

Report #8 of the Planning & Economic Development Committee

For consideration by Regional Council

December 21, 2022

The Planning & Economic Development Committee recommends approval of the following:

1. Ready Set Future: Five Year Economic Development and Tourism Strategy and Action Plan ([2022-EDT-15](#))

 - A) That the new Economic Development and Tourism Strategy and Action Plan, '2023-2027 Ready Set Future: A PLACE Blueprint for Durham', be endorsed;
 - B) That a copy of "Ready Set Future" be sent to Durham's Area Municipalities, all members of the Steering Committee, all members of the Durham Economic Development Partnership, Durham's post-secondary institutions, Durham Chambers of Commerce and the Boards of Trade, Mississaugas of Scugog Island First Nation, Durham Workforce Authority, Business Advisory Centre Durham, Spark Centre, 1855 Accelerator, OPEN.Innovate, and Central Counties Tourism; and
 - C) That Durham Region Council extend its thanks to the many contributors and collaborators throughout the Region and the members of the Steering Committee for their time, dedication, and support to this important project.
2. Parkwood Co-branding Collaboration

Whereas the Durham Region Economic Development and Tourism Division Film Office (Film Durham) supports and promotes Durham as a world-class location for film, television and digital media production (the Film Industry), supporting job creation and economic activity in the Industry; and

Whereas the Film Industry in Durham Region is growing at a faster rate than the overall Ontario growth rate, growing 220% between 2012 and 2019, and saw \$63 million in total film production in 2019; and

Whereas the Film Industry in Durham Region has strong and continuing growth potential as demonstrated by recent investments such as the William F White 90-acre backlot in the City of Pickering; and

Whereas the Film Industry workforce in Durham Region has been gaining momentum through workforce development activities such as Film Durham career fairs, and programming at Durham College and Ontario Tech University; and

Whereas the growing interest in the Film Industry in Durham Region is supported by the Durham Region International Film Festival (DRIFF), which also hosted a film maker incubator in 2022; and

Whereas Parkwood National Historic Site (Parkwood) is one of the top ten filming locations in Canada; and

Whereas Parkwood relies on filming production as a necessary means for financial sustainability and preservation; and

Whereas there is an opportunity for Film Durham to capitalize on Parkwood's top-ten status by working with them to promote economic opportunities for Durham Region's Film Industry more broadly; and

Whereas this collaboration can promote to the national and international Film Industry that Durham Region and their talented workforce is ready and open for business, and that Durham is home to many exceptional and world-class filming locations;

Now therefore be it resolved that the Commissioner of Planning and Economic Development be directed to enter into discussions, notwithstanding Durham Region's grant policy/bylaws, with Parkwood to establish a co-branding arrangement for the purpose of promoting Durham's Film Industry, whereby the Region's Film Durham brand and logo would be placed alongside the Parkwood name and brand in all public-facing media, in consideration of an annual contribution by the Region of \$25,000, subject to Regional Council approval annually of the business plan and budget; and

That staff discuss this co-branding collaboration to create brand visibility for Film Durham, and to increase economic opportunities for both Parkwood and the Film Industry of Durham Region as a whole; and

That the Commissioner of Finance identify a source of funds for this annual contribution; and

That the Commissioner of Planning and Economic Development be authorized to execute such a discussion, with terms satisfactory to the Regional Solicitor; and

That Economic Development and Tourism staff report back to Council with the outcomes of this discussion.

Respectfully submitted,

B. Chapman, Chair, Planning & Economic Development Committee