MANITOBA MOTION PICTURE INDUSTRY ASSOCIATION

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In confidence, the **Manitoba Motion Picture Industry** Association is confirming the importance and value of the Prairie Production Centre to the Manitoba film and video production community - particularly as the industry continues to grow.

The Manitoba Motion Picture Industry Association (MMPIA)

The **Manitoba Motion Picture Industry Association (MMPIA**) is a non-profit, membership-driven, Board-governed 'chamber of commerce' that represents the interests of Manitoba's motion picture industry. The membership of 350 production and service companies, labour groups, industry organizations and professionals totals about 1,400 individuals from every aspect of the Manitoba production community including filmmakers, producers, writers, directors, crews, craftspeople, broadcasters, educators, and other professional development and film organizations.

Importance of the Prairie Production Centre to Manitoba film and video industry

The **Prairie Production Centre** is a facility that is vital to the growth of the Manitoba production community. A local multi-faceted studio and location-facility means that Manitoba productions can compete far more successfully for the national and international broadcast and theatrical licences. And, a bonus to sheer financial advantage is that the planning logistics are simplified when a facility is accessible and local - time *is* money! The competitive (financial) edge plus the logistical advantage translate into quality on screen, which ultimately further nurtures home-grown production.

The **Prairie Production Centre** is a facility that is **essential** to the continued growth and vitality of the local production community.

The Manitoba film and video industry

The Manitoba production community is growing. While the level of production --- both across the nation and in other provinces -- has declined or stabilized, during the past five years, the Manitoba film industry has grown:

- with volume up more than 50%,
- employment up more than 65% and
- indigenous production more than doubled.[1]

Over the last couple of decades, total production values in 1998/99 were $52.6M and grew to $85.5M in 2002/2003. For every year from 1998/99 through 2002/2003 total production budgets have been more than double the 1995/96 levels of $15M. Independent film production (including co-productions) in this time frame more than doubled from 1998/99 to $37.2M in 2002/2003

Employment in the Manitoba industry has also increased significantly from 300 in 1998/99 to 500 full-time equivalent positions in 2002/2003, a 65% increase in five years. The Manitoba film industry is highly labour intensive with the largest portion of production budgets being spent on labour and significant employment has been created as a result. Year over year increases in earnings of crew members have ranged from 57 per cent to 71 per cent.

Non-Canadian production has also increased significantly from $12M in 1998/99 to $45M in 2002/2003.

[1] *Information from the Economic Impact Analysis & Training Needs Assessment of Manitoba Film Industry 2003, released in spring 2004, has been provided courtesy of the Manitoba Motion Picture Industry Association / Film Training Manitoba.*

These growth indicators demonstrate the blossoming and maturing of the Manitoba industry - and indicate the need for the Prairie Production Centre as a component for continued sustained future growth.

Please let me know if you have questions, or would like more information.

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The Manitoba Motion Picture Industry Association (MMPIA) is a membership-driven non-profit industry association, with operations funded by:

- *Department of Culture, Heritage and Tourism - Arts Branch*
- *CanWest Global Communications Corp.*
- *Members of Manitoba's motion picture community*

MMPIA's film programs are made possible through the M3P Development Project, which is funded by The Canada-Manitoba Economic Development Partnership Agreement between:

- *The Government of Canada - Western Economic Diversification Canada*
- *The Province of Manitoba - Department of Culture, Heritage and Tourism*

Additional film program support is provided by:

- *Manitoba Film & Sound*
- *Telefilm Canada*
- *Members of Manitoba's motion picture community*