business Days of the last day of the Production Schedule if unexpected costs or claims do not arise.
- 2.2.3 Subject to unforeseen circumstances, City Property will be inspected for damages by the appropriate City department(s) within 2 Business Days of the last day of the Production Schedule.
- 2.2.4 Unexpected costs and claims related the Production will be identified and provided via Written Notice to the Applicant within 10 Business Days of the last day of the Production

Schedule. The Applicant will have opportunity to respond to these costs and claims, and can provide a plan to resolve them.

- 2.2.5 If the resolution plans are acceptable to the Film Liaison and the work is completed to the satisfaction of the City, the associated costs or claims will not be deducted from the General Security Deposit. If the work is not completed to the satisfaction of the City, the work (or steps in resolution) will be completed by the City and the associated costs will be invoiced to the Applicant and/or deducted from the General Security Deposit.

2.3 Issuance and Revocation

- 2.3.1 Prior to the issuance of the Film Permit, all discussions and information are to be considered part of the process of applying for permission. Permission is only granted in the written issuance of the Film Permit.
- 2.3.2 The City or the Applicant may request an amended Film Permit to address changes to any aspect of the information contained in the Application or the Film Permit, including but not limited to, project description at the Production Schedule. The Applicant will submit an amended Application to address such changes. The Film Liaison may require up to 3 Business Days to issue an updated Film Permit.
- 2.3.3 The City reserves the right to revoke any Film Permit in the event that:
- 2.3.3.1 The Film Liaison issued the Film Permit, in part or in whole, based upon information provided by the Applicant which was false, incorrect or misleading at the time it was submitted, at the time the Film Permit was issued, or it becomes false, incorrect or misleading prior to the last day of the Production Schedule;
- 2.3.3.2 Any conditions of the Film Permit or any other Permits or Agreements issued by the City are not met, as determined in the sole discretion of the Film Liaison; or,
- 2.3.3.3 The Film Liaison determines, in its sole discretion that there has been substantial deviation from the Application.
- 2.3.4 Revocation of the Film Permit is effective immediately upon written notification to the Applicant or other designated representative(s). The City will not be held responsible for any costs to the Applicant due to the withdrawal or revocation of permission.

- 2.3.5 Evidence of all approvals must be in writing.
- 2.3.6 All Applications are reviewed and considered based on the Film Policy and approved or denied upon the information provided.
- 2.3.7 The Film Liaison reserves the right to limit the issuance of Film Permits for multiple Productions using or repeated filming in the same geographic area of Brantford.
- 2.3.8 Associated costs to the City must be paid prior to Coning. Unpaid costs may result in the revocation of the Film Permit.

2.4 Costs and Compensation

- 2.4.1 There is a nominal fee paid for the Film Permit as determined in the City's current Fees & Charges By-Law.
- 2.4.2 Costs for parking, facility rentals, street closures, etc., as established in the Fees and Charges By-Law, will be the responsibility of the Applicant. Costs incurred by the City on behalf of the Applicant, such as the removal/reinstallation of equipment, are also the responsibility of the Production Company.
- 2.4.3 In cases where services have been deemed necessary by the Film Liaison, but are not provided by the City, the Applicant is required to pay the service provider directly.
- 2.4.4 The City does not compensate individuals or businesses for disruption due to a Production on City Property. Affected businesses or individuals may request to be compensated for lost profits or other business interruption; the City will refer such matters to the Applicant. The Applicant may negotiate with the affected parties and ask that evidence be produced of legitimate costs and sales records corresponding to similar periods to those affected by the Production.
- 2.4.5 Should the City receive a claim for lost profits, business interruption, or other similar claim, the Applicant will indemnify and hold harmless the City for any such claim in accordance with the indemnification requirements set out in the Film Permit.

3.0 Filming Guidelines

3.1 Production Schedule and Changes to Schedule

- 3.1.1 The Production Schedule will include the hours for which Production activity may occur. Permit applications may be approved for Production activities taking place only between

the hours of 07:00 and 22:59.

- 3.1.2 The Film Permit may identify special conditions for filming between the hours of 23:00 and 06:59, including but not limited to measures ensuring the Production does not violate any municipal Bylaws, such as the Noise Bylaw. A Noise Exemption Permit and approval from Brantford City Council may be required.
- 3.1.3 Changes made to the Production Schedule that become necessary as a result of unforeseen circumstances may be accommodated, in the sole discretion of the Film Liaison. An amended Film Permit will be issued to establish the revised Production Schedule.

3.2 Traffic and Traffic Stoppages

- 3.2.1 Interference with pedestrian and/or vehicular traffic must be accompanied with the proper permitting and approvals, including adherence to the Temporary Road/Sidewalk Occupancy for Construction policy, as amended from time to time.
- 3.2.2 Except where a road is closed for filming, Production vehicles must obey all appropriate traffic regulations, unless otherwise stated on the Film Permit or other applicable permit, or as otherwise directed by a Paid Duty Police Officer.
- 3.2.3 Paid Duty Police Officers are required, as determined by the City, for such activities as intermittent traffic stoppages, traffic control or when required to direct pedestrian or vehicular traffic, including those instances involving municipal park/properties. All costs associated with these requirements are at the expense of the Applicant.
- 3.2.4 Intermittent traffic stoppages to a maximum of 3 minutes may be made possible under the supervision of a Paid Duty Police Officer. Road and street closures longer than 3 minutes require prior written approval from the City.
- 3.2.5 It is the Applicant's responsibility to arrange for the City to cover, alter, remove and/or reinstall traffic or street signs as may be necessary. Such requests should be raised during the initial consultation with the Film Liaison. Costs associated with these requirements are at the expense of the Applicant.
- 3.2.6 If traffic is affected by intermittent stoppages or street/road closures, the Applicant shall prepare a Traffic Control Plan, as per the legislative requirements of The Ontario Traffic Manual Book 7, to the City.
- 3.2.7 All filming locations shall be set up to allow EMS to access

the area. Applicants must obtain requirements for the unique nature of each location from the respective EMS.

- 3.2.8 Special arrangements and limitation may be required in winter seasons to accommodate snow removal and placement along public streets.

3.3 Road and Street Closures

- 3.3.1 Approval for street and road closures must be requested through the City and included as part of the Application.
- 3.3.2 A Temporary Road/Sidewalk Occupancy Permit must be completed. Requests must be completed at least 10 Business Days prior to the start of Coning, or a rush charge may be applied in accordance with the Fee Schedule.
- 3.3.3 If a road/street is to be partially or completely closed or traffic restricted in any way, it is the responsibility of the applicant to notify the following agencies to inform them of the start and end dates/times of filming:
- Grand Erie District School Board
 - Brant Haldimand Norfolk Catholic District School Board
 - Brantford Police Services
 - County of Brant Ambulance Services
 - Brantford Fire Department
 - Engineering Services Department
 - Brantford Transit
 - GO Transit
 - Downtown Brantford Business Improvement Area (if applicable)
- 3.3.4 If building or property access is restricted, it is the responsibility of the Applicant to notify the businesses and residents affected, as well as the Film Liaison. This notice must be provided in writing to the affected parties at least 5 Business Days prior to the start of coning. The Applicant is required to make all necessary accommodations to affected businesses and residents.
- 3.3.5 Costs to provide, install, and/or remove peripheral detour routes and advisory signage by the City will be the responsibility of the Applicant.
- 3.3.6 Costs associated with lost revenue to transit services may also be incurred by the Applicant.
- 3.3.7 All filming locations shall be set up to allow EMS to access the area. Applicants must obtain requirements for the unique nature of each location from EMS.
- 3.3.8 Special arrangements and limitation may be required in winter seasons to accommodate snow removal and

placement along public streets.

3.4 Parking of Production/Crew Vehicles

- 3.4.1 All Productions must submit a parking plan with the Application and shall observe designated areas noted by the Film Permit.
- 3.4.2 Unless otherwise authorized, all vehicles associated with the Production must obey local parking and traffic regulations.
- 3.4.3 Production vehicles arriving on location shall not enter the area before the time stipulated on the Film Permit. Operators of production vehicles shall turn off engines as soon as possible.
- 3.4.4 Production vehicles may not impede vehicle or pedestrian traffic with the use of slide-outs or pull-outs.
- 3.4.5 An Applicant may be able to reserve parking in City parking lots or on City streets, subject to availability and applicable fees.
- 3.4.6 Production vehicles must not block fire hydrants, park on fire routes or within 9 metres of an intersecting street, impede any emergency response vehicles, block driveway or other access/egress ramps. Production vehicles must leave at least 1 metre of clearance on either side of a driveway, ramp or other accesses/egresses/ingresses, or accessible parking spot for persons with disabilities.
- 3.4.7 No Production equipment and/or vehicles are to be within 25 metres of a bus stop, a pedestrian courtesy crossing or a signalized intersection, unless otherwise noted on the Film Permit.
- 3.4.8 Unless otherwise noted, the Film Permit applies to parking for production vehicles only, and not for crew vehicles. It is the responsibility of the Applicant to find legal parking for private crew vehicles. All costs associated with alternate parking are the responsibility of the Applicant. It is up to the film company to make alternate parking arrangements for residents and businesses in possession of a valid street parking permit for areas where such vehicles are displaced by the filming activity. Moving or towing of any vehicle is prohibited without the express permission of the owner of the vehicle and Written Notice given to the Film Liaison.
- 3.4.9 The Applicant is responsible for finding suitable alternative legal parking for affected residents, merchants and employees. All costs associated with alternate parking are the responsibility of the Applicant.
- 3.4.10 Residents, merchants and employees of one-way streets affected by road closures may require access to or from their

- building or parking area as a result of road closure.
- 3.4.11 A copy of the Film Permit must be clearly posted in the front window or dash of all parked Production vehicles.

3.5 Notification Letters

- 3.5.1 Draft Notification Letters must be submitted with the Application to the Film Liaison for review and approval.
- 3.5.2 Approved Notification Letters must be distributed by the Applicant at least 5 Business Days prior to the start of Coning. Both sides of the street should receive notification letters, within a one-block radius of the film location as well as all residents and businesses affected by a street closure (e.g. further along a one-way street), or as otherwise instructed by the Film Liaison for unique circumstances (e.g. effects of unusual noise from special effects).
- 3.5.3 If filming in the Downtown, a Notification Letter also must be distributed to the Downtown Brantford Business Improvement Area a minimum of 5 Business Days prior to the start of Coning.
- 3.5.4 The Notification Letter must not exceed one 8.5" x 11" page in length, be at least 12 point font, and include the following:
- a logo header of the Production Company, if available;
 - the production company name and address;
 - a description of the production including title and type as well as any use of pyrotechnics, special effects, and UAVs/drones;
 - contact information including name, title, email, and telephone of Location Manager(s) and Assistant Location Manager(s);
 - the length of the shoot including start and end dates and times for each occurrence;
 - dates and times when Coning will occur and production vehicles will arrive and depart;
 - alternative parking arrangements for those affected by the Applicant; the Applicant must also help arrange parking for permit holders affected by the production;
 - all exceptions and variances to guidelines and by-laws being sought by the production;
 - a copy of the City's Code of Conduct for Film and Television Cast and Crew (on the reverse of the single sheet);
 - details of any road, lane or sidewalk closures or occupancies;
 - a link to the City's film webpage

- (<http://www.advantagebrantford.ca/film>); and,
- general (not specific) contact information for the Film Liaison —film@brantford.ca or (519) 751-9900.

- 3.5.5 The Applicant will provide Written Notice to the Film Liaison in writing about the details of the completed distribution of the Notification Letter, including date, mode and geographic area of distribution.
- 3.5.6 The approval of affected residents and businesses may be requested by the Film Liaison prior to a Film Permit being issued. For example, this may be requested for neighbourhoods that experience frequent Film Projects. It will be the responsibility of the Applicant to obtain such approval.
- 3.5.7 For more complex Productions, as determined by the Film Liaison, the Applicant may be required to place an advertisement or notice 3 Business Days prior to the start of Coning in local or online media determined by the Film Liaison notifying residents of the upcoming Production Schedule, its impact on traffic and other details affecting the community.
- 3.5.8 The Applicant will provide Written Notice to the Film Liaison of any feedback from the community in response to the Notification Letter or any public postings, including from local or online media.
- 3.5.9 The Film Liaison will be responsible for notifying members of Brantford City Council and other key stakeholders, and posting a notice on the City's website upon approval of a Film Permit, as soon as possible, in advance of the production.

3.6 Monitoring

- 3.6.1 The Applicant must keep a copy of the Film Permit and Road Occupancy Permit (if applicable) on site at all times.
- 3.6.2 The Applicant must place signs in public access areas or in heavily trafficked areas to inform the public that the area is being used for filming and delays may occur. Posted signage must adhere to specifications as directed by appropriate City staff.
- 3.6.3 The Film Liaison may oversee the activities of the Applicant and will act as City contact for the Applicant. The Film Liaison is responsible for monitoring the Applicant on site, and has the authority to revoke the Film Permit if the Applicant does not adhere to the conditions of the Film Permit as set out in the Film Policy.

3.7 Set Location, Set Decoration, Props and Costumes

- 3.7.1 The following activities will require written approval of the Film Liaison, in consultation with the designate of the appropriate City department. Depending upon the extent of the request, additional costs may be incurred for City staff time and resources to complete or support the work:
- covering, removing, or altering permanent or temporary road or traffic fixtures or signs;
 - covering, removing, or altering permanent or temporary traffic or street lights;
 - modifying City Property, including painting surfaces, anchoring vehicles or items; and/or structural changes.
- 3.7.2 If alterations to City Property or the construction of sets/staging is required, the Applicant is responsible for restoring all exterior and interior building finishes and fixtures, as well as turf and paved surfaces, to their original condition at the conclusion of filming.
- 3.7.3 Any requested adjustments to mechanical, HVAC or electrical systems must be identified during the Application process.
- 3.7.4 Access to fire hydrants for grounding or supplying water must be requested in the Application and is subject to setup and usage fees.
- 3.7.5 If the Production involves mock police vehicles or uniforms, or prop weapons appearing during filming on any City Property, Brantford Police and the Paid Duty Police Officers must be notified 5 Business Days prior to the start of Coning by the Applicant.
- 3.7.6 Every effort must be made by the Applicant to ensure that property is not damaged.
- 3.7.7 Cast and crew must remain within the boundaries of the property for which the Film Permit authorizes and shall not trespass on private property, unless otherwise authorized in writing from the property owner(s).
- 3.7.8 Cast and crews are prohibited from removing, trimming or cutting of vegetation or trees unless written approval is provided by the Film Liaison or affected private property owner(s).
- 3.7.9 A designated film location professional must be present and accessible to the Film Liaison at all times during preparation, filming, and striking/take-down.
- 3.7.10 Requests to fly flags from other countries on any City Property may be considered as part of the Application process. Permission may be granted at the discretion of the Film Liaison, and may require appropriate posting and public

notification.

3.8 Stunts, Explosives and Special Effects

- 3.8.1 Explosives and special effects are regulated under the authority of the Ontario Fire Code and the Explosives Act.
- 3.8.2 The Applicant must obtain appropriate approvals at least 10 Business Days prior to the start of Coning from EMS for any activities involving the execution of special effects involving explosives, pyrotechnics and/or other hazardous devices and materials and/or stunts as well as the use of any flammable liquids or materials during the course of the production. The applicant is responsible to clarify and pay fees associated with obtaining approvals and for any EMS supervision during filming. Some special effects may also require the presence of specialists from other police services.
- 3.8.3 Combustible materials shall not be accumulated in or around a film site in such quantity as to create a fire hazard.

3.9 Noise, Light and Other Spillover Conditions

- 3.9.1 The community should be free from any negative environmental conditions resulting from the Production. These conditions include but are not limited to spillover lighting, exhaust fumes or noise that will affect their ability to enjoy their property, or conduct their business or daily routines.
- 3.9.2 The Applicant and the Production must comply with City's Noise Control By-Law and any applicable amendments, and any other legislation governing noise.
- 3.9.3 Lighting for filming operated during Production shall be oriented away from residences, unless affected residences have been consulted and do not express any objection. Lighting must not interfere with the safe movement of traffic. Production lighting illuminating areas on, across, or near roads open to traffic may require a photometric plan.
- 3.9.4 All generators operated during Production must be "blimped" (i.e. ensuring the sound of its operation is as quiet as that of an idling automobile engine) unless otherwise approved by the Film Liaison.

3.10 Unmanned Air Vehicles (UAV)

- 3.10.1 For the use of drones, remote control aircrafts or unmanned

air vehicles (UAVs) for commercial purposes, the Applicant must provide the following to the Film Liaison with the Application:

- 3.10.2 Insurance, as set out in the insurance requirements of this Film Policy.
- 3.10.3 Proof of the device/vehicle's registration with Transport Canada.
- 3.10.4 Proof of the pilot/operator's license with Transport Canada.
- 3.10.5 Any Production represented by the Applicant planning to use a drone on a film may be requested to organize a meeting with EMS to discuss the details of the proposed flight.
- 3.10.6 The Applicant must notify area residents and businesses via a Notification Letter that filming will involve a drone. More information about Notification Letters can be found in Section 5.5 of this Film Policy.
- 3.10.7 The Production must ensure that copies of all necessary documentation identified above are on hand at all times.

3.11 Insurance and Indemnification

- 3.11.1 The City reserves the right to require the Applicant to provide such additional insurance coverage or higher limits of insurance, as required, depending on the nature and complexity of filming.
- 3.11.2 The Applicant will obtain and maintain, at the Applicant's cost, insurance as required in this section, all of which must:
 - be underwritten by an insurer licensed to conduct business in the Province of Ontario;
 - be primary and non-contributing; and,
 - contain a 30-day notice of cancellation or non-renewal provision.
- 3.11.3 The Applicant must abide by the Terms and Conditions of any rental Agreement with the Corporation of the City of Brantford.
- 3.11.4 The Applicant will provide proof of satisfaction of these above insurance requirements, including any warranties, limitations or exclusions, with the Application and 10 Business Days prior to the start of Coning, for a period of 7 years after the last day of the Production Schedule, by way of a certificate of insurance, which shall be satisfactory in form and content to the City's Coordinator of Risk Management and Insurance, where available, in the City's standard form.
 - 3.11.4.1 **Comprehensive General Liability Insurance**, with coverage for at least five million dollars per

occurrence and an aggregate limit of not less than ten million dollars within any policy year, and a deductible of not less than ten thousand dollars per claim, naming the Corporation as an additional insured, with a cross-liability/separation of insureds clause, and including coverage for, without limitation:

- Non-owned automobile coverage with a limit not less than \$5,000,000 and shall include contractual non-owned coverage (SEF 96);
- blanket contractual;
- products and completed operations;
- premises and operations liability;
- personal injury liability
- contingent employers liability;
- owners and contractors protective;
- broad form property damage;
- firefighting expenses;
- elevator and hoist liability (if applicable); and
- attached machinery,
- Hostile Fire,
- Tenant's Legal Liability Insurance of not less than \$2,000,000 or as required by the Coordinator of Risk Management and Insurance, for damage to buildings and structures on the demised premises, including loss of use thereof;

3.11.4.2 **Standard Form Automobile Liability** Insurance that complies with all requirements of the current legislation of the Province of Ontario, having a Third Party Liability limit of not less than \$5,000,000 CDN per occurrence for Third Party Liability, in respect of the use or operation of vehicles owned, operated or leased by the Proponent.

3.11.4.3 **Aircraft, Drone and Watercraft Liability (if applicable, as determined by the City's Coordinator of Risk Management and Insurance)**, with coverage for at least \$2,000,000 per occurrence and an aggregate limit of not less than \$2,000,000 within any policy year, and a deductible of not less than \$10,000 per claim, and naming the Corporation as an additional insured, with a cross-liability/separation of insureds clause, and including coverage for, without limitation, (i)

any non-owned aircraft or watercraft connected to the project or this Agreement; and (ii) third party liability, including passenger hazards. The policy shall include an extended reporting endorsement.

3.11.4.4 **Aviation General Liability (if applicable, as determined by the City's Coordinator of Risk Management and Insurance)**, and shall be determined based upon the risk, with coverage for at least five million per occurrence and an aggregate limit of not less than \$5,000,000 within any policy year, and a deductible of not less than \$25,000 per claim, and naming the Corporation as an additional insured, with a cross-liability/separation of insureds clause, and including coverage for, without limitation, premises liability. The policy shall include an extended reporting endorsement.

3.11.5 **Insurance Coverage** The insurance requirements contained in this Film Policy are not an opinion or declaration of the appropriate nature or amount of coverage which the Applicant should carry. It is the sole responsibility of the Applicant to determine what additional coverage, if any, is necessary and advisable for its own protection or to fulfil its obligations, including any obligations under the Film Permit. Any such additional insurance shall be obtained and maintained at the sole expense of the Applicant.

3.11.6 **WSIB** The Applicant will maintain in good standing coverage under the Workplace Safety Insurance Act, 1997, as may be required, and will strictly observe and fulfill all occupational health and safety standards and requirements during Production. The Applicant agrees to defend, indemnify and save harmless the City from and against any and all claims of any nature, actions, causes of action, losses, expenses, fines, costs (including legal costs on a complete indemnity basis), interest or damages of every nature and kind whatsoever arising out of or related to the Applicant's status with WSIB, coverage under the Workplace Safety Insurance Act, 1997 or employee damages arising from a failure to meet or exceed occupational health and safety standards or requirements.

3.11.7 **Indemnity** The Applicant will at all times defend, indemnify and save harmless the City, its elected officials, officers, employees, servants, agents, and contractors, from and against any and all loss, expenses, fines, interest, damages or costs (including but not limited to legal fees on a complete indemnity basis), actions, cause of actions, suits, claims and

demands, of every nature and kind whatsoever, including but not limited to bodily injury, sickness, disease, death, damage to or destruction of tangible property including loss of revenue or incurred expenses resulting from disruption of service, or them, by reason of (either directly or indirectly), or otherwise arising out of or allegedly (i) attributable to the negligence, acts, errors, omissions, misfeasance, nonfeasance, fraud or willful misconduct of the Applicant, its directors, officers, employees, agents, contractors, or subcontractors; (ii) in connection with or in any way related to the Production; (iii) in connection with granting of a Film Permit; or (iv) otherwise resulting from any of those matters in any way whatsoever. This indemnity is in addition to and not in lieu of the insurance required to be provided pursuant to this Film Policy.

3.12 Dispute Resolution

In the event that the appropriate staff, the Film Liaison, the Downtown Brantford Business Improvement Area or the Applicant cannot come to a resolution or an issue before, during or after filming, the decision of the City of Brantford City Solicitor, or designate, shall be final and binding.

3.13 Code of Conduct

3.13.1 It is the responsibility of the Applicant to ensure that all representatives of the Production, including cast, crew and other staff, adhere to the City's Code of Conduct for Film and Television Cast and Crew, available on www.advantagebrantford.ca/film.

3.13.2 Cast and crew shall observe designated smoking areas and always extinguish cigarettes in appropriate containers. As per the Smoking – Clean Air By-Law, there is no smoking of tobacco or cannabis and no vaping on City Property.

3.14 Garbage, Recycling and Cleanup

3.14.1 On garbage and recycle pick-up days, the Applicant shall ensure that Waste receptacles of affected businesses, institutions, and residents can be accessed by Waste collection contractors. This may require the Production granting access to Waste collection contractors to closed streets or arranging the transport and return of Waste

receptacles, or some other means.

- 3.14.2 The Applicant will ensure that crew associated with the Production will remove Waste from the filming location, and any other location associated with the Production, at the end of each filming day.
- 3.14.3 The Applicant will ensure that the site is returned to its original condition at the end of the Production. All costs associated with proper Waste disposal will be the responsibility of the Applicant.
- 3.14.4 The Applicant may incur a disposal fee, per the Fee Schedule, for any remaining Waste on site after the Production.

3.15 Health and Safety

- 3.15.1 The Applicant and Production cast and crew must adhere to the Ontario Ministry of Labour's Safety Guidelines for the Film & Television Industry of Ontario, as well as all other labour/occupational health and safety legislation and applicable laws.
- 3.15.2 The Brant County Health Unit may need to be consulted regarding catered food service.
- 3.15.3 Interior safety signs in buildings (e.g., fire, exit signs) must not be covered, unless expressly agreed to by the facility manager, or designate.
- 3.15.4 All generators and electrical hookups must be approved by the Electrical Safety Authority or a licensed Electrician or Electrical Engineer recognized by the City. Locates for electrical grounding on City Property must be identified in the Application.
- 3.15.5 All cables, similar items and tripping channels must be channeled or otherwise mitigated to avoid injury.

3.16 Legacy Projects / Givebacks

- 3.16.1 Brantford is a film-friendly community. The City recognizes the investment impact of film production. The City also strives to support the unique needs of every production. Many past productions have taken to giving back to the community in more tangible and long term ways through legacy projects related to their production. Such givebacks exemplify the commitment of the film industry to enhancing relationships with leaders, businesses, and residents in the community. The Applicant is invited to consider supporting a legacy project in Brantford. The Film Liaison can identify

prospective Brantford legacy projects of any budget.

3.17 Local Sourcing

- 3.17.1 The Applicant is encouraged to make every effort to patronize local businesses and services during production in Brantford, such as casual employment of cast and crew, food catering, overnight stays, etc.
- 3.17.2 The Film Liaison can assist the Applicant with sourcing local suppliers of goods and services, as appropriate.

3.18 Additional Expenses

- 3.18.1 The Applicant is responsible for all out-of-pocket expenses related to the use of City Property. This includes, but not limited to, City Property rentals and the wages of City staff and EMS workers for special requirements such as road closures, changes to City Property, and onsite support. Out-of-pocket expenses for requests discussed with the Film Liaison will be identified in the Consultation Report. Additional expenses may be incurred for last-minute requests or modifications to plans not identified in the original Application.

3.19 Credit

The Applicant may provide a screen credit to the City on the final film/video.

3.20 Environmental Sustainability

The City of Brantford encourages all visiting film productions to consider lessening their environmental impact on the community, and the environment as a whole, while filming in Brantford. The following “B-ROLE” recommendations are to be considered by productions:

Brantford Best Practices

- Brantford Green Team may be requested by the Production to conduct waste audit for larger productions
- Consider sourcing local vendors for production requirements

Reduce Waste

- Where possible, minimize the use of disposable items to divert waste from the landfill (i.e. use reusable cutlery, plates and cups, rather than disposable items)
- On-set recycling facilities for plastic, glass, cans and metal is encouraged
- Encourage the use of personal travel mugs and water bottles to discourage the consumption of single-use, disposable cups
- Consider using environmentally friendly products with recycled content
- Productions are encouraged to donate leftover food and/or production materials to local charities, shelters and/or food banks
- Consider using live plants, flowers, etc. for set dressing and donate locally after filming
- Go digital wherever possible to reduce printing
- While the City of Brantford does not currently have a composting program, productions are encouraged to compost through private companies
- Dispose of liquid wastes at approved disposal sites (do not use storm drains)

CO²

- Consider adopting a meat-free day for catering
- Consider reducing energy consumption by using LED lighting
- Reduce transportation as much as possible, through carpooling, using low-emissions vehicles, and restricting idling of production vehicles
- Consider buying organic and locally grown food to help offset greenhouse gas emissions and other pollutants associated with the transportation of food

Low Impact Consumption

- Consider partnering with local restaurants for catering needs
- Consider sourcing locally wherever possible to reduce product transportation
- Consider sourcing sustainably certified products
- Where possible, consider making permanent improvements to facilities/locations to meet production needs, rather than masking

Education, Engagement and Recognition

- Educate all cast and crew on local waste diversion and recycling practices

- Communicate sustainability goals and objectives to cast and crew
- Consider incorporating environmental and sustainable practices into characters and plot lines (i.e. dress the set with sustainable products and tools or engage characters in sustainable activities)

3.21 Other Restrictions

- 3.21.1 There may be sensitive assets, areas and/or properties in Brantford where filming may be restricted.
- 3.21.2 The appropriate City staff will consider decisions about the nature and extent of filming in or around heritage properties and in environmentally sensitive areas on a case-by-case basis.
- 3.21.3 The City reserves the right to refuse to allow filming or the issuance of a Film Permit to an Applicant who has failed in the past to adhere to the guidelines outlined in the Film Policy.
- 3.21.4 The Applicant agrees that the images and footage gathered during the Production will be used only for the purposes described within the Applications. The Applicant will also ensure all pertinent approvals have been obtained for such footage and images.

3.22 Related Legislation and By-Laws

Film Permits will be issued only in accordance with applicable City By-laws and Provincial Legislation:

- Fees and Charges By-Law
- Bylaw 182-2002 : By-Law to Regulate Parking
- Chapter 206: Dogs – Other Animals
- Chapter 420: Parks – Avenues – Boulevards – Drives – Regulation – Control
- Chapter 440: Garbage – Collection – Removal
- Chapter 442: Garbage – Disposal Sites
- Chapter 537: Firearms – Gun – Discharge
- Chapter 554: Noise Control
- Chapter 556: Public Nuisance
- Chapter 570: Smoking – Clean Air Bylaw
- Chapter 614: Operations – On City Roads
- Ontario Fire Code
- Ontario Explosives Act

<p>The City's By-Laws can be accessed through the City's website at: https://www.brantford.ca/Modules/Bylaws/Bylaw/Search. If you would like further information regarding the City's By-Laws, please contact the City Clerk at 519-759-4150.</p>	
<p>Date of Enactment:</p> <p>2019</p>	<p>Related By-law Number/Staff Report Number:</p> <p>2019-456</p>
<p>Review and Amendment Dates:</p> <p>XX</p>	<p>Department Responsible for Review:</p> <p>Economic Development & Tourism</p>
<p>Date of Next Review:</p> <p>XX</p>	<p>Applicable Legislation/Legislative Authority:</p> <p>XX</p>

Appendix B: Recent Film and Television Productions Filmed in Brantford (2016-2019)

Project/Title	Year(s)	Type	Summary
Awake	2019	Film	The urban landscape of Brantford was darkened to create the illusion of a world without power in this post-apocalyptic Netflix drama.
Race for the White House	2019	TV	In this historical CNN drama, the Sanderson Centre was transformed into a presidential candidate venue from the early 1900s.
Schitt's Creek	2019	TV	The distinctive look of an enduring Brantford motel fit the bill for an episode in the final season of this acclaimed comedy series.
All-Round Champion	2019	TV	Several Brantford venues hosted a competitive sport series featuring elite teen athletes for this television production that will air prior to the 2020 Summer Olympics in Tokyo.
Because One Day	2019	Film	Focusing on jazz singer, Alex Bird, this documentary created some powerful moments with the musician alone on stage at the beautiful Sanderson Centre.
Let It Snow	2019	Film	A roadside diner was transformed into the main winter set for this Netflix production, based on the young adult book by John Green, Maureen Johnson and Lauren Myracle.
The Handmaid's Tale	2018	TV	A blend of iconic, historic structures and natural features provided the perfect setting for critical scenes in the television adaptation of Margaret Atwood's dystopian novel.
In the Shadow of the Moon	2018	TV	Downtown Brantford's sought-after look doubled as Philadelphia in the action sequences in this time-period thriller for

			Netflix.
The Cuban	2018	Film	Shot almost exclusively in Brantford, this stirring drama explores the power of music over Alzheimer's with Oscar winning star, Louis Gossett Jr.
Walter's Way	2018	Film	An emotional short film by Brantford's own Tom Gigliotti follows a senior facing a driving test.
Behind Closed Doors: Phil Hartman	2018	TV	A documentary about Phil Hartman with footage shot in Brantford.
High-Rise Rescue	2017	Film	Special effects created a residential inferno inside a large industrial space, under the supervision of the Brantford Fire Department for this intense drama.
Defective	2017	Film	A temporary studio space in a Brantford warehouse played home to 8 sets and many scenes in this dystopian production.
Murdoch Mysteries	2011-2017	TV	An internationally distributed drama series set around 1900 regularly returns to Brantford to capitalize on the City's rich natural and built heritage.
Jaguar F-TYPE SVR	2017	Commercial	Jaguar Canada marked the 150 th anniversary of Canada in an appropriately dramatic fashion with a campaign to promote the 575 hp supercharged Jaguar F-TYPE SVR, filmed entirely at the Brantford Municipal Airport.
Air Emergency (Mayday)	2012-2017	TV	The flexibility of the Brantford Municipal Airport is frequently utilized to produce the changing look for this dramatized reconstruction of real-life air disasters.
A Tall Cold One (Milk)	2017	Commercial	Developed by the Dairy Farmers of Canada to promote the refreshing taste of milk. The ad features a competitive baseball game among friends using the impeccable condition and quality of the

			diamond at George Henry Field in Cockshutt Park.
American Gods	2016	TV	A headlining Starz series used locations in Brantford to create its unique gritty and glossy look.
American Lawmen	2016	TV	The timeless look of the Sanderson Centre served as a setting for a period theatre using the marquee and canopy lighting. The interior also doubled as a vaudeville movie house for this AHC production.
Mr. Bernstein	2016	Short	The Sanderson Centre provided the backdrop as a beautiful performance hall for this emotional short film set in the mid-20 th century.

Appendix C: Economic Impact of Local Productions in 2019

Production Name	Est. Overnight Stays	Est. Value of Overnight Stays	Est. Local Budget	Est. Municipal Revenue
Let it Snow	375	\$46,875	\$100,000	\$13,654
Awake	200	\$25,000	\$200,000	\$23,438
Schitt's Creek	70	\$8,750	\$100,000	\$10,226
All Round Champion	11	\$1,375	\$540,000	\$40,552
Race for the White House	Not applicable	Not applicable	\$25,000	\$2,581
Because One Day	1	\$125	\$1,000	\$695
Untitled Local Production	Not applicable	Not applicable	\$200	\$168
Mayday	Not applicable	Not applicable	\$40,000	\$4,000
Red Green Live	Not applicable	Not applicable	\$8,000	\$800
Total	657	\$82,125	\$1,014,200	\$96,114

Notes:

* Total local production budgets range between 8 to 12 times the total City revenues received. A factor of 10 is used to estimate total local budget where figures were not provided by the production company.

** Local budget does not include the hotel value