



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

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For Immediate Release:

SMPIA Responds to Increase for Film & TV Production in Saskatchewan Budget, March 23, 2022

The Saskatchewan Media Production Industry Association (SMPIA) is pleased that today's provincial government budget 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. Content providers have anticipated the need to rapidly update and refresh their inventories as production resumes at full capacity.

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

Lioz Bouganin, President of the SMPIA Board of Directors, issued this statement, "We want to say 'thank you' to the Saskatchewan Government for expanding Creative Saskatchewan's funds to cover more screen-based productions. This incremental release of provincial funds will be a catalyst providing greater opportunities for our producers to attract new private and federal investment dollars."

Research from MNP LLP and Globalnomics reports that screen-based media 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.

"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. We will show what we can do for economic growth in our province!" added Ken Alecxe, Executive Director of SMPIA.

SMPIA is a non-profit organization whose members are involved in the production and promotion of screen-based media in the province.

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