













Table 7 shows the economic impacts per dollar of federal government incentives received by Rezolution Pictures for Season 3 of *Mohawk Girls*.

**Table 7: Estimated Economic Impacts per Dollar of Federal Government Incentives**

	Production Impacts
<b>Output per dollar of federal government incentives</b>	\$16.70
<b>GDP per dollar of federal government incentives</b>	\$11.60
<b>Employment per \$100,000 of federal government incentives</b>	17 FTEs
<b>Federal tax revenues per dollar of federal government incentives</b>	\$1.19

Table 8 shows the economic impacts per dollar of Quebec incentives received by Rezolution Pictures for Season 3 of *Mohawk Girls*.

**Table 8: Estimated Economic Impacts per Dollar of Quebec Incentives**

	Production Impacts
<b>Output per dollar of provincial government incentives</b>	\$12.70
<b>GDP per dollar of provincial government incentives</b>	\$8.80
<b>Employment per \$100,000 of provincial government incentives</b>	13 FTEs
<b>Provincial and municipal tax revenues per dollar of provincial government incentives</b>	\$1.01

## 5. COMPARISON WITH OTHER INDUSTRIES

To provide perspective on the size of the economic impacts generated by the production of *Mohawk Girls* in Quebec, it is useful to compare the impacts with those created by other industries. Three examples of other industries are tourism, new home construction, and the cruise ship industry.

- **Tourism / Overnight Visitors** – The employment supported by production spending on Season 3 is equivalent to the employment supported by the spending of about 20,000 overnight visitors to Montreal. Season 1 through 5 production spending supported the same employment as the spending of about 110,000 overnight visitors to Montreal.<sup>7</sup>
- **New Home Construction** – The employment supported by production spending on Season 3 is equivalent to the direct and indirect employment supported by the construction of approximately 40 new homes in Quebec.<sup>8</sup> The employment supported over Seasons 1 through 5 of production is equivalent to that supported by the construction of about 224 new homes in Quebec.
- **Cruise Ship Industry** – Quebec has an active cruise ship industry, with cruise ship calls made at the Ports of Montreal, Quebec, Saguenay and other locations. Each call involves local spending by passengers and crew members, as well as substantial spending by cruise line operators. The employment supported by production spending on Season 3 is equivalent to the employment supported by about 9 cruise ship calls in Quebec.<sup>9</sup> The employment supported over Seasons 1 through 5 of production is equivalent to the employment supported by about 47 cruise ship calls.

## 6. ADDITIONAL IMPACTS

In addition to economic impacts that arise through production spending, television series such as *Mohawk Girls* produce impacts that can result from infrastructure spending, film induced tourism, and personal spending by non-resident labour.

- **Infrastructure Impacts** – Infrastructure spending includes expenditures associated with production facilities and equipment. While the economic impacts of infrastructure spending have not been assessed in this report, it is important to note that the impacts can be significant.
- **Film Induced Tourism Impacts** – Film induced tourism (FIT) is the phenomenon of films and television programs encouraging viewers to visit the country or region where filming occurred. FIT and its related tourism concepts, which include the effects of TV, films, movies, and media culture, has increasingly been viewed as an important component of tourism marketing. Television series are especially likely to reach much larger audiences than specifically targeted tourism promotion.<sup>10</sup>
- **Personal Spending by Non-resident Labour while in Quebec** – This may include spending by non-resident labour on vacations or other personal purchases while on location in Quebec.

### Community and Social Benefits

It is important to note that television series can also generate additional economic, community, and social benefits. These may include the creation of opportunities for trainees or interns, the development of business partnerships, the creation of spin-off companies, and contributions to community and culture.

<sup>7</sup> Tourisme/Montreal, *Annual Report 2015*.

<sup>8</sup> Will Dunning Inc., *Economic Impacts of New Home Construction – Quebec 2016*. Retrieved from [http://www.chba.ca/CHBA/Housing\\_in\\_Canada/Information\\_and\\_Statistics/impacts/1%20Quebec%20Economic%20Impacts%20of%20New%20Home%20Construction%202016.pdf](http://www.chba.ca/CHBA/Housing_in_Canada/Information_and_Statistics/impacts/1%20Quebec%20Economic%20Impacts%20of%20New%20Home%20Construction%202016.pdf)

<sup>9</sup> Business Research and Economic Advisors (BREA), *International Cruise Industry in Canada 2016*

<sup>10</sup> Croy, Glen W, *The Lord of the Rings, New Zealand, and Tourism: Image Building with Film*, 2004.

To illustrate some additional impacts and broader benefits of *Mohawk Girls*, MNP interviewed representatives from Kahnawà:ke Economic Development Commission (Tewatohnhi'saktha) and Ms. Tracey Deer, Writer, Director, and Executive-Producer of *Mohawk Girls*. The interviews focused on the economic and community impacts related to the filming of the television series in the Kahnawà:ke community and the surrounding area, and are described below.

#### Kahnawà:ke Economic Development Commission (Tewatohnhi'saktha)

According to Ms. Barbara McComber, Director of Business Services for Kahnawà:ke Economic Development Commission (Tewatohnhi'saktha), *Mohawk Girls* has had a positive impact on local businesses as well as community members. Ms. McComber noted that the production rents many local facilities for filming locations, such as community halls, restaurants, parking lots, and residential homes. Ms. McComber stated that the production also hires many of the local community members as background extras, creating additional employment and opportunities for the community to be directly involved with the television series.

***“There’s definitely been an impact for local people who want to either be employed or pursue film production as a career, including some of our cast. Many of them had little to no experience and now they have careers in the (film and television) industry.”***

- Ms. Tracey Deer, Writer, Director and Executive-Producer, *Mohawk Girls*



Photo of Ms. Tracey Deer

#### Tracey Deer

According to an interview conducted by MNP with writer, director and executive-producer of the television series *Mohawk Girls*, Ms. Tracey Deer, the production generated various economic and employment opportunities for the community of Kahnawà:ke. *Mohawk Girls* employed roughly 750 background performers throughout the filming of the series, and in addition, the production offered several trainee and internships to local community members. Ms. Deer stated that the experience helped several individuals build their profiles within the film and television industry, which led to other career opportunities. For example, one individual working as a make-up trainee gained the skills, experience, and connections necessary to pursue a career within the industry, and has gone on to work for other film and television productions.

In addition, Ms. Deer noted that local catering company, Kwe Kwe Gourmet was able to leverage the success of the series to grow their business substantially. According to Ms. Deer, the catering company grew from one individual offering catering services out of their home to employing a team of people and renting a larger commercial facility. Ms. Deer stated that the company is now in high demand for their services on other film and television productions.

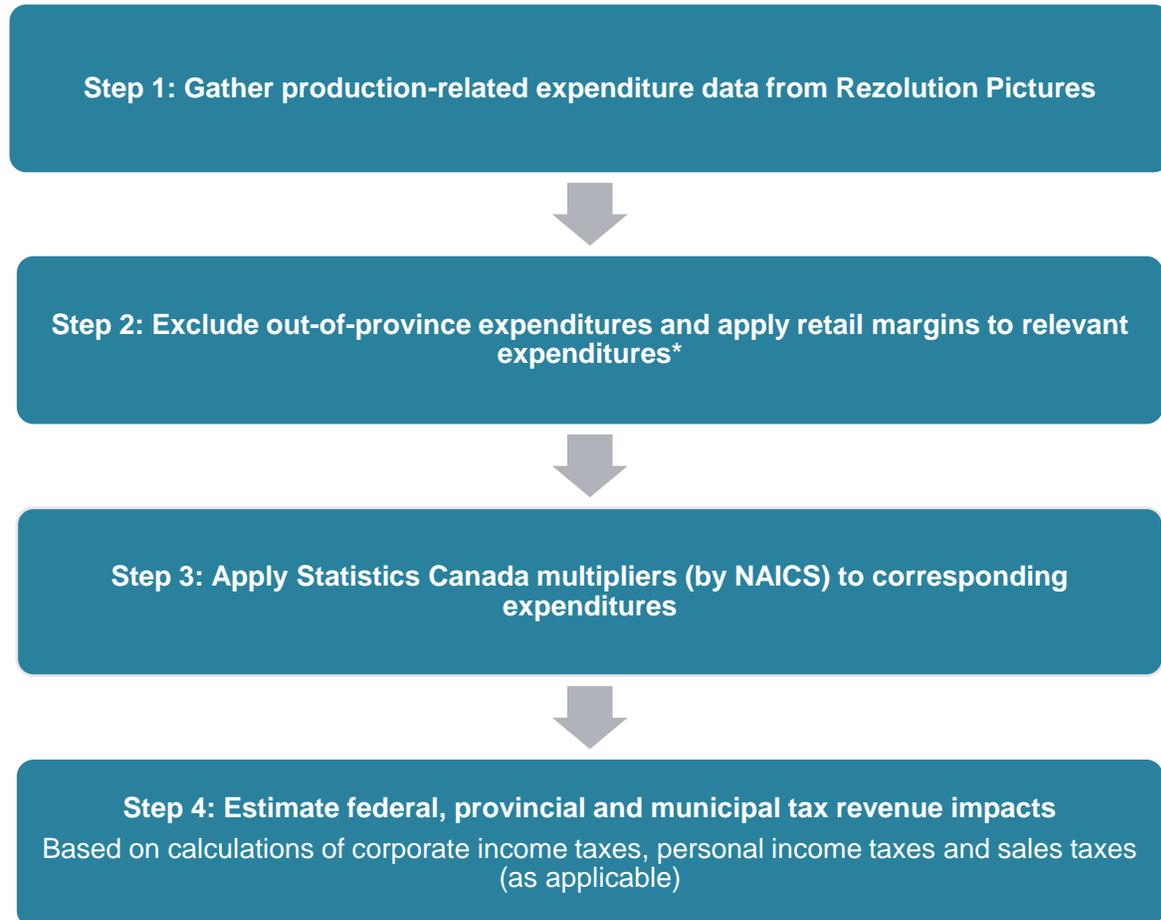
The series' efforts to give back to the community included a public sale of clothing, furniture, and decor used throughout all five seasons of the series. All the proceeds from the sale were donated to the local Elder's Lodge, and all remaining items were donated to the Native Friendship Centre in Montreal.



Photo of Ms. Tiffany Deer, Kwe Kwe Gourmet

## APPENDIX A – ECONOMIC IMPACT METHODOLOGY

A step-by-step overview of our approach to estimating the economic impacts of *Mohawk Girls* is provided below.



\* Retail margins were applied to expenditures on machinery, equipment and supplies wholesaler-distributors (27.3% in Quebec), building material and supplies wholesaler-distributors (22.8% in Quebec and 25.2% in Ontario) furniture and home furnishing stores (42.3% Quebec and 44.3% in Ontario) and clothing and clothing accessories stores (50.2% in Newfoundland and Labrador and 50.6% in Ontario). (*Statistics Canada, CANSIM Tables 080-0023 and 081-0017*)

## APPENDIX B – DETAILED RESULTS

**Table B-1: Estimated Economic Impacts of Season 3 Production Spending on *Mohawk Girls***

	Output (million)	GDP (million)	Employment (FTEs)	Federal Tax (million)	Provincial Tax (million)	Municipal Tax (million)
Direct	\$4,237,356	\$3,345,633	46	\$378,307	\$282,371	\$19,999
Indirect and Induced	\$3,595,630	\$2,080,836	32	\$180,579	\$213,449	\$98,860
<b>Total</b>	<b>\$7,832,986</b>	<b>\$5,426,468</b>	<b>78</b>	<b>\$558,886</b>	<b>\$495,819</b>	<b>\$118,858</b>

**Table B-2: Estimated Economic Impacts of Seasons 1 through 5 Production Spending on *Mohawk Girls***

	Output (million)	GDP (million)	Employment (FTEs)	Federal Tax (million)	Provincial Tax (million)	Municipal Tax (million)
Direct	\$23,305,460	\$18,400,980	254	\$2,080,686	\$1,553,039	\$109,993
Indirect and Induced	\$19,775,965	\$11,444,595	176	\$993,186	\$1,173,967	\$543,729
<b>Total</b>	<b>\$43,081,425</b>	<b>\$29,845,575</b>	<b>430</b>	<b>\$3,073,872</b>	<b>\$2,727,006</b>	<b>\$653,722</b>