



Freshwater

PRODUCTION STUDIOS

THE NEXT STAGE FOR FILM AND TELEVISION
PRODUCTION IN ONTARIO

WORLD-WIDE DEMAND

- + Unprecedented demand for studio space world-wide
- + Ontario has been turning away business since 2016
- + Netflix, Amazon Prime, Disney+ etc. driving subscriber retention and growth by creating compelling content
- + Production expenditures at Netflix alone forecasted to spend \$26 billion by 2020

SOLUTION

Sudbury is ready to roll with **Freshwater Production Studios.**



Experienced union crews, location and rental services, and screen industry support

From Toronto – 4-hour drive, 50-minute flight

Tier 1 - Purpose-built film and television production studio designed to industry specifications



THE PROJECT



EXECUTIVE SUMMARY:



THE PROJECT

\$35M project
116,000 sq ft purpose-built facility
3 soundstages, workshops, office space

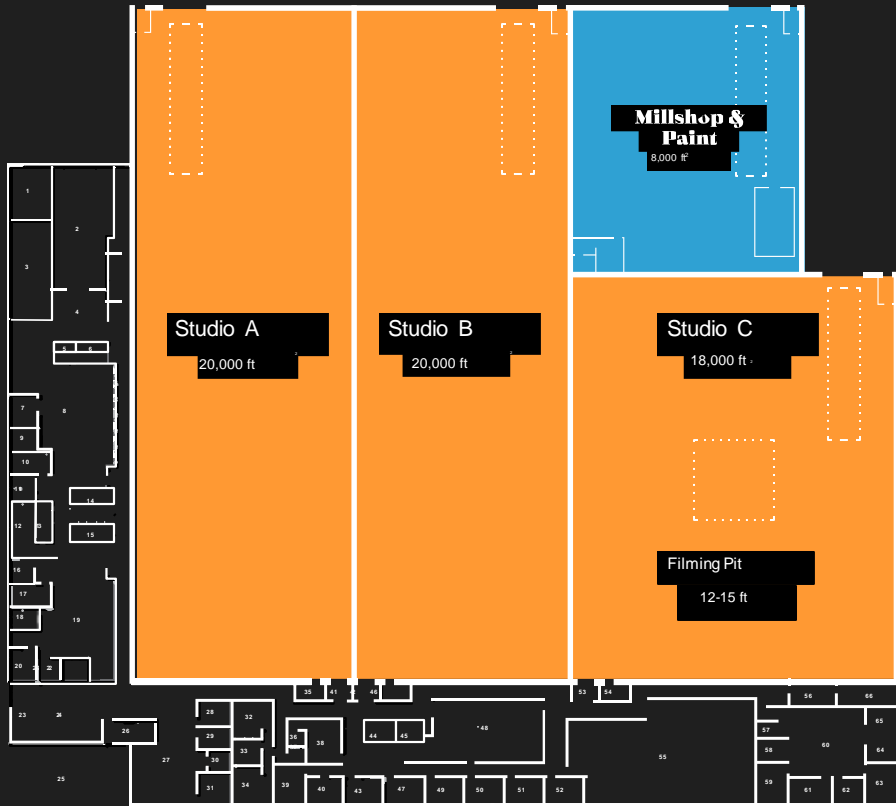
Additional land dedicated to expansion, FPS campus

William F. Whites, Sales and Management services, on-site leased 12,000 sq ft equipment rental facility



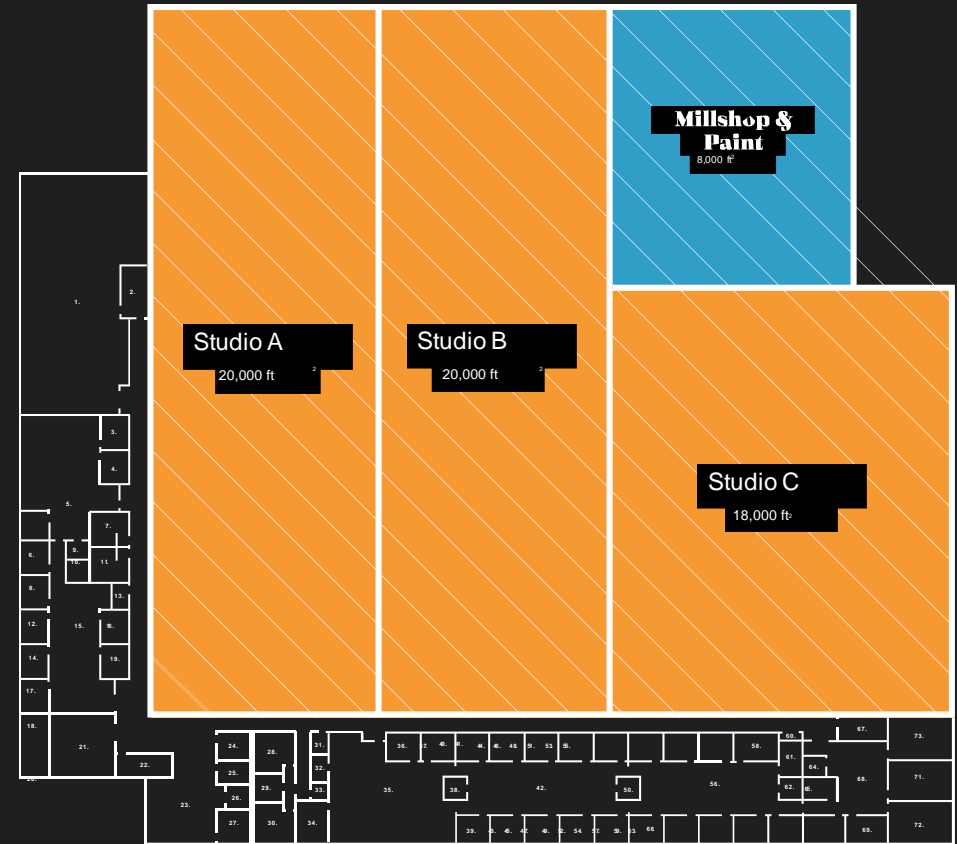
Floor Plan

Main Level



Floor Plan

Top Level



THE PROCESS



STUDIO PARTNER

- + Willing to invest time and money
- + Commitment to purpose-built studio rather than retrofit facility
- + Land available in appropriately zoned non-residential area with room to expand

PROFESSIONAL ADVICE:

- + Greater Sudbury Development Corporation funded consultants with necessary expertise
- + Canadian Entertainment Investors Management hired

FOCUS GROUP:

- + Recruited 4 industry professionals with extensive experience in studio usage, as frequent large scale production tenants
- + Informed developer and architect on preliminary design for FPS and estimate of production costs

ADVISORY COMMITTEE:

- + The FPS Advisory Committee met as an AdHoc Group to provide local perceptives and advice to CION and CEI consultants on the Freshwater Production Studios initiative

RFI & RFP:

- + RFI launched April 16, 2021
- + RFP proponents to apply to tender 4 distinct partnership opportunities; applications hosted through Bids & Tenders

ECONOMIC IMPACT REPORT:

- + Consultants prepared economic impact report
- + Reviewed by Advisory Committee and City of Greater Sudbury Economic Development staff

EXECUTIVE SUMMARY:



ECONOMIC IMPACT

1,384 high paying jobs by Year 5.

\$60 million in new revenue for local businesses



STUDIOS & ECONOMIC IMPACT

- Studios are akin to infrastructure - generating higher impact than other capital investments
- Studios provide the means by which the film & tv industry can function
- Studios also bring more consistent jobs than location shooting as production can occur year round
- Studios attract television productions that usually return annually



WHY A PURPOSE-BUILT STUDIO

- + ATTRACT HIGHER END PRODUCTIONS TO NORTHERN ONTARIO**
- + DESIGNED FOR FILM AND TELEVISION PRODUCTIONS**
- + ENHANCED VALUE TO BUILD NORTHERN ONTARIO INDUSTRY**

STATUS OF PROJECT

- **Legal agreement with successful RFP proponent: William F. White**
- Developer to make significant equity contribution
- **Caisse Populaire Desjardins banking partner**
- **Business Plan and Economic Impact Report completed**
- **Investor presentations on-going**
- **Engage City of Greater Sudbury to support FPS initiative**



WILLIAM F. WHITE

- 63+ years providing Canadian film and television productions with cameras and lighting equipment
- 6 equipment rental facilities including Sudbury
- Expanded into studio rental business in 2018
- 30 stages, 1.4 million sq. ft. of production-ready space
- Deep relationships with all potential buyers – Canada and US





William F. White

- 3 Year sales and management contract
- Preferred supplier with adjacent equipment rental facility
- WFW Paid
 - (i) Share of Gross Revenue
 - (ii) Fee based on Salary costs
- FPS earns a share of gross revenue from equipment supplier



SUDBURY COMPETITIVE ADVANTAGE

- + FIRST TIER 1 STUDIO IN NORTHERN ONTARIO**
- + ENHANCED FINANCIAL BENEFITS IN NORTHERN ONTARIO**
- + EXPERIENCE MANAGER (WFW) AND WORKFORCE DEVELOPMENT PARTNER (CION)**



VISION

With ample space to expand, FPS is a

**WORLD-CLASS FILM AND TELEVISION
PRODUCTION CAMPUS**





Thank you • Merci • Miigwetch