

Pursuing Film Production(s) at Kwantlen

Kwantlen University College as a Filming Location -
a brief synopsis of a unique revenue generating possibility

Prepared for: Kwantlen University College Board of Governors & Administration
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1. **Greater-Vancouver as a Film Production Center...**

The Lower-Mainland region is the third largest production center in North America (behind New York City which is number two and Southern California which has the most film and television production in North America), and location managers of various film and television productions are always looking for cool new locations.

Film and television productions are usually really great to deal with, they come in, use the location, can be very unobtrusive, and they leave without a trace.

In the end, film and television productions represent an interesting means for any large organization to generate a bit of extra revenue.

2. **SFU & UBC Do It...**

Simon Fraser University has a formalized policy regarding the use of *SFU* as a filming location for local film and television productions. It's available online at:

- <http://www.sfu.ca/policies/general/gp14.htm>

Specifically, *SFU's* policy addresses:

- The costs associated with filming on campus, including a \$2,500 / day charge to production companies who wish to film on campus;
- Procedure for filming on campus; *and*
- The requirement a \$10,000 damage deposit.

UBC also has policy in this area, although it is not as specific as *SFU*, and it's located online at:

- <http://www.universitycounsel.ubc.ca/policies/policy98.pdf>

In the end it's clear that both of these Universities have had some high-profile shows film on its campuses, including:

- *Battlestar Galactica* (2004, TV-Show) - which was named as Time Magazine's number one show of 2005, and was recently named number 4 in Entertainment Weekly's top 84 shows on television. Numerous interior and exteriors were shot on location at both *SFU* and *UBC*;
- *The Exorcism of Emily Rose* (2005, Feature Film) - a number of exteriors were shot on campus at *UBC*; *and*

- *88 Minutes* (2006, Feature Film) - this upcoming Al Pacino film was shot almost exclusively at *UBC*.

For a more comprehensive listing of shows shot at *UBC*, check out the Internet Movie Database:

- <http://www.imdb.com/List?endings=on&&locations=University%20of%20British%20Columbia,%20Vancouver,%20British%20Columbia,%20Canada&&heading=18;with+locations+including;University%20of%20British%20Columbia,%20Vancouver,%20British%20Columbia,%20Canada>

For a more comprehensive listing of shows shot at *SFU*, check out the IMDB:

- <http://www.imdb.com/List?endings=on&&locations=Simon%20Fraser%20University,%20Burnaby,%20British%20Columbia,%20Canada&&heading=18;with+locations+including;Simon%20Fraser%20University,%20Burnaby,%20British%20Columbia,%20Canada>

Finally, for a comprehensive listing of shows shot at the *Vancouver Public Library*, check out the IMDB:

- <http://www.imdb.com/List?endings=on&&locations=Vancouver%20Public%20Library,%20Vancouver,%20British%20Columbia,%20Canada&&heading=18;with+locations+including;Vancouver%20Public%20Library,%20Vancouver,%20British%20Columbia,%20Canada>

3. **Kwantlen as Filming Location: Steve's Revenue Generating Idea**

Currently, *Kwantlen* does generate revenue from facility rentals, as guided by *Kwantlen University College Policy F5*:

- <http://www.kwantlen.ca/policies/F-Facilities/f05.pdf>

But unlike the policy at *UBC* or *SFU* it doesn't address:

- the idea of *Kwantlen* facilities as being used for filming television, movie and commercial productions; *and*
- revenue generating possibilities specific to the film industry.

In the past, *Kwantlen* has featured *Red Robinson* on campus, when he used to film his *KVOS* television show, *Red's Classic Theatre*. However, *Kwantlen* probably didn't make money off of *Red's* appearances, and right now it doesn't look like *Kwantlen* has hosted any other kind of film or television production.

The benefits of *Kwantlen* as a filming location include:

- The generation of thousands of dollars on an annual basis, if they charge a rate similar to *SFU's*. Even if *Kwantlen* only had three

productions on campus in one year, and each production shot only two days, that's \$15,000 that *Kwantlen* didn't have before.

- An opportunity to promote *Kwantlen* as a location during the summertime, when the institution normally runs at a much lower operational capacity (with few courses being offered in comparison to the fall and spring semesters);
- An opportunity to create a new kind of pride and prestige at *Kwantlen* among its faculty, staff and students. It's always cool to say that a certain film or tv-show was shot on location where you live, work or go to school; *and*
- An opportunity to be listed alongside *SFU*, *UBC* and others on Internet Websites such as <http://www.imdb.com/> .

Overall, *Kwantlen's* four campuses offer a plethora of interesting locations that could be used by film and television productions, including, but not limited to:

- *The Richmond Campus Rotunda*, with it's three-story spiral modern style staircase and open area;
- Any of its four cafeterias, kitchens or bookstores;
- Any of its classrooms, offices, meeting rooms or conference facilities;
- Any of its outdoor courtyards, parking lots and landscaped areas;
- Any of its libraries, including the unique style of the *Richmond* library, and the soon to be re-designed and much larger *Surrey Campus* library;
- Any of its behind-the-scenes areas, such as loading bay areas, as well as the concrete underground parking lot and side-stairwells at the *Richmond Campus*;
- The on-campus welding, construction and automotive shops; *and*
- The on-campus landscaping and greenhouse facilities.

And that's why *Kwantlen* should seriously consider implementing a policy similar to the policy that now exists at *SFU*. Once such a policy is in place, *Kwantlen* could then actively promote *Kwantlen's* four campuses (which all feature a wide-range of unique buildings and landscapes) to regional location managers as *being the place to film* in BC!

4. Feedback on Film Production Idea

March 29, 2006: *“Interesting idea with lots of potential - we are certainly seeing more filming in Langley. In fact just this past week, the Township hall in Langley was used as a film site. I think we need to encourage more of this industry.”* - Kim Richter, Kwantlen Board Member, <http://www.kimrichter.com/>