



## City of North Bay Report to Council

Report No: CSBU-2024-061

Date: November 29, 2024

Originator: Erin Richmond, Ec.D., CEcD  
Manager, Economic Development

Business Unit:  
Community Services

Department:  
Economic Development

Subject: By-Law to Promote Filming Activity and Regulate Filming Permits in the City of North Bay

Closed Session: yes  no

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### Recommendation

That Council authorize a Filming By-Law to promote filming activity and regulate filming permits within the City of North Bay as set out in Report to Council CSBU 2024-061 dated November 29, 2024 from Erin Richmond.

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### Background

The film and television industry has become a significant contributor to the local economy, providing diverse job opportunities with direct and indirect spin off. North Bay & area welcomes, on average, up to 20 productions per year which has represented in excess of 250 filming days, 120 locations and an annual economic impact of \$40 million. With the exception of the Greater Toronto Area, North Bay and area can be one of the busiest filming jurisdictions in Ontario.

Productions are drawn to the region for scenic, versatile and accessible locations and can take advantage of northern Ontario incentives. North Bay's proactive approach to attracting projects, combined with streamlined permitting and concierge service has been instrumental in facilitating and supporting the industry.

The City's ability to attract the interest of new and repeat producers is largely due to the support from North Bay businesses and residents. Our community's pro-film approach creates a welcoming and productive environment where productions can quickly and efficiently complete projects.

For the past 15 years, the City of North Bay's Economic Development Department has attracted and facilitated production using a set of guidelines that prescribe filming activities. Over the years these guidelines have been updated based on the feedback and experiences from productions, local businesses and residents as well as industry best practices. The guidelines include proven processes that have been put in place to appropriately plan for and provide notice of filming activity.

A strong and growing industry requires the support of the City, businesses and residents. Therefore, significant time, consideration, and preparation is given to the film permit process in order to help mitigate disruption to the community while supporting successful filming activities.

As the industry continues to grow and evolve, so too does our need to ensure the City has appropriate tools in place to support filming while balancing community interests. Most communities in Ontario with similar levels of filming activity have a filming by-law in place. As such, staff have drafted a proposed by-law that promotes filming activities and regulates filming permits within the City of North Bay.

In drafting the proposed "Filming By-Law", staff have consulted with the industry and other active Ontario film communities, researching and incorporating where applicable, feedback and best practices.

The purpose of the proposed by-law is to regulate film permits, balancing the needs of productions and the economic benefits of the industry while managing and mitigating any potential issues experienced by the community. While the by-law provides a tool for enforcement, it maintains a film-friendly approach, enabling the City's Economic Development Department to continue to support the industry with the same level of service and flexibility the industry has come to recognize and expect.

Specifically, the proposed By-Law aims to:

- Reinforce the City's film-friendly approach to attracting and supporting film and television productions.
- Continue to promote and strengthen community support for filming by helping to balance production impacts and the needs of local businesses and residents.
- Adopt a flexible enforcement tool that allows the City to address potential issues that may arise as a result of filming activity, thereby supporting community well-being and on-going industry success.

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## Financial/Legal Implications

No additional staff resources or training are required to implement the by-law. There is no expected increase in enforcement related workload.

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## Corporate Strategic Plan

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|--|---|
| <input type="checkbox"/> Natural North and Near                | <input checked="" type="checkbox"/> Economic Prosperity     |
| <input type="checkbox"/> Affordable Balanced Growth            | <input checked="" type="checkbox"/> Spirited Safe Community |
| <input type="checkbox"/> Responsible and Responsive Government |   |

## Specific Objectives

- Promote and support public and private sector investment.
- Explore and implement opportunities to streamline processes, policies and practices that make it easier and more effective to do business in North Bay.
- Leverage North Bay's significant, unique assets to drive economic growth, such as the airport and deep knowledge of relevant industry sectors.
- Foster arts and culture as a key contributor to attracting talent and supporting creative businesses.
- Promote and encourage arts and culture as a cornerstone of a dynamic community.

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## Options Analysis

Option 1: That the proposed Filming By-Law No. 2024-061, to promote filming activity and regulate filming permits within the City of North Bay be approved.

Option 2: That the proposed Filming By-Law No. 2024-061 not be approved. This option is not recommended.

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## Recommended Option

That Council authorize a Filming By-Law to promote filming activity and regulate filming permits within the City of North Bay as set out in Report to Council CSBU 2024-061 dated November 29, 2024 from Erin Richmond.

Respectfully submitted,

Name: Erin Richmond, Ec.D., CEcD

Title: Manager, Economic Development

**I concur with this report and recommendation**

Name: Ian Kilgour, MCIP, RPP  
Title: Director, Community Services

Name: John Severino, P.Eng., MBA  
Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Erin Richmond, Ec.D., CEcD  
Title: Manager, Economic Development