

ANNUAL REPORT 2009/10

MANITOBA'S CULTURE



EMPLOYMENT



INFRASTRUCTURE



CONNECTING



MANITOBA | Musique et Film
Film & Music | MANITOBA

INDUSTRY
MANITOBA'S FILM AND MUSIC

ECONOMIC GROWTH



EDUCATION



INNOVATION



ENVIRONMENTALLY SUSTAINABLE





MANITOBA Film & Music

MANITOBA FILM & MUSIC

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Folk musician, Sierra Noble.



Jared Keeso in the television mini-series *Keep Your Head Up Kid: The Don Cherry Story*.



(L - R) Timothy Olyphant (cast, *High Life*), Tannis Hogue (MFM), Rossif Sutherland (cast, *High Life*), Robin Cass (Triptych Media), Gary Yates (Director, *High Life*), Liz Jarvis (Buffalo Gal Pictures), Carole Vivier (MFM), Louise O'Brien-Moran (MFM), Stephen McIntyre (cast, *High Life*) and Sebastien Nasse (MFM) at the *High Life* after party at the 2009 Toronto International Film Festival.

Blues musician, Romi Mayes accepts award at the 2009 WCMA's in Brandon.



LETTER OF TRANSMITTAL

JULY 31, 2010

Honourable Flor Marcelino

Minister of Culture, Heritage and Tourism
Room 118, Legislative Building
450 Broadway
Winnipeg, Manitoba R3C 0V8

Dear Minister Marcelino:

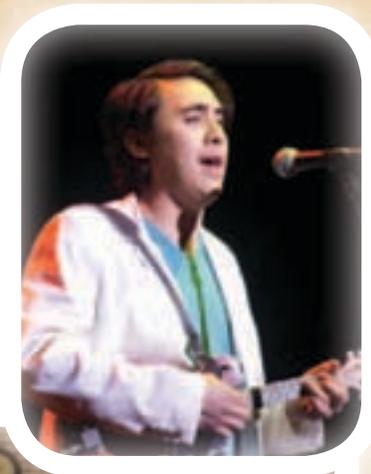
In accordance with Section 16 of the Manitoba Film and Sound Recording Development Corporation Act, I have the honour to present the Annual Report of the Manitoba Film and Sound Recording Development Corporation for the fiscal year ended March 31, 2010.

Respectfully submitted,



David Dandeneau

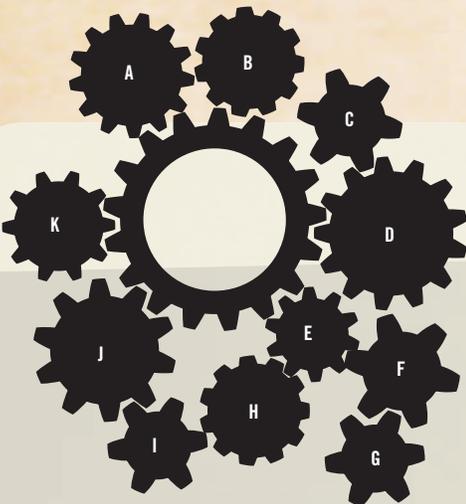
Chairperson



Pop / rock / roots musician, JP Hoe.



Maury Chaykin (left) and Nancy Sorel (right) in the television series *Less Than Kind – Season 2*.



ON THE COVER:

- A Mark McKinney and crew on the set of the television series *Less Than Kind - Season 2*.
- B Folk group, Oh My Darling.
- C Pop musician, Daniel ROA.
- D Feature documentary, *TutuMuch*.
- E Country / roots musician, Alana Levandoski.
- F Aboriginal / adult contemporary musician, Tracy Bone.
- G Rock group, Inward Eye.
- H Alternative folk rock group, The Weakerthans.
- I Pop / rock / roots musician, JP Hoe.
- J Bill Turnbull (left) and Alex House (right) in the television series *Todd & the Book of Pure Evil*.
- K Portage and Main, Winnipeg, Manitoba.

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*Carole Vivier*Carole Vivier
Chief Executive Officer/
Film Commissioner*David Dandeneau*David Dandeneau
Chairperson (from July 25, 2007)


2009/2010 MESSAGE FROM THE CHAIRPERSON & CHIEF EXECUTIVE OFFICER

On behalf of the Manitoba Film and Sound Recording Development Corporation (**MANITOBA FILM & MUSIC**) and the Board of Directors, we are pleased to present the Annual Report for the fiscal year ending March 31, 2010.

The 2009/2010 fiscal year provided us with a series of memorable examples of how Manitoba's film and music industries continue to impact, connect and cultivate our province. In this annual report, we will recapitulate happenings, highlights and accomplishments of our film and music industries that illustrate this point.

Our Manitoba film and music communities play an integral role in sharing Manitoba's stories around the world by promoting our diverse and culturally rich province through song and on screen. These same stories preserve our unique history, exuding pride in Manitobans again and again with each new project. There's good reason that the Manitoba film and music industries were recognized for 176 nominations and 37 awards throughout the year. It's not only that we share so many stories, it's the way we do it—and for decades the world has taken notice, recognizing the members of our film and music industries as some of the most talented in their fields.

For example, this past February at the 2010 Vancouver Winter Olympics, people around the world watched Manitoba violinist and singer/song writer **Sierra Noble** give a knock out performance at the opening ceremonies; two weeks later they saw Winnipeg indie-rock group **Inward Eye** rock the world's house, being chosen to open the closing ceremonies. **Talia Pura's** short film, **Aerial Artistry**, was chosen to represent Manitoba. It screened at pavilions throughout the Olympics as well as 24 hours a day online on the official Olympics website. We are excited for you to flip through the rest of this year's annual report for more detailed highlights and reviews of so many more accomplishments.

On the economic scale, **MANITOBA FILM & MUSIC's** total contributions to the music industry exceeded \$629,000 resulting in 54 albums and demos being recorded, 53 tours and 21 various marketing initiatives. Over \$1 million was spent within Manitoba to produce these 54 music recordings.

On the film side, the industry faced challenges that were seen throughout the world due to the hard-hitting recession. While several film and television production companies and production jurisdictions around the world struggled with the combination of the global economic crisis and decreased revenue from evolving technolo-

gies that caused an overall decline in production, the Manitoba film industry, with the support of the Province, held on, remained steady and overall showcased the bond that has always been present within members of our film industry; working together to come up with solutions. Representatives of the film industry along with other leaders in various sectors such as hospitality and retail worked together to establish ways they all could partner and contribute to push on. One result of these joint efforts was a new one time equity loan investment program labeled the Jump-Start Financing Program, created to stimulate production in Manitoba over the remainder of the 2009/2010 fiscal year. With the program's inclusion, **MANITOBA FILM & MUSIC's** contributions to the film industry exceeded \$3,468,000 and provided funding for 22 development projects, 19 film/television productions, 3 emerging talent and 5 feature film marketing projects.

In fiscal 2009/2010 there were 46 Film Productions filmed within Manitoba with projected budgets of \$76 million. Included in this figure was:

- \$14 million spent in Manitoba on non-labour costs
- \$21 million spent on Manitoba labour
- 30 of the 46 Projects were Indigenous (Manitoba owned) productions
- 19 of those 30 Projects were documentaries
- 4 Productions generating over \$30 million in production activity were made possible due to the MB Government's investment of \$1.5 million through Jump- Start Program

On that last point, the film industry employs many differing occupations such as legal, accounting, design, food services, carpentry, cabinet making, electricians, wardrobe and many more. Jurisdictions all over the world are promoting incentives to attract and secure film projects. In March 2010, the Manitoba Government announced a new competitive film tax credit that now gives producers the option to utilize either a 30% tax credit on all eligible local expenditures, including labour, or use the existing up to 65% labour tax credit. We are excited for the growth (on many levels) that will come from this new tax credit enhancement that will no doubt have a positive impact on the total infrastructure, labour force and by stimulating further opportunity for actors, writers, directors and content creators.

Not only do the Manitoba film and music industries have a positive economic impact on our Province, they also have a positive impact on the environment. The film and music industries are very proud to be green. Each year, our film industry in-

creases its efforts to reduce pollution and looks for ways to improve the scale of their carbon footprint on the environment. The Manitoba film industry, for instance, has formed a green committee to develop a set of best practices, and local productions are taking the initiative on this front. In 2008, IATSE Local 856, the film technicians union, formed a green committee. The start of this committee has spurred the local production community to take the initiative to institute green practices on set such as posting all its call sheets, schedules and paperwork on a website, reducing printing, keeping rental cars to economy-size (where possible) and using lumber that is reclaimed wood for sets (shipping pallets that were going to the landfill). A resource guide is in the works that will also provide a list of environmentally friendly suppliers. (Source, "Prairies plant seedling committees", playbackonline.ca)

Manitoba's music industry is also well-known for its environmentally responsible attitude, for example, **MANITOBA FILM & MUSIC** supported, **Winnipeg Folk Festival**, was the first festival to be certified with an EcoLogo as a "green event" by Canada's Environmental Choice Program, in recognition of their efforts to be environmentally proactive.

The above are just a few examples of how our film and music industries continue to shape and contribute to the well-being of our Province. **MANITOBA FILM & MUSIC** and its Board of Directors would like to take this opportunity to thank those who have played key roles in our industries success. Thank you to the Government of Manitoba for their ongoing support. Thank you to Minister Marcelino and former Minister Robinson and the Department of Culture, Heritage, & Tourism, the Department of Finance as well as the Department of Competitiveness, Training, and Trade who are all instrumental in the growth and development of Manitoba's cultural industries.

Thank you to our partnering organizations: *On Screen Manitoba, Manitoba Music, National Screen Institute, Film Training Manitoba, National Film Board of Canada* and *Winnipeg Film Group* for your never-ending hard work and dedication.

To *The Fairmont Hotel, WOW! Hospitality, Rogers, Chocolatier Constance Popp, Enterprise Rent-A-Car, Calm Air, Mondetta* and *Joe Black Coffee Bar*—we are so grateful for your generous contributions of sponsorship on so many levels—all an integral part of growing our industry.

To the outstanding employees of **MANITOBA FILM & MUSIC**, who contribute on so many levels to our industries, we express our gratitude to the meaning you give our mission to make Manitoba film and music industries flourish!

And to every supporter of Manitoba film and music here locally and around the world, we thank you for lending us your ear, your hands, your eyes and your hearts. We're thankful for how you listen, what you give, how you see and relate to our stories and our music.

David Dandeneau

Chairperson
(from July 25, 2007)

Carole Vivier

Chief Executive Officer/Film Commissioner



The Manitoba Film Tax Credit media conference at the Manitoba Legislative Building in March 2010.



Fred Penner leads over 50 local and visiting musicians to Winnipeg Folk Festival in jam at the Fairmont Hotel lounge.



(L – R) John Dippong (Telefilm Canada), Vonnie von Helmolt (Vonnies von Helmolt Film), Premier Gary Doer (at time of photo), Carole Vivier (MFM), Norma Bailey (Manitoba Director), Tara Walker (On Screen Manitoba), Kristine Sigurdson (Executive Director of the Gimli Film Festival), Senator Janis G. Johnson, Kim Todd (Original Pictures Inc.) at the opening reception of the 2009 Gimli Film Festival.

THE CORPORATION

Manitoba Film and Sound Recording Development Corporation (MANITOBA FILM & MUSIC) is a statutory corporation of government proclaimed under the Manitoba Film and Sound Recording Development Corporation Act funded by the province of Manitoba through the Department of Culture, Heritage and Tourism. The management of **MANITOBA FILM & MUSIC** reports directly to the Board of Directors appointed by the Lieutenant Governor.

MANITOBA FILM & MUSIC exists so that our film and music industries flourish!

Board of Directors

The activities of **MANITOBA FILM & MUSIC** are monitored by the Board of Directors:

- David Dandeneau**, Chairperson
- Lisa Meeches**, Vice-Chair
- Heather Bishop**, Chair, Finance, Planning and Audit Committee
- Alana Langelotz**, Chair, Personnel Committee
- Ric Paquette**, Chair, Programs Committee
- Joy Keeper**
- Gerry Atwell**
- Kim Todd**
- Gerard Rodrigue**

Personnel

The Corporation is administered by the Chief Executive Officer/General Manager, who reports directly to the Board of Directors.

- | | |
|-----------------------------|---|
| Carole Vivier | <i>Chief Executive Officer/General Manager and Film Commissioner</i> |
| Kevin Gabriel | <i>Manager, Finance and Operations</i> |
| Tannis Hogue | <i>Communications & Marketing Representative</i> |
| Shawna Coulthard | <i>Administrative Assistant (to June 2009)</i> |
| Griffin Sokal | <i>Administrative Assistant (from June 2009)</i> |
| Louise O'Brien-Moran | <i>Manager, Film Programs and Location Services</i> |
| Sebastien Nasse | <i>Senior Analyst, Film, Television and Tax Credits</i> |
| Andrea Kaptein | <i>Development Analyst and Film Programs Administrative Assistant</i> |
| Brian Clasper | <i>Film Production Coordinator</i> |
| Kiran Dhillon | <i>Film Production Coordinator (to August 2009)</i> |
| Ian Russell | <i>Film Production Coordinator (from August 2009)</i> |
| Barbara Sedun | <i>Manager, Music Programs (to September 2009)</i> |
| Jason Smith | <i>Manager, Music Programs (from October 2009)</i> |
| Melissa Kaminsky | <i>Music Programs Administrative Assistant (to June 2009)</i> |
| Shawna Coulthard | <i>Music Programs Administrative Assistant (from June 2009)</i> |

Annual Report assembled by:

- Tannis Hogue** *Communications and Marketing Representative*

THE PUBLIC INTEREST DISCLOSURE (Whistleblower Protection) ACT

The Public Interest Disclosure (Whistleblower Protection) Act came into effect in April 2007. This law gives employees a clear process for disclosing concerns about significant and serious matters (wrongdoing) in the Manitoba public service, and strengthens protection from reprisal. The Act builds on protections already in place under other statutes, as well as policies, practices and processes in the Manitoba public sector.

Wrongdoing under the Act may be: contravention of federal or provincial legislation; an act or omission that endangers public safety, public health or the environment; gross mismanagement; or, knowingly directing or counseling a person to commit a wrongdoing. The Act is not intended to deal with routine operational or administrative matters.

A disclosure made by an employee in good faith, in accordance with the Act, and with a reasonable belief that wrongdoing has been or is about to be committed is considered to be a disclosure under the Act, whether or not the subject matter constitutes wrongdoing. All disclosures receive careful and thorough review to determine if action is required under the Act, and must be reported in the Corporation's annual report in accordance with Section 18 of the Act.

MANITOBA FILM & MUSIC did not receive any disclosures for the fiscal year ended March 31, 2010.



David Dandeneau



Lisa Meeches



Heather Bishop



Alana Langelotz



Ric Paquette



Joy Keeper



Gerry Atwell



Kim Todd



Gerard Rodrigue



MFM staff shows their Olympic spirit. Top row, left to right: Tannis Hogue, Carole Vivier, Sebastien Nasse, Jason Smith, Louise O'Brien-Moran, Ian Russell, Brian Clasper, Kevin Gabriel. Bottom row, left to right: Griffin Sokal, Andrea Kaptein, Shawna Coulthard.

2009/2010 YEAR IN REVIEW

In fiscal 2009/2010, **MANITOBA FILM & MUSIC** entered its 22nd year, creating and stimulating employment and investment in Manitoba by developing and promoting Manitoba companies producing, distributing and marketing film, television, video and music recording projects, as well as to promote Manitoba as a film location for offshore production companies. **MANITOBA FILM & MUSIC** is a member of the Association of Film Commissions International (AFCI).

To achieve the Corporation's objectives, **MANITOBA FILM & MUSIC** consults and works closely with industry associations and representatives, including: *On Screen Manitoba*, *Manitoba Music*, *Winnipeg Film Group*, *Film Training Manitoba*, *National Screen Institute*, *National Film Board* and the *City of Winnipeg* along with local unions and guilds.

Special thanks to industry associations *Manitoba Music* and *On Screen Manitoba* for their assistance in research, information and photographs for this year's Annual Report!

2ND MANITOBA FILM & MUSIC SHOWCASE

MANITOBA FILM & MUSIC hosted the 2nd **MANITOBA FILM & MUSIC Showcase** on January 31, 2010. It was a free public event filled with an all-Manitoba talent line-up representing multiple genres of music, film and television entertainment. There were performances by local music acts: *The Weakerthans*, *Grand Analog*, *Romi Mayes*, *Fred Penner*, *Nathan*, *JP Hoe*, *Harlequin*, *Billy Joe Green*, *Quinzy*, *Daniel ROA*, *Domenica*, *Paper Moon* and *Record of the Week Club* with *Mike Petkau*. The showcase featured an up close and personal interview with director *Gary Yates* (*High Life*, *Seven Times Lucky*); screenings of the animated short *Runaway* (directed by *Cordell Barker* in conjunction with the *National Film Board of Canada*), *Cubicle Land* (*Original Pictures*) and *Live at the West End* (*Low Budget Productions*); spotlights on *Farpoint Films*, *Frantic Films*, the *National Screen Institute – Canada*; and the *National Film Board of Canada* and a live aerial silks performance from filmmaker/aerial artist, *Talia Pura*, whose short film, *Aerial Artistry* was chosen to represent Manitoba at the *Vancouver 2010 Winter Olympics*.

After the event, attendees had a chance to interact with leaders in Manitoba's film and music support organizations, training facilities and membership associations including: *Manitoba Music*, *On Screen Manitoba*, *Film Training Manitoba*, *Winnipeg Film Group*, *New Media Manitoba*, *Onalee Ames Acting Studio*, *National Screen Institute–Canada* as well as the opportunity to purchase artist merchandise from the performers in the show. *Canadian Red Cross* were also on site to collect donations in support of earthquake relief efforts in Haiti.

The title sponsor of the 2nd **MANITOBA FILM & MUSIC Showcase** was *Rogers*. Additional sponsors and partners for the event included: *Centennial Concert Hall*, *CBC Radio 2 98.3 FM*, *CBC News Winnipeg at 5, 5:30 and 6 pm* and *Late Night*, *Uptown Magazine*, *The Fairmont Winnipeg*, *Chocolatier Constance Popp*, *Manitoba Production Centre*, *Chocolate Zen Bakery*, *Joe Black Coffee Bar*, *On Screen Manitoba*, *Manitoba Music*, *Film Training Manitoba*, *Winnipeg Film Group*, *National Screen Institute* and the *National Film Board of Canada*.

Thank you to all who participated on and off stage in so many ways.



(L – R) Carole Vivier (MFM), Kathie Currie (Special Assistant to Minister Marcelino) Minister of Culture, Heritage and Tourism, Flor Marcelino.



Pop musician, Daniel ROA.



Minister Marcelino addresses the audience at the showcase.



John Barnard (Farpoint Films).



On Screen Manitoba's Megan Deaust (left) and Gemma Manangan (right).



(L-R) Tom Perlmutter (Government Film Commissioner and Chairperson of the National Film Board of Canada), Susan Millican, (CEO), National Screen Institute, Jamie Brown, (CEO) and Executive Producer, Frantic Films.



(L – R) Brian Clasper (MFM), Fred Penner (Manitoba musician), John Kendle (Uptown Magazine), Sara Stasiuk (Manitoba Music) and Jason Smith (MFM).



JP Hoe, Quinzy & Fred Penner doing their rendition of Penner's hit children's song, The Cat Came Back.



Canadian Red Cross taking donations on site for earthquake relief efforts in Haiti.



Blues musician, Billy Joe Green.



Rock group, Quinzy



JP Hoe signs autographs for fans.



Folk musician, Sierra Noble.

2009/2010 YEAR IN REVIEW: VANCOUVER 2010 WINTER OLYMPICS



(L-R) Sandra Hardy (Deputy Minister of Culture, Heritage and Tourism), Claudette Toupin, Premier Greg Selinger, Carole Vivier (MFM), Tara Walker (On Screen Manitoba), Tannis Hogue (MFM) at the Manitoba music and film reception at Centre Place Manitoba.

Manitoba music and film talent and representatives put Manitoba on the map at the Vancouver 2010 Olympics this past February. Here are some of the highlights:

- On February 12, 2010, **MANITOBA FILM & MUSIC** supported artist, **Sierra Noble** wowed the world with a fiddle performance as part of the **Vancouver 2010 Olympics Opening Ceremonies**.
- There was a strong Aboriginal music presence at the Olympics, including the **New Native Music Review** on February 23. The show, at Richmond's O-Zone, features performances by **Wab Kinew, Tracy Bone, JC Campbell, Don Amero, Marie-Josée Dandeneau** and **Mike Bruyere**.
- On February 24, Manitoba co-hosted a music and film industry reception at **Centre Place Manitoba Pavilion** with **Manitoba Music** and **On Screen Manitoba**. As part of the pavilion, the **Canadian Museum for Human Rights** featured an incredible display and model promoting the upcoming

museum. After the reception, all guests were invited to join hundreds who were served up a slice of our province in downtown Vancouver at **The Manitoba Homecoming 2010 Social** at the famous Commodore Ballroom where guests were treated to INCREDIBLE performances by Manitoba musicians, **Inward Eye, Chic Gamine, Doc Walker, Streeheart** and **Eagle & Hawk**. Guests also enjoyed traditional Manitoba "social" snacks, photos on big screens of our Province and emcees **Ace Burpee** and **Brother Jake** from popular Winnipeg radio past and present.

- On February 25, **Grand Analog, Inward Eye, Chic Gamine, Doc Walker** and **Burton Cummings** each gave electrifying performances at BC Place as part of **The Manitoba Victory Ceremony** where athletes of days past received their medals.
- **Talia Pura**, director and star of the short film **Aerial Artistry**, was chosen to represent Manitoba at the Vancouver 2010 Olympics. The film was featured at various pavilions throughout Vancouver and was available online to view as well.
- On February 28, **MANITOBA FILM & MUSIC** supported rock group, **Inward Eye**, kicked off the **Closing Ceremonies** with a stellar performance, representing Manitoba centre-stage once again at the prestigious world broadcast event with a little help from hundreds of dancers in white and an orchestra before playing the national anthem.
- **Ash Koley's** song, **Don't Let Your Feet Touch Ground**, was the music for two separate flash mobs in Vancouver, including one during CTV's Canada AM. CTV also used the song for an online highlight reel.



Manitoba musician Sierra Noble with Minister Robinson at Centre Place Manitoba.



Centre Place Manitoba Pavilion at the 2010 Vancouver Winter Olympics

(Below) Canadian Museum for Human Rights exhibit in Centre Place Manitoba – (L – R) Patrick O'Reilly (CMHR), Angela Cassie (CMHR), Tannis Hogue (MFM), Carole Vivier (MFM), Kim Jasper (CMHR), Stuart Murray (CMHR) and Gail Asper (CMHR).



(L-R) Susan Britton, Gigi Boyd, John Dippong, Carole Vivier (MFM), guest, Louise Clark, Gary Harvey.



Manitoba musicians Jaylene Johnson and Eagle & Hawk perform at the Manitoba Homecoming Social.



Manitoba musicians Chic Gamine perform at the Manitoba Homecoming Social.



2009/2010 YEAR IN REVIEW: MANITOBA FILM & MUSIC SPONSORSHIP

MANITOBA FILM & MUSIC recognizes the importance of supporting Manitoba's music and motion picture organizations and events through sponsorship and partnership opportunities.

This year **MANITOBA FILM & MUSIC** was pleased to provide sponsorship/partnership support to 26 music and film industry events including national and international events:

- The Canadian Pavilion at Cannes International Film Festival
- Aboriginal Peoples Choice Music Awards as part of Manito Ahbee
- American Film Market in Los Angeles
- Toronto International Film Festival Manitoba Networking Film Reception
- MIPCOM Television Market
- CFTPA Prime Time Conference in Ottawa
- The Gemini Awards
- The Genie Awards
- North By North East (NXNE) – Manitoba Music Networking BBQ
- South By South West (SXSW) – Manitoba Music Networking BBQ
- Berlin International Film Festival
- Strategic Partners in Halifax
- Musexpo 2009
- Western Canadian Music Awards
- 2010 Vancouver Olympics – Manitoba Music & Film Industry Reception

MANITOBA FILM & MUSIC supported local events such as:

- Gimli Film Festival
- 100 Nons—La Chicane électrique
- Film Training Manitoba's Film Training Expo
- Winnipeg Film Group's Gimme Some Truth Documentary Conference
- On Screen Manitoba's All Access TV Forum
- Winnipeg Aboriginal Film Festival
- Winnipeg Folk Festival
- Le Festival des vidéastes du Manitoba
- Groove FM Jazz Winnipeg Festival
- Strike!
- Manitoba Homecoming 2010 Manitoba musicians Showcase in Toronto
- Festival du Voyageur – Manitoba music night

Industry Support

MANITOBA FILM & MUSIC supports industry organizations to assist with development of business skills, corporate capacity and talents of developing and established filmmakers and music recording professionals. Among the organizations that received industry support were the **National Screen Institute**, **Winnipeg Film Group**, as well as **On Screen Manitoba**, and **Manitoba Music** through contributions to the Aboriginal Music Initiative and the Manitoba Music and Motion Pictures Development Project, known as the M3P Program. The M3P Program supports the market development activities of Manitoba's film and music recording artists and companies.



Ross McMillan being awarded the cheque for \$20,000, winning the pitch contest with his pitch for television series, *Eco Café*.



Hip Hop group, The Lyrics at the Manitoba Networking BBQ at NXNE in Toronto.



Lee Mahar, Louise O'Brien-Moran (MFM), Guy Maddin (Manitoba Director), Ruth Asper, Carole Vivier (MFM), Kristine Sigurdson (Executive Director, Gimli Film Festival).



Cast members of *Strike!* performed Danny Schur's musical live, outdoors at City Hall in Winnipeg.



Loreena McKennitt plays the WCMA's awards show.



Traditional Manitoba food fare at the Manitoba Networking BBQ during NXNE.



Opening act of the Aboriginal People's Choice Music Awards.



The Details perform as part of NXNE.



Tamara Kater (Executive Director, Winnipeg Folk Festival) and Mitch Podaluk (founder, Winnipeg Folk Festival) at the Winnipeg Folk Fest jam session at Fairmont Hotel.



Carole Vivier (MFM) addresses huge crowd at the \$20,000 Pitch Contest at the Gimli Film Festival.



NSI New Voices 2009 Graduates: (Front Row, L to R): Colin Mousseau (Elder), Sam Vint (Program Coordinator), Theresa Stevenson, Elliott Gofdon-Nelson, Dinae Robinson, Leslie Brandt, Ursula Lawson (Operations Manager) (Back Row, L to R): Lisa Meeches (Program Manager), April Seenie, Mario Ballantyne.

FILM & TELEVISION

MANITOBA FILM COMMISSION AND LOCATIONS DEPARTMENT



MANITOBA FILM & MUSIC is a long standing member of the Association of Film Commissioners International (AFCI). In addition to administering film programs and tax credit incentives, **MANITOBA FILM & MUSIC** is a full-service film commission that offers a broad range of location services including script breakdown, location scouting as well as government, business and industry liaison services.

The diversity of Manitoba's locations, strength of its production companies, world-class crews, developed infrastructure and financial incentives (see Tax Credit section for details on the 2010 film tax credit enhancements) have been key factors in bringing co-productions and guest-productions to the province.

Guest productions are drawn to Manitoba's breathtaking landscapes and architecture. Popular filming spots include the Exchange District (popular for its 360 degree turn-of-the-century architecture), flowing prairies, enormous valleys, forested lake regions, Lake Winnipeg as one of the world's largest fresh water lakes, tropical looking white sand beaches, rolling dunes, rocky ruggedness and so much more!

Scouting Activity for 2009 / 2010 reflected a more modest production level that occurred as a result of the world-wide recession; a rising Canadian dollar and increased competition from other Canadian provinces and US jurisdictions.

MANITOBA FILM & MUSIC hosted more than 45 visiting production executives for 20 projects.

Film and Television Production in Manitoba April 1, 2009 – March 31, 2010:

Feature Films:

Faces in the Crowd

DIRECTOR: Julien Magnat

CAST: Milla Jovovich, Sarah Wayne Callies

EXECUTIVE PRODUCERS: Oliver Piasentin, Nicolas Manuel, Laurent Soregorli, David Cormican, Becki Hui, Lisa Donahue, Frank White, Mark Montague

PRODUCERS: Kevin DeWalt, Jean-Charles Levy, Scott Mednick, Clement Miserez, Sylvain White, Jamie Brown

ASSOCIATE PRODUCERS: Sylvain White, Scott Mednick

CO-PRODUCER: Shawn Watson

Mother's Day

DIRECTOR: Darren Lynn Bousman

CAST: Rebecca De Mornay, Jaimie King, Patrick Flueger, Warren Kole

EXECUTIVE PRODUCER: Jon Zucker, Curtis Leopardo, Jessie Rusu, Kyle Bornais, Andrew Golov

PRODUCER: Brett Ratner, Richard Saperstein, Jay Stern, Brian Witten

CO-PRODUCER: Shara Kay

ASSOCIATE PRODUCER: Don Zorbas, Jordan Lange

Cowboy Dreams

DIRECTOR: Stephan Recksiedler

CAST: Linden Porco, Blane Cypurda, Keziah Brothers

PRODUCER: Kent Ulrich, Ermanno Barone

CO-PRODUCER: Megan Duffy, Jeff Skinner, Louise O'Brien-Moran

Black Field

DIRECTOR: Danishka Esterhazy

CAST: Sara Canning, Mathieu Bourguet, Ferron Guerreiro

PRODUCER: Kent Ulrich, Jeff Skinner, Danishka Esterhazy

CO-PRODUCER: Ashley Hirt, David Antoniuk

TV Movies:

Shadow Island Mysteries: Wedding for One

DIRECTOR: Gary Yates

CAST: Jennifer Finnigan, Natalie Brown, Shaun Benson, Theresa Joy

EXECUTIVE PRODUCER: Peter Williamson, Ira Levy, Phyllis Laing, Marina Cordoni, Paula Smith, Alex Galatis

PRODUCER: Paula Smith



Jared Keeso as Don Cherry in the television mini-series *Keep Your Head Up Kid: The Don Cherry Story*.



Maggie Castle as Jenny Kolin-sky in the television series *Todd & the Book of Pure Evil*.



Feature film documentary *We're the Weakerthans, We're from Winnipeg*.



The cast of the television series *Less Than Kind*.

Shadow Island Mysteries: The Last Christmas

DIRECTOR: Gary Yates

CAST: Jennifer Finnigan, Natalie Brown, Shaun Benson, Theresa Joy

EXECUTIVE PRODUCER: Peter Williamson, Ira Levy, Phyllis Laing, Marina Cordoni, Paula Smith, Alex Galatis

PRODUCER: Paula Smith

Lullaby For Pi

DIRECTOR: Benoit Philippon

CAST: Rupert Friend, Forest Whitaker, Clemence Peosey, Sarah Wayne Callies, Colin Lawrence

EXECUTIVE PRODUCER: Yee Yeo Chang, Frederique Dumas-Zajdela, Nicolas Manuel, Olivier Piasentin

PRODUCER: Kevin DeWalt, Jean-Charles Levy, Christine Vachon

ASSOCIATE PRODUCER: Janine Stener

Mini-Series:

Keep Your Head Up Kid: The Don Cherry Story

DIRECTOR: Jeff Woolnough

CAST: Jared Keeso, Sarah Manninen, Ian Tracey, Stephen McHattie

EXECUTIVE PRODUCER: Laszlo Barna, Tim Cherry, Wayne Thompson, Jamie Brown

PRODUCER: Wayne Thompson, Shawn Watson

LINE PRODUCER: Terry Gould

Television Series:

Todd and the Book of Pure Evil Season 1

DIRECTOR: James Dunnison, Craig David Wallace, James Genn, David Winning

CAST: Jason Mewes, Alex House, Maggie Castle, Bill Turnbull

EXECUTIVE PRODUCERS: Craig David Wallace, Jamie Brown

PRODUCERS: Anthony Leo, Andrew Rosen, Shawn Watson

Cashing In Season 2

DIRECTOR: Norma Bailey

CAST: Sarah Podemski, Eric Schweig, Karen Holness, Wesley French, John Lowe

EXECUTIVE PRODUCER: Phyllis Laing, Peter Strutt

PRODUCER: Vanessa Loewen, Jean du Toit

LINE PRODUCER: Anastasia Geras

Less Than Kind Season 2

DIRECTOR: Kelly Makin, Bruce McDonald, James Dunnison, Douglas Mitchell

CAST: Maury Chaykin, Ross McMillan, Jesse Camacho, Benjamin Arthur

EXECUTIVE PRODUCERS: Ira Levy, Peter Williamson, Phyllis Laing, Mark McKinney, Marvin Kaye, Chris Sheasgreen.

Funding of Manitoba Productions

In fiscal 2009/2010, **MANITOBA FILM & MUSIC** invested in 11 television series and 8 feature film projects through the **Market Driven Television Production Financing Program**, the **Market Driven Feature Film Production Financing Program**, the **Emerging Talent Matching Funds Program** and the **Jump-Start Program**. The investment in these projects of \$3,224,925 million supported \$76 million in production budgets.

FILM AND TELEVISION INDUSTRY

Manitoba's film and television industry saw increased production in fiscal 2009/2010, both behind-the-scenes and on screen. Below are some highlights:

- In March 2010, the Manitoba Provincial Government announced a new competitive film tax credit that now gives producers the option to utilize either a 30% tax credit on all eligible local expenditures, including labour, or use the existing up to 65% labour tax credit. (See Tax Credit section for more details)
- **Keep Your Head Up Kid: the Don Cherry Story**, (directed by **Jeff Woolnough**; executive produced by **Laszlo Barna, Tim Cherry, Wayne Thompson** and **Jamie Brown** and co-produced by **Wayne Thompson** and **Shawn Watson**), aired on CBC over 2 nights. The mini-series was a huge success, scoring 1.3 million viewers on March 28 and 1.2 million viewers on March 29, 2010.
- **High Life** (directed and produced by **Gary Yates**; executive produced by **Anna Stratton, Triptych Media; Morris Ruskin, Shoreline Entertainment**; co-produced by **Liz Jarvis, Buffalo Gal Pictures** and **Avi Federgreen** and produced by **Robin Cass, Triptych Media**) screened in theatres across Canada, opening to rave reviews from **MacLean's Magazine** and **The Globe and Mail**.
- **Tutu Much** (directed by **Elise Swerhone** and co-produced by **Merit Jensen Carr** of **Merit Motion Pictures** and **Vonnie Von Helmot** of **Vonnie Von Helmot Film**) is the first Canadian-produced feature documentary to screen across Canada in over 55 theatres.
- Television series **Cashing In** (directed and co-executive produced by **Norma Bailey**; executive produced by **Phyllis Laing, Buffalo Gal Pictures** and **Peter Strutt**, produced by **Jean du Toit, Buffalo Gal Pictures, Vanessa Loewen** and **Ron E. Scott**) shot its' second season for the **Aboriginal Peoples Television Network (APTN)**.
- Television series **Less Than Kind: Season II** (executive produced by **Phyllis Laing, Buffalo Gal Pictures; Ira Levy, Breakthrough Films and Televi-**

sion; Peter Williamson; Marvin Kaye; Chris Sheasgreen; consulting producer **Rob Sheridan**; produced by **Paula Smith, Garry Campbell and Mark McKinney**) announced it will air on **HBO Canada** in 2010.

- The Pompidou Centre in Paris held a retrospective of the work of director **Guy Maddin**, who **Paris Match** (a French weekly magazine) hailed as the Canadian David Lynch. The event was the first major show in France to centre on a Manitoba filmmaker. The influential centre for the arts opened its series and screened 10 of **Guy Maddin's** feature films and 15 of his short films.

MANITOBA MUSICIAN AWARDS & NOMINATIONS IN FISCAL 2009/2010

Runaway (directed by **Cordell Barker** and produced by **Derek Mazur** in association with the **National Film Board of Canada**) was awarded the **Genie Award for Best Animated Short Film**.

The **24th Annual Gemini Awards** awarded Manitoba television projects/creators 25 nominations this past November. There were: 4 Nominations for **Eagle Vision's Elijah**; 9 Nominations each for **Buffalo Gal Pictures' Less Than Kind** and **Diamonds**; 2 Nominations for **CBC News at Six Manitoba**; 1 Nomination for **Merit Motion Pictures' Ballet High**; 1 Nomination for Manitoban, **Matthew Hannam** for his editing work on **Rawside of...Die Mannequin**. Winners included: **Elijah** for **Best TV Movie**; Screenwriter **Blake Corbet** for **Best Writing in a Dramatic Program or Mini-Series**; **Less Than Kind** won **Best Direction in a Comedy Program or Series** for the episode **The Daters**.

Congratulations to **Les Productions Rivard** who received 4 **Les Prix Gmeaux** nominations for the documentary **Destination Nor'Ouest II** (directed by **Martin Cadotte** and co-produced by **Les Productions R. Charbonneau** and **Les Productions Rivard**). The documentary won the award for **Best Director: Public Affairs, Documentary Series**.



Still from Cordell Barker's *Runaway*.



(L-R) Minister Rosann Wowchuk, Minister Flor Marcelino, Louise O'Brien-Moran (MFM), Phyllis Laing (Buffalo Gal Pictures & Chair of On Screen Manitoba) and Ira Levy (Breakthrough Films & Television) at the Manitoba Film Tax Credit media conference at the Manitoba Legislative Building in March 2010.

FILM FESTIVALS, MARKETS AND MISSIONS

MANITOBA FILM & MUSIC had a busy fiscal 2010, travelling to several markets to promote the Province's companies, infrastructure and—above and below the line—crew as well as helping to promote the many incredible Manitoba projects.

Cannes International Film Festival – May 2009

Manitoba had a wonderful presence at the **Cannes International Film Festival**, May 13 – 22, 2009 in France. Locally shot and MANITOBA FILM & MUSIC supported feature film, *Amreeka* (executive produced by **Cinergy Productions**; *Alicia Sams* and *Cherien Dabis*; produced by *Christina Piovesan*, **First Generation Films**; *Paul Barkin*, **Alcina Pictures**; produced by *Liz Jarvis*, **Buffalo Gal Pictures** and *Al-Zain Al-Sabah*, **EVMG**) screened at the festival in the prestigious Director's Fortnight. MANITOBA FILM & MUSIC, along with **E1 Entertainment**, **Rotana Studios**, **Memento Films**, **Variety** and **Showtime Arabia**, co-sponsored a reception for *Amreeka* following the screening. The film won the **International Federation of Film Critics (FIPRESCI) Award** and *Cordell Barker's* animated short, *Runaway*, (directed by *Cordell Barker* and produced by *Derek Mazur* in association with the **National Film Board of Canada**) was also another star of the Cannes Film Festival, walking away with the **Petit Rail d'Or Award** at International Critic's Week for **Best Short Film**.

Toronto International Film Festival – September 2009

Manitoba films *High Life* (directed and produced by *Gary Yates*, executive produced by *Anna Stratton*, **Triptych Media**; *Morris Ruskin*, **Shoreline Entertainment**; co-produced by *Liz Jarvis*, **Buffalo Gal Pictures** and *Avi Federgreen* and produced by *Robin Cass*, **Triptych Media**); *Ikwe* (directed, written, produced and starring *Carole Monnet*), *Runaway* (directed by *Cordell Barker* and produced by *Derek Mazur* in association with the **National Film Board of Canada**) and *Night Mayor* (written and directed by *Guy Maddin* and produced by *Joseph MacDonald*) screened at the 2009 **Toronto International Film Festival**. *Night Mayor* went on to win award for **Best Experimental Short** at the **South by Southwest** festival in Austin. MANITOBA FILM & MUSIC once again co-hosted the annual Manitoba film networking party during **TIFF** with **On Screen Manitoba** at the **Drake Hotel** where over 350 Manitoba and international film professionals had a chance to network and discuss new business.

Strategic Partners – September 2009

MANITOBA FILM & MUSIC attended **Strategic Partners** in Halifax from September 17-20 where meetings were held with *Fastnet Films*, *Future Films*, *Kinicon*, *Efghel*, *A Media Vision*, *Alchemy*, *Zeitgeist*, *Festival Darlings* and *Les Films du Requiem*.

Independent Film Week (IFP) – September 2009

MANITOBA FILM & MUSIC attended the **No Borders** component of this independent film market in New York from September 20 – 25, completing 12 meetings in 3 days as part of IFP and included: *100% Films and Television*, *Furnace Films*, *Bigger Pictures*, *Syncopated Films*, *DVient Films*, *Mama-oo Pictures*, *2.1 Films*, *Fade to Blue*, *Brillstein Entertainment Partners* and *Hotch Kiss & Associates*. Follow up meetings also took place outside the event with *Washington Square Films*, *Focus Features*, *Double Nickel Entertainment*, and *A-Line Pictures*.



(L-R) Robin Cass (Triptych Media), Carole Vivier (MFM), Jonas Chernick (actor) and Gary Yates (Director, *High Life*) at the 2009 Manitoba TIFF networking party.

Los Angeles – Film Executives Dinner with Premier Doer – October 2009

MANITOBA FILM & MUSIC hosted an intimate dinner on October 1, 2009 with **Premier Gary Doer** (before assuming his new position as Canadian Ambassador to the US), Senior staff and 20 executives from LA based companies such as *Once Upon a Time Films*, *Code Entertainment*, *Walt Disney*, *Mandate Pictures*, *Lifetime Entertainment*, *Enderby Entertainment*, *Quarum Entertainment* and *Summer Magic* at the exclusive **Buffalo Club** in Los Angeles.

MIPCOM – October 2009

MANITOBA FILM & MUSIC attended this international television market event in Cannes, France to provide support to Manitoba producers attending the event through sponsorship and producer support at the **Canada Stand** as well as participating in independent meetings. Companies in attendance included *Rethink Entertainment Inc.*, *Grant Thornton UK*, *National Film Board of Canada*, *Breakthrough Films*, *Jumpwire Media*, *Telefilm Canada*, *Quiet Revolution Pictures*, *American Public Television*, *Big Hill Pictures*, *Picture Box Distribution*, *Zhong Wen Fa International Film* and the *Trade Commissioner for Berlin*.

American Film Market – November 2009

MANITOBA FILM & MUSIC attended **AFM (American Film Market)** in Los Angeles to participate at the conference and hold meetings outside of the market. The Manitoba Producers in attendance were: *Kim Todd* and *Nick Hurst* (*Original Pictures*); *Kyle Irving* (*Eagle Vision*); *Larry Geisbriect* (*CLG Communications*); *Juliette Hagopian* (*Julijette Pictures*). MANITOBA FILM & MUSIC also attended the **Producers Breakfast** hosted by the **Canadian Consulate** which was attended by 50 Americans and 30 Canadians and the closing night presentation of the **American Film Institute**. MANITOBA FILM & MUSIC had meetings with *Enderby Entertainment*, *Warner Brothers*, *Shoreline Entertainment*, *Pariah*, *Gold Circle Films*, *Tri-Square Films*, *Inferno Entertainment*, *Sony Pictures*, *Overture Films*, *Rat Entertainment*, *Echo Lake*, *Disney*, *Rivertime Entertainment*, *Aramid Capitol Partners* and *NBC Universal*, to name a few.

Berlin International Film Festival – February 2010

MANITOBA FILM & MUSIC attended the **Berlinale International Film Festival** February 13-21. While there, participated in meetings with executives from *Aramid Capitol Partners*, *Soho Films*, *The Little Film Company*, *BBC Films*, *Triptych Media Inc.*, *Markham Street Films*, *Prefix Films* and *Telefilm*.



(L-R) Tannis Hogue (MFM), Louise O'Brien-Moran (MFM), Carole Vivier (MFM), Angie Lamirande (On Screen Manitoba), Megan Deaust (On Screen Manitoba), Sebastien Nasse (MFM) and Tara Walker (On Screen Manitoba) at the 2009 Manitoba TIFF networking party.

FILM & TELEVISION PRODUCTION ACTIVITY

All figures represent film and television production activity reported as of fiscal year ending March 31, 2010.

The total production volume in fiscal 2009/2010 was \$76 million.

	2007 77 projects	2008 64 projects	2009 61 projects	2010 46 projects
Manitoba owned and controlled	35.6	18.7	19.5	10.3
Manitoba share ownership & control	45.4	40.6	39.3	49.1
Non-Manitoba owned & controlled	64.8	62.4	6.0	16.6
Total Production	\$145.8 million	\$121.7 million	\$64.8 million	\$76 million

NOTE: These figures represent film and television production activity reported as of fiscal year ending March 31, 2010. The final amounts reported from previous years may vary due to changes provided upon final reporting and these changes are reflected in this chart.

TAX CREDIT

Along with **MANITOBA FILM & MUSIC's** equity financing, the Manitoba Film and Video Production Tax Credit is essential to the growth of the province's film and television industry. It was established as a means to provide an incentive to the private film and television production industry to create economic development and employment growth in the province.

The film tax credit is a **rebate of up to 65%** on eligible Manitoba labour, (**45% Base Credit**, and where eligible, a **10% Frequent Filming Bonus**, plus **5% Rural Bonus** and **5% Manitoba Producer Bonus**).

On March 23, 2010, the Manitoba Provincial Government announced a new and competitive film tax credit that now gives producers the option to utilize either a 30% tax credit on all eligible local Manitoba expenditures, including labour, or use the existing up to 65% labour tax credit.

A total of 120 applications were received for processing during the 2010 fiscal year. This represents production activity for projects which took place in the current and prior years, in excess of \$151 million.

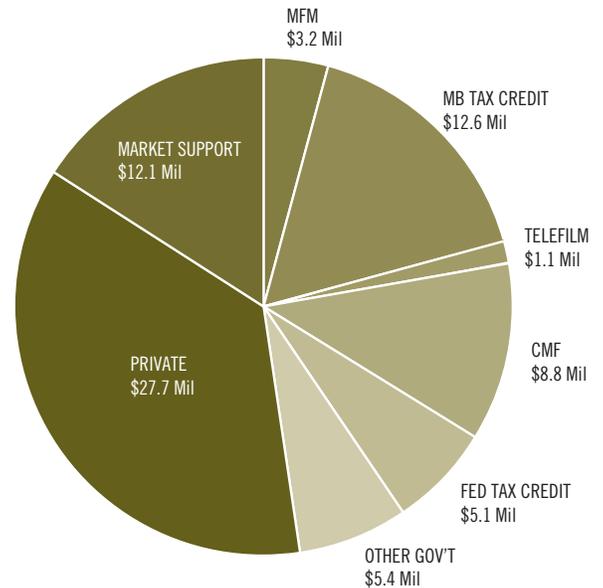
TYPE	NUMBER OF APPLICATIONS RECEIVED	PROJECTED PRODUCTION BUDGETS
Feature Films	33	\$42.4 million
TV Series	40	\$65.9 million
TV Other	42	\$43.3 million
Short Films	5	\$0.1 million
TOTALS	120	\$151.7 million

* above figures do not reflect productions filmed only in 2010

FILM — OTHER DOLLARS LEVERED

Financing of independent productions requires financial investment from several sources. **MANITOBA FILM & MUSIC's** equity commitment to a project will often trigger other investors to participate. Outside of **MANITOBA FILM & MUSIC** and the Manitoba Provincial Tax Credit, other sources for production financing investment can come from sources such as: Telefilm Canada and the Canada Media Fund, Market Support (Broadcaster licenses, Distribution Advances); Federal and other Government Support and Tax Credits; and Private Sector (i.e. production company investment, deferrals, corporate sponsors, private funds, private investors, and lenders for loans and gap financing).

As the following chart exhibits, with **MANITOBA FILM & MUSIC's** equity financing and estimated Manitoba Tax Credit totalling \$15.8 million (21%), \$76.0 million in indigenous, co-production and foreign production activity occurred in fiscal 2010. This amount reflects \$60.2 million (79%) of investment from other sources. This is an indication that Manitoba's modest investment attracts millions of dollars of additional revenues into Manitoba's economy.



Source: Fiscal year 2009/2010 film production activity of \$76.0 million is compiled from data provided in equity and tax credit applications submitted to **MANITOBA FILM & MUSIC** as of March 31, 2010.



(L to R): David Morley, David Fransen, Sue Garbowitz, Riva Harrison, Premier Gary Doer, Carole Vivier (MFM), Diane Gray, John Clarkson, Louise O'Brien-Moran (MFM).



(L-R) Brett Donowho (Quorum Entertainment), Marcey Grossman (Canadian Consulate in Los Angeles), Bart Rosenblatt (Code Entertainment), Louise O'Brien-Moran (MFM), Dan Petrie Jr. (Enderby Entertainment/ Dan Petrie Jr. & Company), Rick Dugdale (Enderby Entertainment) in Los Angeles for an intimate dinner with then Premier Doer to promote the Manitoba film industry.



(L-R) Liz Jarvis (Buffalo Gal Pictures), Carole Vivier (MFM) and Christine Piovesan (First Generation Films) at the 2009 Manitoba TIFF networking party.



(L-R) Carole Vivier (MFM), Brendon Sawatzky (Inferno Pictures Inc.) and Louise O'Brien-Moran (MFM) at the Canadian Film Centre BBQ during TIFF.



(L-R) Anthony Leo (Aircraft Pictures), Shawn Watson (Frantic Films), Carole Vivier (MFM) and Shawn Linden (Manitoba director) at the 2009 Manitoba TIFF networking party.

FILM PROJECTS SUPPORTED IN 2009/2010

Market Driven Television Production Financing Program and Market Driven Feature Film Production Program

The Television and Feature Film Production Financing Programs can provide production financing of fully developed feature film or television projects through equity investments.

During fiscal year 2009/2010, 15 applications were approved for a total investment of \$1,675,925.

Recipient	Project
Winesto Films Inc.	Billy
Black Field Productions Inc.	Black Field
Les Productions Pour Un Soir III Inc.	Pour un Soir Seulement III
Les Productions Pour Un Soir IV Inc.	Pour Un Soir Seulement IV
Les Productions AF Inc.	Aventure Francaise
Les Productions LPM Inc.	La part du monde
MRV OWN Inc.	One With Nature
One Ocean Productions Inc.	One Ocean
OP Digital Inc.	Cubicle Land
Self Sufficient Productions Inc.	Rising Stars
Dolly Pictures Inc.	The Year Dolly Parton was my Mom
Cashing In Season II Inc.	Cashing In—Season II
Buffalo Gal Pictures	Sophie
Happy Day Films Inc.	Locked Down
OP Boobytrap Films Inc.	Boobytrap

JUMP-START PROGRAM 2009/2010

The Manitoba film and television industry faced the same challenges that were seen throughout the world due to the hard-hitting recession. While several film and television production companies and production jurisdictions around the world struggled with the combination of the global economic crisis and decreased revenue from evolving technologies that caused an overall decline in production, the Manitoba film industry, with the support of the Province, remained steady, working together to come up with solutions. Representatives of the film industry along with other leaders in various sectors such as hospitality and retail worked together to establish ways they all could partner and contribute to push on. One result of these joint efforts was a one time equity loan investment program labeled the Jump-Start Financing Program, created to stimulate production in Manitoba over the remainder of the 2009/2010 fiscal year.

During fiscal year 2009/2010, 4 applications were approved under the Jump-Start Program for a total investment of \$1,525,000 and generated over \$30 million in production activity.

Recipient	Project
Shadow Island Manitoba Inc.	Shadow Island Mysteries
Portage and Main Productions Inc.	The Divide
Young Faust Productions Inc.	Todd & the Book of Pure Evil—Season 1
Faces Productions Manitoba Inc.	Faces in the Crowd

MANITOBA MUSIC AND MOTION PICTURES DEVELOPMENT PROJECTS PROGRAM

The Manitoba Music & Motion Pictures Development Project (M3P) programs are administered by **On Screen Manitoba** and supported with financial assistance from **MANITOBA FILM & MUSIC**.

The M3P programs administered by **On Screen Manitoba** in 2010 include the Access to Markets Program, the Professional Development Fund, the Marketing Plan Program and the Access to Festivals Program.

In fiscal year 2009/2010 **MANITOBA FILM & MUSIC** committed \$50,000 to the M3P programs plus an additional \$10,000 to the Aboriginal Funding Program (both administered by **On Screen Manitoba**).



Coral Aiken's, *Vaudeville!*.



DJ Madeskimo as part of *Rising Stars*.



Director Norma Bailey and crew on the set of the television series *Cashing In - Season 2*.



Frank Whitney in the four-part television documentary series *One Ocean*.

Market Driven Feature Film Development Financing Program And Market Driven Television Development Financing Program

Through these programs, eligible applicants may receive financial assistance for the development of viable motion picture concepts into screenplays for television and theatrical release. Financing under both of these programs takes the form of a recoupable loan if the project goes into production or is sold.

In fiscal year 2009/2010, 22 applications were approved for a total investment of \$229,084.

Recipient	Project
2802031 Manitoba Inc.	The Accidental Assassin
Buffalo Gal Pictures Development Inc.	Leishman!
Buffalo Gal Pictures Development Inc	Kush Kush in the Bush: Bollywood Comes to the Trailer Park: Phase 2
Buffalo Gal Pictures Development Inc.	Kush Kush in the Bush: Bollywood Comes to the Trailer Park: Phase 3
Eagle Vision Inc.	Strange Love
cweedband.com Ltd.	Magic in the Music
Eagle Vision Inc.	Satan's Brew
julijette Inc.	The Class Project
Farpoint Films Inc.	The Flip Side
Buffalo Gal Pictures	Neville Ponderosa
Buffalo Gal Pictures	The Year Dolly Parton was my Mom
OP Development Inc.	Innercity Girl Like Me
New Projects Inc.	Dude. Where's My Revolution?
Merit Development Inc.	Hotel Chernobyl
Amedia Vision Partners 2 Inc.	December Rain
Buffalo Gal Pictures Development Inc.	Jigsaw
Buffalo Gal Pictures Development Inc.	Less Than Kind-Season III
5802416 Manitoba Inc.	Power of the Spirit
Inferno Pictures Inc.	One Blood
julijette Inc.	Kosher Sexy
Les Productions Rivard Inc.	Klondike-La ruee vers l'or
Buffalo Gal Pictures Development Inc.	The Homing

EMERGING TALENT MATCHING FUNDS

This program is designed to support entry-level filmmakers who have received production funding awards through a competitive process from a recognized industry organization. This program encourages skills advancement and the development and application of standard industry practices for entry-level producers and directors.

During fiscal year 2009/2010, 3 applications were approved for a total investment of \$24,000.

Recipient	Project
Coral Aiken	Vaudeville!
Bunky Blum and the Talking Train Productions Inc	The Innate Kindness of Elsie Wiebe
VANOC-Vancouver Organizing Committee	Code Motion Picture Project-2010 Olympics, "Arial Artistry" by Talia Pura

Feature Film Marketing

This program assists productions/applicants with the promotion and marketing of feature film projects at time of theatrical release, festivals and markets to either enhance the promotion and marketing of the release theatrically and/or to attract the attention of distributors/sales agents to support the increase in commercial interest in the project.

In fiscal year 2009/2010, 5 applications were approved for a total investment of \$25,523.75.

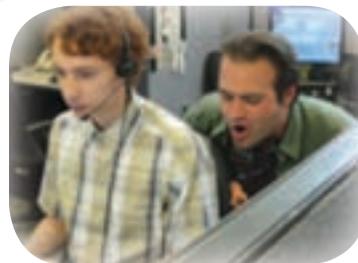
Recipient	Project
Amreeka Productions Canada Inc.	Amreeka (Cannes Film Festival)
High Life Productions Manitoba Inc.	High Life (TIFF)
Black Field Productions Inc.	Black Field (Vancouver Int; ff)
Bedbugs Films Inc.	Zoey and Adam (theatrical release support)
Ballet Girls Inc.	TutuMuch - Canadian film marketing support



Feature film documentary *We're the Weakerthans, We're from Winnipeg.*



Ernesto Griffith in the feature film drama *Billy*.



R. Morgan Slade (left) and Eric Magnifico (right) in the interactive media series *Cubicle Land*.

MUSIC RECORDING INDUSTRY

MANITOBA FILM & MUSIC offers a series of music funding programs to help expand the already impressive Manitoba music scene. As a government funding agency, we support music recording artists and songwriters in the Province of Manitoba to develop and promote their skills.

JURIES

The evaluation and adjudication of applications submitted to the Corporation by industry professionals and colleagues remains a central part of MANITOBA FILM & MUSIC's guidelines with respect to the Music Recording Programs.

Jurors for Music Recording Programs are drawn from all sectors of the provincial sound recording industry and include record label employees, engineers, musi-

cians, songwriters, agents, talent managers, lawyers and publicists. Music recording proposals must be unanimously recommended for funding by two juries.

MANITOBA FILM & MUSIC gives sincere thanks to all of the jurors who so generously gave of their time.

MANITOBA MUSICIAN AWARDS & NOMINATIONS IN FISCAL 2009/2010

MANITOBA FILM & MUSIC would like to congratulate Manitoba musicians on a combined 145 nominations and 34 wins at the following various music award shows and events:

2009 Juno Awards – April 2009

4 nominations for Manitoba musicians including, *Doc Walker* for Country Album of the Year (*Go*); *Romi Mayes* for Roots & Traditional Album of the Year: Solo (*Achin' In Yer Bones*); *Steve Bell* for Contemporary Christian/Gospel Album of the Year (*Devotions*) and *James Ehnes* for Classical Album of the Year: Solo or Chamber Ensemble (*James Ehnes plays Paganini 24 Caprices*).

MuchMusic Video Awards – June 2009

A huge win for Manitoba rock band, *Inward Eye* for MuchLoud Rock Video of the Year (*Shame*).

North American Indigenous Image Awards – June 2009

2 wins combined for *Team Rezofficial* for Best Music Video Award (*Lonely*) and *Tracy Bone* for Best Country Album Award (*No Lies*).

Indian Summer Music Awards – September 2009

5 nominations for Manitoba musicians including *Leanne Goose* (*Anywhere*), *Ray St. Germain* (*Life Ain't Hard*) and *Team Rezofficial* (*The World and Everything In It*) and 2 wins for *Eagle & Hawk* in the Alternative Rock and the Classic Rock categories for their album *Sirensong*.

The Verge Music Awards – September 2009

9 nominations for Manitoba acts: *The Weakerthans*, *Inward Eye*, *The Morning After* all nominated for Artist of the Year. *Novillero* (*A Little Tradition*), *The Perms* (*Keeps You Up When You're Down*), *The Waking Eyes* (*Holding On To Whatever It Is*) all nominated for Artist of the Year and Album of the Year.

Canadian Country Music Awards – September 2009

A nomination went out to *Ridley Bent* for Roots Artist for the Year and 3 nominations and a win for Manitoba country sensation *Doc Walker*, who received the award for Songwriter(s) of the Year for their song, *One Last Showdown*.

Native American Music Awards – October 2009

5 nominations combined for *Ray St. Germain*, *Leanne Goose*, *Team Rezofficial* and *Eagle & Hawk*, who took home the win for Best Rock Recording for *Sirensong*.

Western Canadian Music Awards – October 2009

45 nominations and 16 wins, including wins for Manitoba artists: *Big Dave McLean* for Blues Recording of the Year (*Acoustic Blues – Got 'Em From The Bottom*); *Daniel ROA* for Francophone Recording of the Year (*Le nombril du monde*); *Doc Walker* for Country Recording of the Year (*Beautiful Life*); *Eagle & Hawk* for Aboriginal Recording of the Year (*Sirensong*); *Grand Analog* for Rap and Hip-Hop Recording of the Year (*Touch Your Toes*); *Paquin Entertainment Group* for Agency of the Year; *Romi Mayes* for both Roots Solo Recording of the Year and Songwriter of the Year (*Achin' In Yer Bones*); *Shawn Pierce* for Engineer of the Year; *Steve Bell* for Christian Recording of the Year (*Devotion*); *T. Patrick Carrabre* for Classical Composition of the Year (*A Hammer for Your Thoughts*); *The Waking Eyes* for Independent Album of the Year (*Holding On To Whatever It Is*); *Robert Turner* for the Heritage Award; *James Ehnes* for the International Achievement Award; *Gilles Paquin* for Industry Builder Award and *Loreena McKennitt* for the Life Time Achievement Award.

Aboriginal People's Choice Music Awards – November 2009

52 nominations and 10 wins for Manitobans including: *Aboriginal Day LIVE 09* for Best Television Program Promotion of Aboriginal Music; *Arbor LIVE* for Best Television Program Promotion of Aboriginal Music; *Billy Joe Green* for Best Blues CD (*First Law of the Land*); *Eagle & Hawk* won 3 for Best Group or Duo, Best Producer or Engineer and Best Rock CD (*Sirensong*); *Sierra Noble* for Best Country CD (*Possibilities*); *Tracy Bone* for Aboriginal Songwriter of the Year (*No Lies*); *Wab Kinew* for Best Rap or Hip-Hop CD (*Live By the Drum*); *Darrellyne Bickel* for the Emerging Artist Award and *Brown Eagle* for the Best Pow Wow CD—Traditional (*In the Spirit of Brown Eagle*).

Canadian Folk Music Awards – November 2009

4 nominations combined for Manitoba musicians *Romi Mayes*, *Sierra Noble*, *Eagle & Hawk* and a win for *Don Amero* who won the award for Aboriginal Songwriter of the Year (*Deepening*).

Canadian Aboriginal Music Awards – November 2009

9 nominations combined for Manitobans *Billy Joe Green*, *Gerry McIvor*, *Wab Kinew*, *Ashock*, *Lost Priority*, *Knot*, *Sky Bridges*, *Naomi Clark*, *Linda Nelson & Norm Lussie*, *Lisa Meeches* and a win for Manitoba artist *Don Amero* who won the award for Best Male Artist (*Deepening*).

Independent Music Awards – March 2010

4 nominations for *Doc Walker* for Favourite Country Artist/Group; *Comeback Kid* for Favourite Punk/Hardcore Artist/Group; *Propagandhi* for Favourite Punk/Hardcore Artist/Group and *Grand Analog* for Favourite Urban Artist/Group.

OUT-OF-TOWN MUSIC FESTIVALS, CONFERENCES AND SHOWCASES

MUSEXPO – APRIL 2009

MANITOBA FILM & MUSIC, along with *Manitoba Music* and *Manitoba Trade* promoted Manitoba music at **Musexpo 2009**, an exclusive industry conference in Los Angeles. Manitoba bands in attendance were *Floor 13* and *Domenica*. Manitoba's artists and industry representatives had the opportunity to meet and network with key music supervisors and other leaders in the international music industry. The Manitoba delegation included *Brandon Friesen*, *Jack Shapira* and *Chris Burke-Gaffney*.

NXNE – JUNE 2009

At **North by Northeast (NXNE) 2009** (Canada's music festival and conference in Toronto that showcases over 500 bands from Canada, North America and the world) nine Manitoba acts were selected to perform as part of the festival, including: *The Details*, *Haunder*, *Twilight Hotel*, *AM Glory*, *American Flamewhip*, *Novillero*, *Del Barber*, *Grand Analog* and *The Lytics*. **MANITOBA FILM & MUSIC** and *Manitoba Music* co-hosted the 15th Annual Manitoba Networking BBQ on the rooftop of the Drake Hotel. Over 300 people were invited to the party which was once again at full capacity. The invitees were made up of music industry professionals and artists.

WESTERN CANADIAN MUSIC AWARDS – SEPTEMBER 2009

Brandon, Manitoba hosted the 2009 WCMA's, September 17-20. Nine Manitoba artists won 10 awards, as well as six industry professionals. The WCMA's had Manitoba's strongest showing in the seven-year history of the awards (see Music Awards for award details). The WCMA's presented an incredible opportunity for emerging and established artists to be a part of the western Canadian music community. Participating artists and other music professionals had the chance to meet key industry stakeholders creating the opportunity for a new wave of exciting industry developments from record deals to international tours.

There was plenty of Manitoba music seen and heard at this year's **WCMA Festival**, which ran over two nights in various Brandon venues. Twenty-three acts, including several of this year's nominees, showcased for top industry and audiences alike at the 2009 festivities. Many also participated in the two-day industry conference, which featured workshops and panels with heavy hitters like the *Glastonbury Festival's* *Martin Elbourne*, *The Agency Group's* *Ralph James*, *South by Southwest's* *Matt Sonzala*, and *Apple Canada's* *Jeff Booth*.

MIDEM – JANUARY 2010

MANITOBA FILM & MUSIC along with other representatives from the Manitoba music community attended the 44th Annual MIDEM Conference in Cannes, France, the world's biggest music business conference January 23-27. Artists, labels and record companies attend the conference to network, and get exposed to the hottest, newest music through trade shows, networking events, and live music showcases.

Supporting the efforts of Manitoba's music companies to grow their businesses beyond our borders, *Manitoba Music* and **MANITOBA FILM & MUSIC** hosted the third annual networking dinner to facilitate further networking one on one with international music industry professionals.

This past year, the diverse Manitoba delegation of labels and industry professionals attending MIDEM included: *Rising Sun Productions' Vince Fontaine*, *Arbor Records' founder Brandon Friesen*, *Olesia Records' owner Alexis Kochan*, *Songs4Media.com* creators *Chris Burke-Gaffney* and *Jewls Dengl*, electronic record label *Balanced Records' co-founder Adam Hannibal*, *David Kennedy* from *Manitoba Trade and Investment* and *Sean McManus* from *Manitoba Music*. Attendance is funded in part through Manitoba Trade and Investment—which allows for smaller Manitoban businesses to strengthen their visibility in international markets.

CANADIAN MUSIC WEEK – MARCH 2010

Eleven Manitoba acts showcased in Toronto for industry, media, and fans at Canadian Music Week, one of Canada's biggest music industry conferences and festivals. The event ran March 10-14 and featured 500 showcasing bands over five nights at 45 live music venues. The annual event encompassed not only the popular music festival, but also a conference, trade show, and multiple awards shows. The list of showcasing Manitoba acts featured rock outfits *Comeback Kid*, *Sights & Sounds*, *Domenica*, *Jicah*, and *AM Glory*. Joining the rockers were indie popsters *Boats*, hip-hop acts *Grand Analog* and *The Lytics*, soul/funk singer *Maiko Watson*, and pop singer/songwriters *Jaylene Johnson* and *Jodi King*. Local industry professionals that attended included *Paradise Alley Production's* *Dale Penner*, *Burning Circus Management's* *Glen Willows (AM Glory)* and *Pipe and Hat's* *Kenny Huynh (The Lytics)*.



Toronto Rock/Pop band Michou at the Manitoba Networking BBQ at NXNE.



Ruth Moody performs as part of SXSW 2010 in Austin, Texas.



Carole Vivier (MFM) and Ralph James (The Agency Group) at the Manitoba Networking BBQ at NXNE.

SXSW – MARCH 2010

MANITOBA FILM & MUSIC staff attended South by Southwest Music and Media Conference (SXSW), one of the world's biggest music festivals and conferences, featuring over 1300 acts from across the globe performing in every imaginable genre, March 17-20 in Austin, Texas. Six Manitoba acts were showcased during SXSW. They included: alternative pop outfits *Boats*, 2010 JUNO Award nominee *Romi Mayes*, hip-hop act *Grand Analog*, singer/songwriter *Ruth Moody* of *The Wailin' Jennys*, and heavy rock outfit *Domenica*. Manitoba acts had the opportunity to perform for some of the industry's top names as well as rabid audiences in several Austin venues.

For the 12th year, *Manitoba Music* and **MANITOBA FILM & MUSIC** joined forces with *North by Northeast* to present the hottest party at SXSW at the Caswell House where industry and artists gather to eat barbecue, play music, and schmooze. This year's party featured live performances by *Romi Mayes* and expat *Luke Doucet* as well as *Hollerado* and *Dinosaur Bones*.

2nd MANITOBA FILM & MUSIC SHOWCASE JANUARY 2010

(see "Year in Review" section for full details and photos on Manitoba musicians at the 2nd **MANITOBA FILM & MUSIC** Showcase)

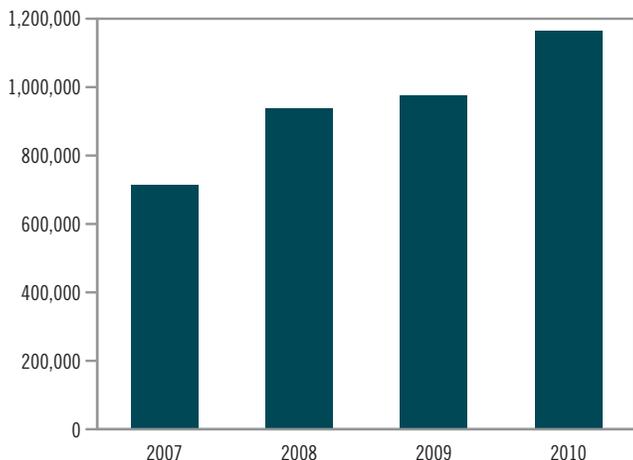
VANCOUVER 2010 WINTER OLYMPICS FEBRUARY 2010

(see "Year in Review" section for full details and photos on Manitoba musicians and filmmakers at the Olympics)

MUSIC PRODUCTION ACTIVITY

All figures represent music production activity reported as of fiscal year ending March 31, 2010.

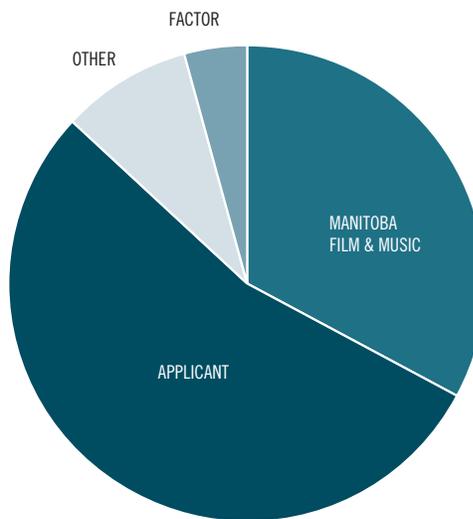
MANITOBA FILM & MUSIC provided funding toward music production projects with total estimated budgets of nearly \$1.2 million.



NOTE: Activity levels are based on music production activity as of fiscal year ending March 31, 2010. The final amounts reported from previous years may vary due to changes provided upon final reporting and these changes are reflected in this chart.

OTHER DOLLARS LEVERED - MUSIC

Available funding from other sources for the music recording industry is limited (FACTOR, Video FACT, Canada Council) and therefore, very competitive. **MANITOBA FILM & MUSIC's** investment is the key element of support to Manitoba's emerging and established musicians. With more and more Manitoba acts making a name for themselves on an international level, the funding support from **MANITOBA FILM & MUSIC** remains very relevant in the face of increased marketing and touring budgets.



Source: Fiscal year music production activity of \$1,161,663 is compiled from data provided in CD, Demo and Music Video applications submitted to **MANITOBA FILM & MUSIC** as of March 31, 2010.



Manitoba / NXNE Networking BBQ invite at SXSW 2010 in Austin.



(L-R) Chris Frayer (Winnipeg Folk Festival), Jason Smith (MFM), Sara Stasiuk (Manitoba Music), Rick Fenton (Breakout West 2010), Carole Vivier (MFM) and Kevin Walters (Manitoba Homecoming 2010) at SXSW in Austin, Texas.



Rock group, Inward Eye plays NXNE as part of the showcase.



Manitoba Music / MFM networking event at MIDEM in Cannes, France.

FUNDING OF MANITOBA MUSIC RECORDING PROJECTS

MANITOBA FILM & MUSIC provided \$310,854 to 47 music recording projects, which included albums from Enjoy Your Pumas, Don Amero, Imaginary Cities, Oh My Darling, Scott Nolan and AM Glory.

MUSIC RECORDING PRODUCTION LEVEL 1

Recipient	Project
cbg Artist Development	James Struthers
Unison Studios and Recording Inc.	Jason Kirkness
Spire Inc.	Les Surveillantes
cbg Artist Development	Portraying Autumn
Paradise Alley Productions Ltd.	Take Me to the Pilot
Sonia Chantelle Eidse	Sonia Eidse
Mind Meld Music	DJ St. Germain
cbg Artist Development	Jade Turner
cbg Artist Development	Kat Penfold
cbg Artist Development	Don Amero
Dearface Noise and Records	Haunter
cbg Artist Development	Brett Boivin
Josee Vocalist	Josee J. Vaillancourt
Unison Studios and Recording Inc.	Sketch Williams
Marie Claude McDonald	Marie Claude McDonald
cbg Artist Development	Chandelle Pinnock
cbg Artist Development	James Struthers
Hope Atlantic	Hope Atlantic
cbg Artist Development	The Treble
cbg Artist Development	Desiree Dorion

MUSIC RECORDING PRODUCTION LEVEL 2

Recipient	Project
Imaginary Cities	Imaginary Cities
cbg Artist Development	Magnum K.I.
Unison Studios and Recording Inc.	Red Riot
War On Music Worker Cooperative Limited	Evil Survives
Unison Studios and Recording Inc.	JD Edwards
Soundrich Records	Richard Moody
Unison Studios and Recording Inc.	Ron Loutit
synergy Duo.ca	Synergy Duo
cbg Artist Development	Chris DeGuzman
Head in the sand Productions	Demetra
Enjoy Your Pumas	Enjoy Your Pumas
Head in the sand Productions	Les Jupes
Kin Musique	KIN
cbg Artist Development	Len Bowen

MUSIC RECORDING PRODUCTION LEVEL 3

Recipient	Project
Ridley Bent Music	Ridley Bent
Paquin Entertainment Group Inc.	The Nods-Blame
The Winnipeg Singers Inc.	The Winnipeg Singers Inc.
Smallman Records	Josh Youngson
The Wailin Jennys	The Wailin' Jennys
Transistor 66 Record Company	Scott Nolan
Oh My Darling Music	Oh My Darling
The Liptonians	The Liptonians
The Details	The Details
Les Surveillantes	Les Surveillantes
Mind Meld Music	DJ St. Germain
Burnthe8track	Burnthe8track
A.M. Glory Music	AM Glory



Country musician, Ridley Bent.



Pop musician, Don Amero.



Hip hop musician, Len Bowen.



Folk group, Oh My Darling.



Indie group, Enjoy Your Pumas.



R&B musician, Chandelle.



Country musician, Desiree Dorion.



Pop group, KIN.

OUT OF PROVINCE MUSIC RECORDING PROGRAM

Four projects were funded in the **Out-of-Province Recording Artists Fund**, a program aimed at encouraging production activity and business development in the Manitoba music recording industry by providing re-payable financial support for recordings featuring non-Manitobans who record their projects in Manitoba, with Manitoba based companies and industry professionals.

In fiscal year 2009/2010, 4 applications were approved for a total contribution of **\$40,000**.

Recipient	Project
Dan Donahue Creative	Canadian Chamber Choir
Unity Gain	Kat Danser
Beside Recording Studios	Little Miss Higgins
Prairie Recording Company	Jim Bryson



Blues / Country musician,
Little Miss Higgins.



Folk musician,
Ingrid Gatin.



Folk group, the Crooked Brothers.

RECORDING ARTIST TOURING SUPPORT PROGRAM

The Recording Artist Touring Support Program assists Manitoba recording artists to reach audiences to promote their music through touring. Tour support is available for tours that meet **MANITOBA FILM & MUSIC** program guideline requirements.

In fiscal year 2009/2010, 53 applications were approved for a total contribution of \$158,195.38.

Recipient	Project
Avante Records	Kassie Tyers—Self Titled
Avante Records	Charmaine Champion—Live To Glorify
High Five Drive	High Five Drive—Full Blast
Transistor 66 Record Company	The Magnificent 7's—Dirty Roads
Romi Mayes	Romi Mayes—Achin' In Yer Bones
Bacteria Buffet Records	The Afterbeat
High Five Drive	High Five Drive—Full Blast
Pummelhorse Inc. d.b.a. Smallman Records	Sick City—Nightlife
Pummelhorse Inc. d.b.a. Smallman Records	Sights & Sounds—Monolith
Ramero Company	Don Amero—Deepening
Paper Moon Music	Paper Moon—Only During Thunderstorms
Red Shoe Music	Sheena Grobb—Safe Guarded Space
Solomon Records Music	Oldfolks Home—We Are The Feeding Line
Daniel Roa	Daniel ROA—Le Nombri Du Monde—Tour
Ramero Company	Don Amero—Deepening—Tour—2009
Blue Case Tunes	Cara Luft—Tour—The Light Fantastic—2009
Sky Oyster Music	Alana Levandoski—Lions & Werewolves
Jodi King Music	Jodi King—Street Lights
Domenica Music	Domenica—The Luxury
Flying and the Gathering Music	Flying Fox and the Hunter Gatherers—Tour—2009
Josephine Lily Music	Jaylene Johnson—Tour—2009
Transistor 66 Record Company	Hot Live Guys—Tour—2009
Transistor 66 Record Company	The Angry Dragons—Tour—2009
Crisis Jane	Crisis Jane—Tour—2009
Jodi King Music	Jodi King—Street Lights
The Dusty Roads Band	The Dusty Roads Band—Searchin' for a River—Tour
Subcity Dwellers Band	Subcity Dwellers—Where's The Noise—2009
War On Music Worker Cooperative Limited	Evil Survives—Metal Vengeance
Nathan Music Co.	Nathan—Key Principles—2009
Pummelhorse Inc. d.b.a. Smallman Records	Sights & Sounds—Monolith

RECORDING ARTIST TOURING SUPPORT PROGRAM (cont'd.)

Recipient	Project
Domenica Music	Domenica—The Luxury
Trash Can Romance Productions	Ingrid Gatin
Transistor 66 Record Company	The Magnificent 7's—Dirty Roads
Inward Eye	Inward Eye—EP
Red Shoe Music	Sheena Grobb—Safe Guarded Space
5776571 MANITOBA	Matt Epp
Crooked Brothers	Crooked Brothers—Tour—2009
Domenica Music	Domenica—The Luxury
THE WEAKERTHANS	The Weakerthans—Tour—2010
The Dusty Roads Band	The Dusty Roads Band—Searchin' for a river—Tour
Pummelhorse Inc. d.b.a. Smallman Records	Sights & Sounds—Monolith
Crooked Brothers	Crooked Brothers—Tour—2010
Oh My Darling Music	Oh My Darling
Transistor 66 Record Company	The Savants—Absolver
SitDownTracy	Sit Down Tracy—Roaring Noon
Subcity Dwellers Band	Subcity Dwellers—Where's The Noise—2009
Boats	Boats
Red Shoe Music	Sheena Grobb—Grow
Romi Mayes	Romi Mayes—Achin' In Yer Bones
Doc Walker Inc.	Doc Walker—Tour—2010
Domenica Music	Domenica—The Luxury
War On Music Worker Cooperative Limited	Evil Survives
Transistor 66 Record Company	The Magnificent 7's—Dirty Roads

RECORD PRODUCT MARKETING SUPPORT PROGRAM

This program provides support for the marketing and promotion of Manitoba recordings. Marketing support is available for recordings that meet **MANITOBA FILM & MUSIC** program guideline requirements.

During the 2009/2010 fiscal year, 21 applications were approved for a total contribution of \$70,229.61.

Recipient	Project
Daniel Roa	Daniel ROA—Le Nombri Du Monde
Spire Inc.	Kraink—Après la grand guerre
The Perms	The Perms—Keeps You Up When You're Down
Paper Moon Music	Paper Moon—Only During Thunderstorms
Pummelhorse Inc. d.b.a. Smallman Records	Sights & Sounds—Monolith
The Western States	The Western States—Bye and Bye
Head in the sand Productions	Record of the week club
Pummelhorse Inc. d.b.a. Smallman Records	Greg Macpherson
Domenica Music	Domenica—The Luxury
Davinport Music	Davinport—Creatures of Habit
Transistor 66 Record Company	Subcity Dwellers—Where's The Noise
5776571 MANITOBA	Matt Epp
Davinport Music	Davinport—Creatures of Habit
DXO Music	Dameon Styles 08/09
Trash Can Romance Productions	Ingrid Gatin
Nathan Music Co.	Nathan—Key Principles
Todd Hunter Music	Todd Hunter
Strongfront AV Productions Inc.	Billy Joe Green Band—First Law Of The Land
Sons of York	Sons Of York
Manitoba Music Industry Association	Manitoba Music WCMA VIP Reception 2009
Paradise Alley Productions Ltd.	Brad James



The JD Edwards Band.



Pop musician, Sheena Grobb.



Rock group, Sick City.

MUSIC VIDEO FUND

The Music Video Fund is designed to encourage the production of music videos in order to aid in the promotion and marketing of recordings with national distribution. The project must be designed for a Manitoba recording artist to promote a previously released or soon-to-be released recording and must meet the **MANITOBA FILM & MUSIC** program guideline requirements.

During the 2009/2010 fiscal year, 6 applications were approved for a total contribution of \$32,741.25.

Recipient	Project
Castrati Music	The Nods—Static Pop
Arbor Records Ltd.	Tracy Bone—No Lies
Endstop & Elsewhere	Inward Eye—EP
Bryce Pallister Music	Bryce Pallister—RDY 2 GO
C12 Records Limited	Domenica—The Luxury
StrongFront A/V Productions Inc.	Billy Joe Green Band—First Law Of The Land

MARKET ACCESS PROGRAM

As a program of the **M3P** project, the **Market Access Program** is administered by **Manitoba Music** with financial support from **MANITOBA FILM & MUSIC**.

The aim of the program is to provide Manitoba artists and music industry professionals with professional and corporate development opportunities by attending professionally organized music industry conferences, showcases and other related approved events.

In fiscal year 2010, **MANITOBA FILM & MUSIC** committed \$40,000 to the **Market Access program**.

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MANITOBA FILM & MUSIC thanks the contributors of photos throughout our report which add so much life to the publication! Thanks to: The Canadian Human Rights Museum, Manitoba Music, On Screen Manitoba, Angela Kuehl, Chris McIvor, John Johnston, Joey Senft, Ron Hogue, David Leyes, Bryan Scott, National Screen Institute, Destination Winnipeg, Travel Manitoba and all the film production companies and musicians featured.



Punk band, Savants.



Folk musician, Matt Epp.



Rock band, The Angry Dragons.



Folk group, Flying Fox & the Hunter Gatherers.



Reggae rock group, Subcity.



Pop musician, Jaylene Johnson.



MANITOBA | Musique et Film
Film & Music | MANITOBA

FINANCIAL STATEMENTS

MARCH 31, 2010

MANAGEMENT'S RESPONSIBILITY

To the Board of Directors of Manitoba Film & Sound Recording Development Corporation:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian generally accepted accounting principles and ensuring that all information in the annual report is consistent with the statements. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board of Directors and the Finance and Planning Committee are composed entirely of Directors who are neither management nor employees of the Organization. The Finance and Planning Committee also undertakes the responsibilities of an Audit Committee. The Finance and Planning Committee is appointed by the Board to review the financial statements in detail with management and to recommend them to the Board prior to their approval of the financial statements for publication.

External auditors are appointed to audit the financial statements and report directly to the Finance and Planning Committee; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Finance and Planning Committee and management to discuss their audit findings.

April 30, 2010

Carole Vivier, CEO

AUDITORS' REPORT

To the Board of Directors of Manitoba Film & Sound Recording Development Corporation:

We have audited the statement of financial position of Manitoba Film & Sound Recording Development Corporation as at March 31, 2010 and the statements of revenues and expenses, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Winnipeg, Manitoba

April 30, 2010

Chartered Accountants

STATEMENT OF FINANCIAL POSITION

As at March 31, 2010

	2010	2009
Assets		
Current		
Cash (Note 3)	\$ 146,759	\$ 416,735
Restricted cash (Note 3)	2,150,993	1,616,595
Accounts receivable	158,327	5,801
Prepaid expenses	34,572	48,455
	2,490,651	2,087,586
Capital assets (Note 4)	132,017	137,405
	\$ 2,622,668	\$ 2,224,991
Liabilities		
Current		
Accounts payable and accruals	\$ 54,297	\$ 53,528
Carry-over commitments (Note 3), (Note 5)	2,150,993	1,488,805
	\$ 2,205,290	\$ 1,542,333
Net Assets		
Invested in capital assets	\$ 132,017	\$ 137,405
Unrestricted	285,361	417,463
Internally restricted (Note 6)	-	127,790
	417,378	682,658
	\$ 2,622,668	\$ 2,224,991

On behalf of the Board of Directors:

David Danderson

DIRECTOR

[Signature]

DIRECTOR

STATEMENT OF REVENUES AND EXPENSES

For the year ended March 31, 2010

	2010	2009
Revenues		
Province of Manitoba (Note 10)	\$ 5,194,600	\$ 3,677,700
Program recoupments	156,201	194,168
Interest	7,401	53,268
Other	34,700	9,028
	\$ 5,392,902	\$ 3,934,164
Expenses		
Film and Television Programs	\$ 3,518,519	\$ 1,918,710
Sound Programs	669,711	661,147
Program Delivery (Note 9)	611,375	553,914
Film Commission/Location Services	391,807	357,261
Industry Support	244,665	260,302
Corporate Administration	222,105	220,188
	\$ 5,658,182	\$ 3,971,522
Deficiency of revenues over expenses	\$ (265,280)	\$ (37,358)

STATEMENT OF CHANGES IN NET ASSETS

For the year ended March 31, 2010

	Invested in capital assets	Internally restricted	Unrestricted	2010	2009
Net assets, beginning of year	\$ 137,405	\$ 127,790	\$ 417,463	\$ 682,658	\$ 720,016
Deficiency of revenues over expenses	(21,381)	(127,790)	(116,109)	(265,280)	(37,358)
Investment in capital assets	16,413	-	(16,413)	-	-
Loss on disposal of capital assets	(420)	-	420	-	-
Net assets, end of year	\$ 132,017	-	\$ 285,361	\$ 417,378	\$ 682,658

STATEMENT OF CASH FLOWS

For the year ended March 31, 2010

	2010	2009
Cash provided by (used for) the following activities		
Operating activities		
Deficiency of revenues over expenses	\$ (265,280)	\$ (37,358)
Amortization	21,381	18,644
Loss on disposal of capital assets	420	-
	\$ (243,479)	\$ (18,714)
Changes in working capital accounts		
Accounts receivable	\$ (152,526)	\$ (3,638)
Prepaid expenses	13,883	(12,571)
Accounts payable and accruals	769	(19,483)
Carry-over commitments	662,188	304,908
	\$ 280,835	\$ 250,502
Investing activity		
Purchase of capital assets	\$ (16,413)	\$ (94,883)
Increase in cash resources	264,422	155,619
Cash resources, beginning of year	2,033,330	1,877,711
Cash resources, end of year	\$ 2,297,752	\$ 2,033,330
Cash resources are composed of:		
Cash	146,759	416,735
Restricted cash	2,150,993	1,616,595
	\$ 2,297,752	\$ 2,033,330

NOTES TO THE FINANCIAL STATEMENTS

For the year ended March 31, 2010

1. NATURE OF BUSINESS

Manitoba Film and Sound Recording Development Corporation (“the Organization”) is a statutory corporation created by the Province of Manitoba through The Manitoba Film and Sound Recording Development Corporation Act. The chief objective of the Organization is to foster growth of the Manitoba film and music recording industries by providing financial and other assistance.

The Organization has been designated by the Minister of Finance to administer the Manitoba Film and Video Production Tax Credit Program, including registration of productions and review of tax credit applications.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies:

CAPITAL ASSETS

Capital assets are recorded at cost. Amortization is provided using the straight-line method at rates intended to amortize the cost of the assets over their estimated useful lives. The annual rates are as follows:

	Rate
Computer equipment	30%
Equipment	20%
Furniture	20%
Leasehold improvements	5%
Website	30%

PROGRAM FUNDING

The Organization provides grant funding to Manitoba companies and individuals in order to promote Manitoba’s film and music recording artists and industries. The grant may nominally take the form of equity financing from which, in the future, there may be a recovery of principal or return on investment.

REVENUE RECOGNITION

- a) Program recoupments: Any recovery of principal or return on investment of programs funded is recorded as program recoupments when received.
- b) Province of Manitoba funding: Province of Manitoba funding is based on the Province of Manitoba’s annual allocation to the Organization and is recorded as revenue when received.

MEASUREMENT UNCERTAINTY

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization of capital assets is provided based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in earnings in the periods in which they become known.

LONG-LIVED ASSETS

Long-lived assets consist of capital assets. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

The Organization performs impairment testing on long-lived assets held for use whenever events or changes in circumstances indicate that the carrying value of an asset, or group of assets, may not be recoverable. Impairment losses are recognized when undiscounted future cash flows from its use and disposal are less than the asset's carrying amount. Impairment is measured as the amount by which the asset's carrying value exceeds its fair value. Any impairment is included in operations for the year.

FINANCIAL INSTRUMENTS

Held for trading:

The Organization has classified cash and restricted cash as held for trading. These instruments are initially recognized at fair value. Fair value is approximated by the instruments' initial cost in a transaction between unrelated parties.

Held for trading financial instruments are subsequently measured at their fair value. Net gains and losses arising from changes in fair value are recognized immediately in income.

Loans and receivables:

The Organization has classified accounts receivable as loans and receivables. These assets are initially recognized at their fair value. Fair value is approximated by the instrument's initial cost in a transaction between unrelated parties.

Loans and receivables are subsequently measured at their amortized cost, using the effective interest method. Amortized cost is the amount at which the financial asset is measured at initial recognition less any reduction for impairment or uncollectability. Net gains and losses arising from changes in fair value are recognized in net income upon impairment.

Other financial liabilities:

The Organization has classified accounts payable as other financial liabilities. These liabilities are initially recognized at their fair value. Fair value is approximated by the instrument's initial cost in a transaction between unrelated parties.

Other financial liabilities are subsequently measured at amortized cost. Amortized cost is the amount at which the financial liability is measured at initial recognition less principal repayments. Net gains and losses arising from changes in fair value are recognized in net income upon derecognition.

3. CASH

Cash on deposit earns monthly interest at the Chartered Bank's commercial rates. The Organization's internally restricted cash represents the carry-over commitments as described in Note 5 and the internally restricted net assets as described in Note 6.

4. CAPITAL ASSETS

			2010	2009
	Cost	Accumulated amortization	Net book value	Net book value
Computer equipment	\$ 45,115	\$ 36,702	\$ 8,413	\$ 7,539
Equipment	6,381	3,719	2,662	3,754
Furniture	55,363	51,871	3,492	4,663
Leasehold improvements	139,154	33,201	105,953	112,911
Website	37,862	26,365	11,497	8,538
	\$ 283,875	\$ 151,858	\$ 132,017	\$ 137,405

5. CARRY-OVER COMMITMENTS

Due to lead times required to obtain all the resources necessary to complete film, video and music recording projects, the Organization approves applications for funding which may not be disbursed until subsequent fiscal periods. Particulars of such approved funding in fiscal year ended March 31, 2010 and prior years, which were not fully advanced as at March 31, 2010 are as follows:

	Year of Commitment			Total	
	09/10	08/09	Prior	2010	2009
Film					
Development Financing Programs	\$ 63,113	\$ 6,010	\$ 1,000	\$ 70,123	\$ 47,907
Production Financing Programs	770,116	191,014	48,517	1,009,647	1,040,106
Jump Start Program	625,000			625,000	-
Emerging Talent Matching Funds	2,050	2,000	3,000	7,050	8,000
Feature Film Marketing Program	1,800			1,800	3,000
Portfolio Investment Envelope	10,000			10,000	30,750
Access to Markets/Festivals	13,000	4,000		17,000	3,000
Industry Support	32,000		500	32,500	20,900
	\$ 1,517,079	\$ 203,024	\$ 53,017	\$ 1,773,120	\$ 1,153,663
Music					
Sound Recording Production Fund Level 1	13,178			13,178	7,600
Sound Recording Production Fund Level 2	64,476	7,250	(496)	71,230	55,852
Sound Recording Production Fund Level 3	135,761	31,680	(201)	167,240	140,564
Sound Recording—Out-of-Province Artists	16,000	5,000		21,000	32,500
Music Video Fund	5,281			5,281	10,179
Record Product Marketing Fund	30,535	5,803		36,338	54,734
Recording Artist Touring Fund	47,606	1,000		48,606	23,713
Portfolio Investment Envelope	10,000		1,000	11,000	6,000
Market Access Fund	4,000			4,000	4,000
	\$ 326,837	\$ 50,733	\$ 303	\$ 377,873	\$ 335,142
Total Commitments:	\$ 1,843,916	\$ 253,757	\$ 53,320	\$ 2,150,993	\$ 1,488,805

6. NET ASSETS

Internally restricted assets are comprised of funding for activities of the Organization received from the Province of Manitoba. Of the total amount, \$0 (2009 - \$21,500) has been directed to the Sound Portfolio Investment Envelope Program, \$0 (2009 - \$20,000) to the Film Portfolio Investment Envelope Program and \$0 (2008 - \$86,290) to the Film Production Funds.

7. INDUSTRY SUPPORT

The Organization indirectly supports the on-going development of creative talent, business skills and capacity building of various film, television and music recording professionals by providing funding for specific programming administered by Manitoba Music, On Screen Manitoba, the National Screen Institute Canada and the Winnipeg Film Group. Programs supported include the Aboriginal Music Program, Features First, Drama Prize, Totally Television, Global Marketing, New Voices, NSI Storytellers, Post-Production and Marketing funds.

8. LEASE COMMITMENTS

The Organization occupies leased premises subject to minimum monthly rent of \$5,196 until August 2013 plus various equipment leases with quarterly payments until September 2014. Future minimum annual payments as follows:

2011	74,005
2012	68,808
2013	74,005
2014	32,435
2015	3,128

9. PROGRAM DELIVERY

Program delivery also includes the expenses associated with the delivery of the Manitoba Film & Video Production Tax Credit Program (MTC). While the value of the MTC does not flow through the Organization, the management of it does and is therefore determined to be worth noting. A total of 120 applications were received for processing during the 2010 fiscal year (2009 - 109). This represents production activity for projects which took place in the current and prior years, in excess of \$151 million worth of production activity (2009 - \$205 million). The tax credits are subject to approval by the Province of Manitoba. The cost to administer the Program in the fiscal year was approximately \$61,500.

10. ECONOMIC DEPENDENCE

The Organization's primary source of income is derived from the Province of Manitoba in the form of an operating grant.

11. CAPITAL MANAGEMENT

The Organization's objective when managing capital is to safeguard the entity's ability to continue as a going concern, so that it can continue to provide financial and other assistance to its applicants.

The Organization sets the amount of capital in proportion to risk and manages the capital structure and makes adjustments to it in light of changes to economic conditions and the risk characteristics of the underlying assets. In order to maintain or adjust the capital structure, the Organization may decrease expenses or seek other sources of funding.

The Organization manages the following as capital:

	2010	2009
Invested in capital assets	\$ 132,017	\$ 137,405
Internally restricted net assets	-	127,790
Unrestricted net assets	285,361	417,463
	\$ 417,378	\$ 682,658

The Organization monitors capital on a quarterly basis, as well as annually, including the Board's input as to the capital management approach to take.

12. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform to current year's financial statement presentation.

SCHEDULE 1 - SCHEDULE OF EXPENSES

For the year ended March 31, 2010

	2009	2008
EXPENSES		
Film and Television Programs		
Development Financing	\$ 229,084	\$ 156,662
Production Financing	1,659,311	1,684,206
Access to Markets	50,000	30,000
Emerging Talent Matching Funds	24,000	28,150
Feature Film Marketing	25,524	19,692
Jump Start	1,525,000	-
Film PIE Program	5,600	-
	\$ 3,518,519	\$ 1,918,710
Sound Programs		
Market Access	\$ 40,000	\$ 40,000
Sound Recording Production Level III	177,016	208,251
Sound Recording Production Level II	94,052	73,855
Sound Recording Production Level I	39,786	25,515
Music Video	30,432	9,779
Sound Recording Production Level - Out of Province	40,000	45,000
Record Product Marketing Support	70,230	108,003
Recording Artist Touring Support	158,195	150,744
Sound PIE Program	20,000	-
	\$ 669,711	\$ 661,147
Program Delivery		
Salaries	\$ 121,441	\$ 148,086
Marketing/Operating	489,934	405,828
	\$ 611,375	\$ 553,914
Film Commission/Location Services	\$ 391,807	\$ 357,261
Industry Support		
Film industry associations	\$ 71,500	\$ 87,518
Film sponsorships/partnerships	59,665	60,733
Sound industry associations	75,000	75,000
Sound sponsorships/partnerships	38,500	37,051
	\$ 244,665	\$ 260,302
Corporate Administration		
Salaries (Note 9)	\$ 132,034	\$ 124,179
Marketing/Operating (Note 9)	90,071	96,009
	\$ 222,105	\$ 220,188
Total expenses	\$ 5,658,182	\$ 3,971,522