



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

312 – 1831 College Ave.
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(306)780-9840
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Briefing Note: SMPIA Responds to Increase in Saskatchewan Budget, March 23, 2022

Background:

The Saskatchewan Media Production Industry Association (SMPIA) is a non-profit organization whose members are involved in the production and promotion of screen-based media in the province.

With the current government's policy of supporting film production through Creative Saskatchewan grants, SMPIA has actively pursued additional incentives for provincial production companies to create new screen-based content.

Impact of Funding Increase:

Screen-based media is part of Saskatchewan's growth strategy and economic recovery. An export driven industry, the creation of youth employment and spotlight on our 'land of living skies' will be a big boost to the tourism and hospitality industries, both urban and rural.

Research from MNP LLP and Globalnomics reports that screen-based production creates a high amount of employment per dollar of spending relative to that created in other industries. Their research also estimates that \$50 million in screen-based media production spending could result in 924 FTE jobs.

The launch of multiple online streaming platforms, the need for new and fresh content has increased exponentially. Content providers have anticipated the need to rapidly update and refresh their inventories when production resumes at full capacity.

This demand for updated inventories means opportunities for screen industry producers. Saskatchewan has the stories, locations, people, and infrastructure, to be a competitive force.

In the past two years, the COVID restrictions did not stop our Saskatchewan content creators from writing new scripts. Now as restrictions are lifting, multiple projects have been developed and are shovel-ready to move into production. This funding increase will result in more Saskatchewan stories being told and sold, jobs being created, export value-added and economic benefits to hospitality industries.

Today's incremental release of provincial funds will be a catalyst providing greater opportunities for our producers to attract new private and federal investment dollars. The new funding will also give opportunities for more productions to be filmed in Regina's Soundstage, now to be known as the "John Hopkins Soundstage" which is one of the largest and most comprehensive Film/TV production facilities in Western Canada. It has huge potential to grow local talent and attract out-of-province projects all year long.



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FAQ: SMPIA Responds to Saskatchewan Budget, March 23, 2022

- Saskatchewan is boosting its grant program for film and television by \$8 million in its 2022-23 budget. That means the Production Grant Program, operated through Crown corporation Creative Saskatchewan, will have \$10 million available for the 2022-23 fiscal year.
- The launch of multiple online streaming platforms and the need for new and fresh content has increased exponentially resulting in a \$9 billion industry in Canada. This demand for updated inventories means massive opportunities for screen industry producers.
- Research from MNP LLP and Globalnomics reports that screen-based production creates a high amount of employment per dollar of spending relative to that created in other industries.
- MNP LLP and Globalnomics also estimate that \$50 million in screen-based media production spending could result in 924 FTE jobs. Screen based productions creates youth employment.
- This funding increase will result in more Saskatchewan stories being told and sold, jobs being created, export value-added and economic benefits to hospitality industries.
- In the past two years, COVID restrictions have not stopped Saskatchewan writers and content creators from developing new scripts. Now as restrictions are lifting, multiple projects have been prepared as production resumes at full capacity.
- Opportunity for spotlight on our ‘land of living skies’ will be a big boost to the tourism and hospitality industries, both urban and rural.
- Screen-based production expenditures can represent an important resource of revenue for suppliers.
- Catalyst for future expansion with greater opportunities for producers to attract private and federal investment.
- Additional provincial incentives now gives opportunities for more productions to be filmed in one of the largest and most comprehensive Film/TV production facilities in Western Canada, located in Regina. The government announced the renaming of the facility to be known as the “John Hopkins Soundstage.”