

COMMERCIAL PRODUCTION DURING COVID-19:

THE PANDEMIC'S IMPACT ON A UNIQUELY TORONTO SECTOR

WE THE
NORTH

**The Association of Canadian
Commercial Production (ACCP)**

Presentation to Economic and
Community Development Committee

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ACCP

A SIGNIFICANT SECTOR, BASED IN TORONTO

- We make screen-based advertisements for TV, Cinema and Online
- ACCP is largest national content & advertising media production association in Canada
- 58 small- and medium-sized businesses ... almost all in Toronto and GTHA
- Represent 80% of the entire Canadian industry
- Generate \$510M GDP annually ... \$750 million when expanded to include advertising
- Employ more than 5,700 people full time
- No government funding for commercial production

WHAT WE DO

- Two types of work: International service work and local Canadian production
- Take an idea from inception to final product in one month
- Average shoot:
 - A. 2 days (roughly 2,000 shooting days a year)
 - B. 67 -100 people per day – crew, talent, agency/client
 - C. 10-15 trucks



COMMUNITY BENEFITS

- I. Film/TV vs Commercials – Studios vs Local locations in community
- II. Results in many spin-off benefits:
 - A. Employment, location rentals (houses, driveways, businesses, buildings, props, food)
 - B. City-owned space rentals include parks, beaches, community centres, libraries
 - C. Road permits, police (road closures, safety)
 - D. Hotel & room rentals



OUR WORK IS IMPORTANT

- Covid 1st Wave: Commercial production deemed non-essential, shut down
- Bad timing: messages around mental health, public health, shop local, commercial activity etc were so important
- Quebec, B.C. sectors remained open
- \$100M worth of work left Ontario, went to B.C. Quebec



WHAT WE'D LIKE

- I. Recognition – today is an introduction
- II. Involvement – we want to participate
- III. Help in future – think about us, have our backs

A man wearing a light-colored fedora and a blue polo shirt is seen from the back, holding a white megaphone. He is standing on a city street. In the foreground, the back of a professional video camera is visible, showing a "SYNC" button and a "SMOOTH" label. The street is lined with brick buildings on the left and modern multi-story buildings with balconies on the right. Traffic lights with red lights are visible at the intersection. A blue street sign reads "Richmond St. E". A white van is driving down the street. The word "QUESTIONS?" is overlaid in large white letters in the center of the image.

QUESTIONS?



THANK YOU!