



2024 Film Activity Overview

The City of Maple Ridge proudly stands as a premier film location in British Columbia, offering an exceptional backdrop for productions while fostering a thriving economic landscape. The City recognizes the vital role the film industry plays in supporting its diversified economy and livable community objectives for the numerous ancillary businesses and residents across our community and the over 2,000 film workers residing in Maple Ridge. Through the implementation of a film-friendly bylaw and policy, climate action initiatives, building of industry relations, desire for innovation, and a commitment to operational and community excellence, we are building a future that focuses on continuous and sustainable economic growth, ensuring that our community remains a destination of choice for film productions for years to come.

Revenue Breakdown:

- Overall yearly revenue is over \$600,000; up by 43% from 2022.
 - **2024 was a record revenue generating, and economic impact year.**

Production Statistics:

- Increase in TV and feature film production shoot days.
- Shoot days up 24% and permits up 6%
- 427 shoot days, 810 film days, and estimated \$8.54 million economic impact.

Notable Productions:

- Playdate, The Last of Us, Tracker, The Monkey, Untamed, Yellow Jackets, Rambler, Shiver, Firebug, The Hunting Party, Superman and Lois, several Hallmark movies and commercials and the release of the feature film “Longlegs”

Achievements and Advancements:

- **Maple Ridge Ranked as top filming location in BC.**
- **Joined Screen BC; expanded the team to support growing film activities.**
- **Electrification of the Railway lot to reduce GHG emissions completed and increase revenue.**

Strategic Projects:

- **Fee and Policy:** Implementation of the impact-based fee strategy to support diverse film projects
- **Film Friday Campaign:** A social media initiative to increase community awareness and support for the film industry.



- **Transition to Webforms:** Successfully transitioned film applications to web-based forms.
- **Whonnock Lake Pilot Project:** Exclusive film access to a city asset, signaling Maple Ridge's innovative approach to film industry partnerships.
- **Industry Event Night:** Occurred December 5th to showcase the new film electrical kiosk and further networking within the creative industries.
- **Film Tourism:** The Film Slate branding of photos at each of Maple Ridge sets!
- **Circular Economy:** Continued research on Circular Economy Pilot projects.
- **Buy Local – Film Lens:** Early-stage initiative to capture and support local businesses tied to the film industry.

2025 Outlook:

- Anticipated high film activity levels with record numbers across the board due to increased taxation credits introduced by the provincial government and strong industry relations. Specifically the [Regional Production Services Tax Credit](#) that has an “extra” credit for Maple Ridge.



Comparative Production Statistics

Table 1

Category	Cumulative 2024 Stats	Cumulative 2022 Stats	Percentage Change
Productions	100.00	109.00	-8%
TV	32.00	34.00	-6%
MOW (Movies of the Week)	35.00	60.00	-42%
Feature	9.00	3.00	200%
Independent	3.00	4.00	-25%
Commercial	14.00	8.00	75%
Student	4.00	0.00	400%
Other	3.00	0.00	300%
Permits	303.00	286.00	6%
Shoot Days	427.00	345.00	24%
Prep Days	221.00	0.00	22100%
Wrap Days	162.00	0.00	16200%
Economic Impact (\$20,000 per shoot day)	\$ 8,540,000.00	\$ 6,880,000.00	24%

Other is any production like a documentary or pilot production that does not fall within our standard categories

Comparing 2022 numbers due to SAG-AFTRA and WGA Strikes in 2023 to give a better understanding of growth

Analysis

- **Increase in permits, shoot days, prep and wrap days.**
 - With 9 less production coming to Maple Ridge in 2024, we hosted 82 more shoot days, which is 24% more volume, and 17 more permits. This means that the productions are filming longer at each location, thus staying in Maple Ridge longer increasing expenditure and building stronger community relations.
- **383 Prep and Wrap days.**
 - Prep and wrap days are when a smaller crew prepares or dismantles/restore a set for a filming day. Tracking this information is important, as prep and wrap days are when film productions work in our communities’ earning wages, businesses and residents garnering location fees, and minimal disruption to the community.
- **Total Shoot Days: 427 – Increase of 24%**



- **Total film activity days: 810**
- **Estimated Economic Impact: \$8.54 Million – increase of 24%.**
- **Comparative Revenue: 43% increase in revenue in comparison to 2022**
- **Why the Increase?**
 - Increase in complexity of productions
 - Productions are staying in Maple Ridge longer
 - Marginally less productions with 24% more shoot days = lengthier production stays. **On average productions are staying in Maple Ridge 4.3 Shoot Days, rather than 3.2 in 2022.** This has many spin off impacts, of increased economic impact, but also better community engagement and relations.
 - Productions are utilizing more Maple Ridge assets, like parks, facilities, and parking lots which are driving up increased revenues, therefore the increases and bulk of revenue can be attributed to the utilization of City assets. **This increase in city asset utilization directly reduces the tax burden for residents as a revenue generator for the city that is generated from industry.**

2024 Productions of note are Playdate (Feature), The Monkey (Feature), Tracker (TV), The Last of Us (TV), The Hunting Party (TV), Yellow Jackets (TV), Shiver (F), Rambler (TV), Untamed (TV), Firebug (TV), Allegiance (TV), Superman and Lois (TV), Invasion (TV), Alert (TV) and many Hallmark movies/movies of the week and commercials.

Achievements and Advancements

Maple Ridge Recognized as Top Filming Location In BC

Maple Ridge is one of the top locations for on-site filming in BC. We are considered one of the most film friendly jurisdictions due to attitude through policy, temperament, community relations, engagement and overall flexibility. Additionally, through structure, as we have the adjacent structures necessary to support production with diverse locations, parking options, and business adjacent supports.

Community Collaboration

In Maple Ridge, our community has embraced the film industry with open arms. Productions often tell us how much they appreciate the warm and curious spirit of our residents, a welcome contrast to the "Not in My Backyard" mindset they sometimes encounter elsewhere. This enthusiasm has been key in helping us grow the creative sectors, making them a vital part of our diverse and thriving local economy. In an industry driven by professional connections and word-of-mouth, Maple Ridge is quickly becoming a go-to film hub. A hub that is still in growth mode! It's all thanks to the incredible



people here who share a passion for the arts and take pride in being part of something creative and exciting.

Collaboration with CMR Departments

Many City departments have supported the growth in filming activities. Film production involves collaboration across the City, and every department has increasingly “backed” (e.g. webforms support) the creative industries. This support ranges from Finance reconciling the hundreds of accounts in a timely manner, communications aiding in tourism and [community notification efforts](#), to Facilities, Parks and Property for making their locations available for filming ([example of Virgin River at Whonnock Lake](#)) and supporting miscellaneous work requests. Engineering assists with street usage requests, Bylaws ensures business license registration and enforcement, and Legal and Legislative Services support new bylaw and policy changes. The thriving film industry in our City reflects our government's improvement in processes and interdepartmental collaboration. Something we can all be proud of! Thank you for your ongoing collaboration!

Implementation of Updated Fees and Charges Bylaw and Policy

City of Maple Ridge Council adopted the revised [Filming Policy](#) and [Bylaw Fees and Charges](#) for the community. This policy establishes the landscape to set standard procedures and guidelines for film production within the City. In a move to foster innovation in our fee strategy, Maple Ridge adopted an impact-based approach for the assessment of fees and charges. This new fee structure is designed to be more accommodating and supportive of smaller-scale film projects and student films, offering a more film-friendly fee structure for these productions.

For standard projects like Movie-of-the-Week productions, the fee structure remains largely consistent with current rates. However, for larger productions that have a more significant impact, such as feature films and major television series, the fees will be moderately increased. This tiered approach to fees and charges is part of our commitment to balancing the needs of different types of film productions while ensuring the sustainable growth of the film industry in Maple Ridge.

Expanding Liaison Service

The increase in filming at municipal assets and within the downtown core has been successful to date; increased revenues, increased activities, and minimal disruption. The success is partly due to the implementation of the Angus Film Liaison service, who have been onsite at all assets, as well as in our downtown core, to ensure any day of filming abides by the permits and plans imposed by the film



office. The addition of this service is at no cost to the City and ensures that the plans approved by the municipality are followed appropriately and that **any on-site stakeholders who need immediate support have a representative on-site.**

CMR Joins Screen BC as an Associate Member

Maple Ridge joined [Screen BC](#) (formerly Motion Picture Producers Industry Association - MPPIA) as an associate member in 2024 to foster new relationships with the creative industries to remain competitive, while ensuring we continue to attract the industry to Maple Ridge. The organization includes members from private industry, studios, physical and animated production, producer's associations, various levels of government, and various other interest groups.

Temporary Support for the Film Function

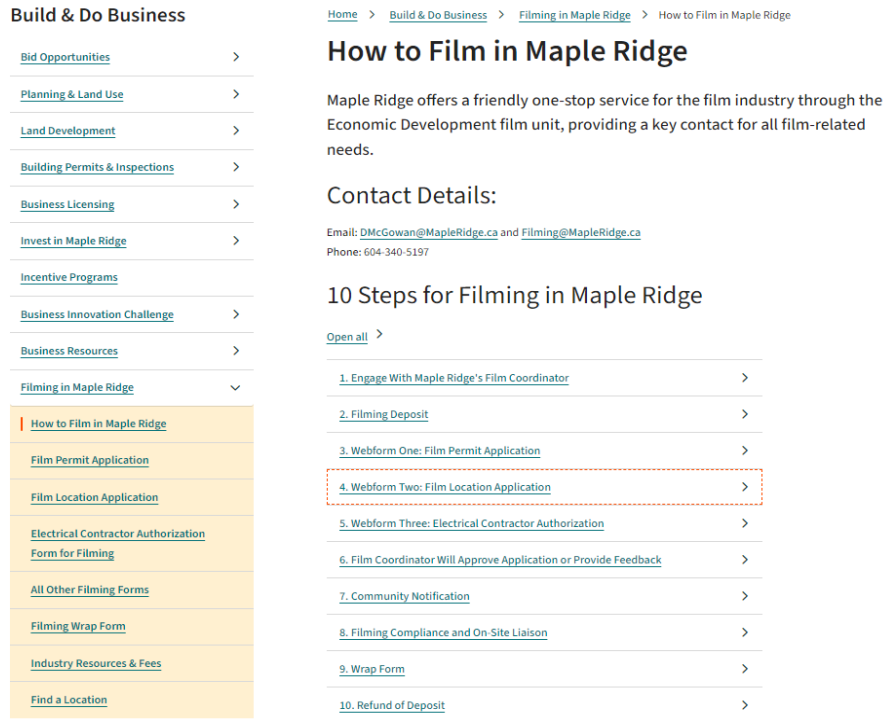
With the increased activities we have introduced a new team member to support the film function of Economic Development due to the increase in volume and complexity of each production, as well as the increase in film focused economic development projects! Jaden D. has been helping our department out with film work 3X per week as auxiliary support.

New Data Collection Methodologies

Economic Development has a new tool for understanding film trends in Maple Ridge, but also unique ways to showcase the impact of film in Maple Ridge. We have created a new data compilation system that uniformly collects all pertinent information for film production in Maple Ridge. This data will be utilized to leverage trends, engage with local communities, and attract investment to Maple Ridge. This has been showcased in the above data, or even the Film Friday series fun facts!

Maple Ridge offers film permit applications, electrical applications, and wrap forms via online forms; this is a leap forward towards net-zero film function, as well as increased efficiency for both the client and staff processing permits. The online permits are more malleable to change and offer Maple Ridge an ability to collect new information from clients, as well as a consolidated space for clients to access film permitting services. Previously, productions were required to submit a multitude of applications, but this upgrade with the website consolidates nearly 10 forms into 3, which increased efficiencies.

New Film Applications on Website



The screenshot shows the website's navigation structure. On the left, a 'Build & Do Business' menu lists various services, with 'Filming in Maple Ridge' expanded to show options like 'How to Film in Maple Ridge', 'Film Permit Application', and 'Film Location Application'. The main content area is titled 'How to Film in Maple Ridge' and includes contact information for DMcGowan@MapleRidge.ca and Filming@MapleRidge.ca. Below this is a list of 10 steps for filming, with the fourth step, 'Webform Two: Film Location Application', highlighted with a red dashed border.

Figure 1: Screen Grab of the Maple Ridge Website of “How to Film in Maple Ridge”

Link to the [Film Permit Application](#)

Film Friday Social Media Campaign

Through the catalogue of behind-the-scenes photos that Maple Ridge has been compiling, we have initiated a “Film Friday” series to showcase behind the scenes photos (and videos) of various productions that have filmed in Maple Ridge. It is difficult to know what goes into content creation, therefore, this campaign is designed to break those barriers by breaking the fourth wall. The goal of the series is to increase awareness of the creative industries in Maple Ridge, increase community positivity towards film, and explain the benefits of film to the Maple Ridge community through film facts. **Most importantly, the campaign is to include the Maple Ridge community in the successes of film here fostering a more Film Friendly environment and sharing in the successes as we try and imbue this cultural industry as part of our culture!**

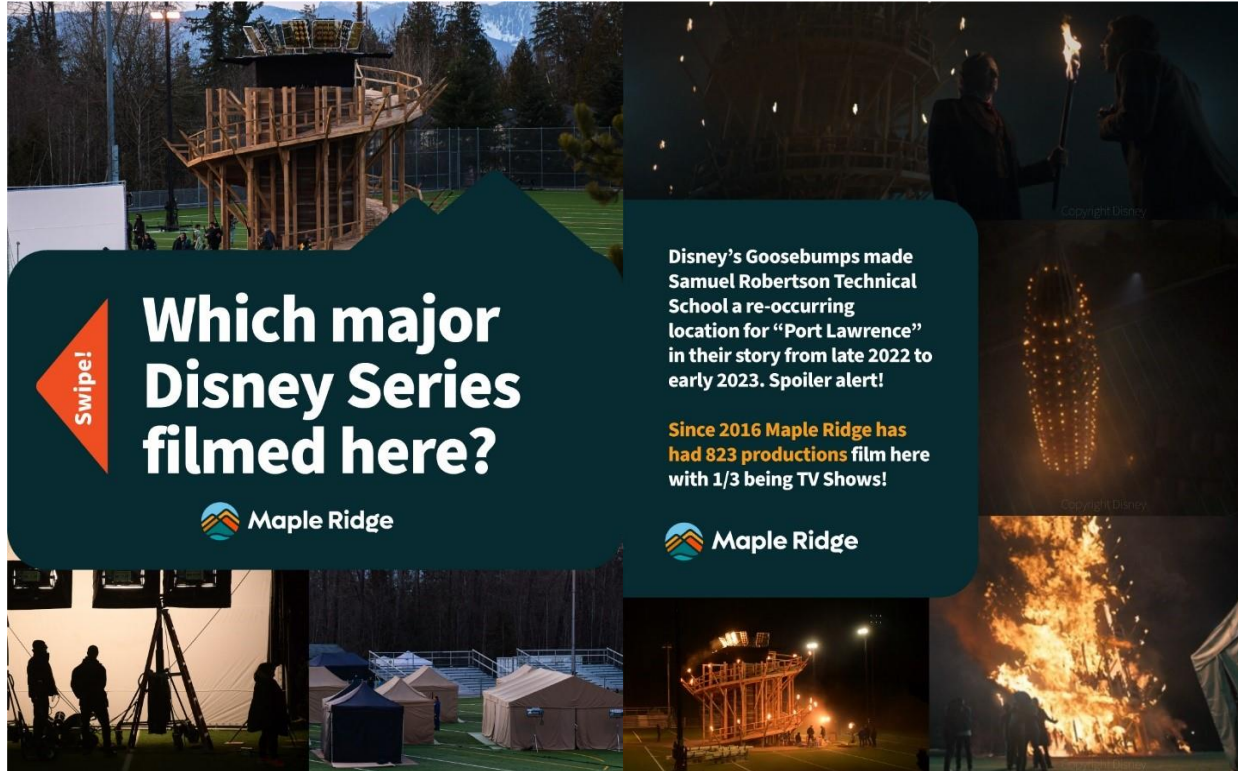


Figure 2: Film Friday Series of Disney's Goosebumps in Maple Ridge

See Drake and Lil Yachty's filming of [Another Late Night](#) at the Railway lot in late August 2023 that was showcased in the Film Friday series this June.

#FilmFriday time! After [@champagnepapi](#)'s concert ended in Vancouver in late August 2023, his team wanted to do a video in the lower mainland for one of his songs. The Maple Ridge Film office worked with the team at [@lyricalemonade](#) and a local locations manager to secure a spot in Maple Ridge for the video to be filmed in less than 16 hours! 🎬 The shoot involved Drake and [@lilyachty](#), a luxury sports car, and wolves! ☀️ 🚗 🐾 All they needed was a spacious lot to create and Maple Ridge was able to accommodate. Now who's up next? [@kendricklamar](#)? 👁️



Figure 3: Alex Choi's McLaren drifting around Drake after it was flown in from LA the day prior.



Figure 4: Drake with wolves from a local Animal Wrangler based out of Abbotsford!

Filming of Playdate (Golden Ears Bridge)

Led by the City of Maple Ridge, the production [Playdate](#), starring Kevin James and Alan Ritchson, filmed a stunt sequence on Golden Ears Way on Sunday, April 7 that was a resounding success. Maple Ridge, working with key stakeholders like TransLink, the Ministry of Transportation and Infrastructure (MOTI), City of Pitt Meadows, Langley Township, RCMP, and Miller Capilano, the production was able to gather captivating footage for their feature film that showcased the beauty of Maple Ridge. This is a first for the region, with minimal impact to the community. Representatives from the film office and the Engineering department partook in a stress test on March 24 that involved flying in a helicopter orbiting the Golden Ears Bridge structure to assess the traffic impacts of the proposed filming plan. Due to the film friendly attitude of Maple Ridge, along with strong plans and procedures, the project was able to set a new precedent for filmmaking in the region. Something that the production notes would have been impossible without City and community support [Thank you note from production](#).

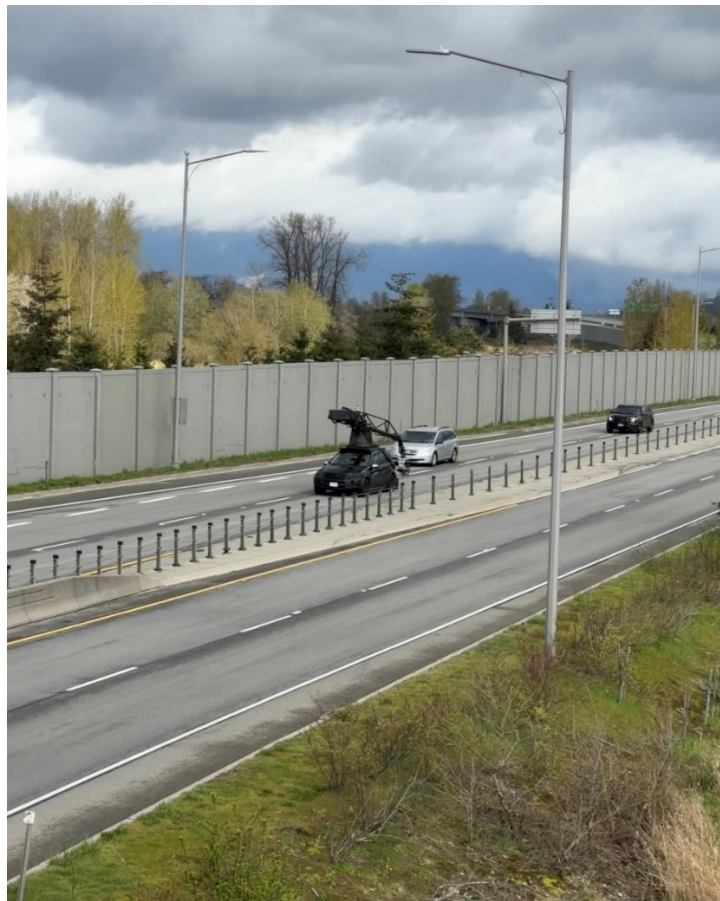


Figure 5: Stunt vehicles driving down Golden Ears Way during the traffic control lock ups.

Longlegs Feature

The Feature film, [Longlegs](#), had its theatrical release July 12 after filming in Maple Ridge early 2023. The above photo is on 130 Avenue, where the production filmed for a few days. They filmed at a few residential properties, the library, and even public roads. The film was directed by Oz Perkins and starred Nicolas Cage and Maika Monroe! It had global success this year as the highest grossing independent horror movie of the last 10 years!



Figure 6: Maika Monroe in Vehicle on 130 Avenue, Maple Ridge!

Kodiak Bear as a Paid Actor?

The Apple TV series Rambler, starring Owen Wilson, filmed at Whonnock Lake August 21 with a Grizzly Bear, but don't worry he was on the payroll! Drake's got wolves, but Owen's got Kodiaks!



Figure 7: The Kodiak Bear getting accustomed to the Whonnock Lake environment on the prep day!

Railway Lot Electrification

Maple Ridge completed its sustainability initiative to bring electric power to the 'Railway lot' on December 5th that will cut down Green House Gas (GHG) emissions by saving around 400-800 litres of diesel burning per day by diesel powered generators when film productions are there.

For reference, there have been approximately 79,125 liters of diesel burned and 210 tons of CO₂ emissions over the 250 days of lot usage. The film industry is making a hard push towards reducing fossil fuel consumption. Most shows in the near future will require sustainable alternatives to work in their municipality of choice. Therefore, a proactive approach of electrifying the most used asset is key to future filming in Maple Ridge while also aiding in emissions reduction. This is accomplished by the installation of electrical kiosks that can be tied into by productions creating a sustainable power source. Additionally, the implementation of a green power source will increase City revenues from the lot, as a flat rate for the use of the power can be charged.



Figure 8: Completed Kiosk at the Railway lot

Film Event at the Railway Lot – Dec 5

The City hosted an [Film Event](#) on December 5th that saw 150 creative industry stakeholders attend for the launch of the 800-Amp Film Kiosk. This event was a cross collaboration that saw various film organizations support the City’s vision of bringing industry together to celebrate sustainability and the creative industries. There were 7 vendors that attended the event to showcase their various sustainable tech and businesses to the attendees, while all being powered by the newly formed Kiosk. The event then pivoted to a few speeches by the Mayor, industry partners like the Film Commission and BC Hydro, as well as presentations by the Maple Ridge Film Office and Valid, the manufacturer of the kiosk. This event was to showcase that government, and industry can collaborate together to build an effective platform to showcase the wonderful initiatives that the creative industries are championing, and that Maple Ridge is Business Ready to continue supporting this industry.



Figure 9: Behind the Scenes photos of Maple Ridge Film Event



Figure 10: Behind the Scenes photos of Maple Ridge Film Event



Figure 11 and 12: Maple Ridge Film Sign at MR Event

Strategic Initiatives Projects

Buy Local – Film Lens

Economic development is in the early stages of formulating a “Buy Local Campaign” with a film lens to capture the estimated over 10 000 film workers that come to Maple Ridge per year.

One of the early initiatives will be adding a section to the website that will support the adjacent businesses to the film industry by creating a hub for them to navigate the film industry and become part of a directory to continue to buy local and be part of the buy local circular chain, whether it be business to business or business to consumer.

- 10 000 Film Worker number is a conservative estimate of the average 108 shows that come to Maple Ridge with crews ranging from 80-250 people (including below the line and above the line).
- 100 film workers (conservative estimate) x 100 productions = 10 000 film workers

Industry Relations

The film office of the Economic Development Department is an associate member of Screen BC, part of the Municipal Advisory Committee and Community Affairs group for film in the region. We regularly attend industry events hosted by the film commission, industry unions, and producers’ associations to continue attracting film investment and notoriety to Maple Ridge.

Film Set Photos

We have been joining film sets in Maple Ridge and utilizing some custom Film Slate/Film Clapperboards to showcase what show filmed there, at what location with the city branding front and center. The goal is to take the photos with the directors, producers, crew members, and even the stars of the show to create a new catalogue of behind-the-scenes photos that can be shared with the public and the teams here!



Figure 13: Renderings of Film Slates

Whonnock City Asset for Film Use

Maple Ridge is piloting out a 1-year initiative to allow exclusive film access to an asset at Whonnock Lake to see if it is viable for film long term. This pilot is symbolic of the innovation and the cross departmental collaboration that Maple Ridge is experiencing under the One City identity. Maple Ridge is the first municipality to dedicate an asset for exclusive film access, to which it is already becoming a hot talking item within the Creative Industries. This is a new stage for Film in Maple Ridge that will support increased revenues and decrease the taxation burden.

The Film Process Map

We created the film process map to detail the full process of the film office, decision points and action items to start to find further points of operational streamlining, while also ensuring that we can have uniform knowledge across the department. This operational process has 55 decision points and 100 action items throughout!

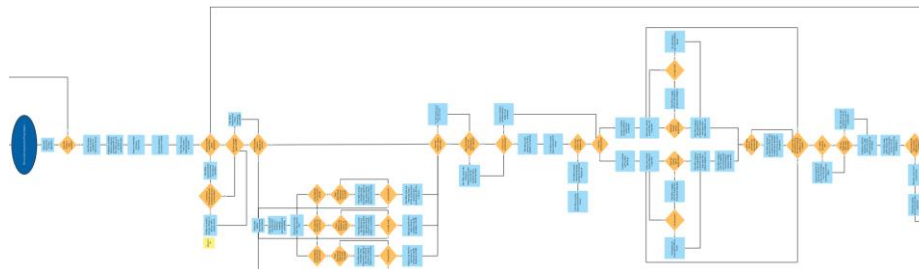


Figure 14: Peek at One Part of the Process

Future Focused Initiatives

On Location – Google Earth Feature for Film Productions

We are placing the finishing touches on a “Google Earth” tool that will support film location managers in virtually accessing and “going through” various locations in Maple Ridge. From parks, to parking, to the downtown core, and hidden gems. We are showcasing the attributes that production members may not have thought about or seen but also trying to shrink time and space by giving them an ability to view Maple Ridge through the Film Office’s eyes, thus similarly theirs!

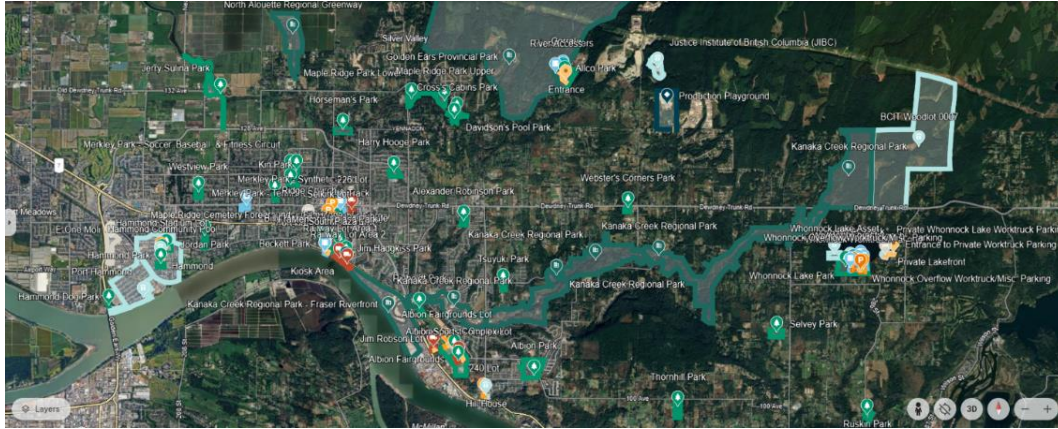


Figure 14: Snapshot of One of the On Location Layers

To Come!

There's so much more we're excited about, but we can't share just yet! Looking ahead to 2025 and beyond, we have numerous forward-thinking initiatives and projects designed to further support the creative industries. Together, as a community, we'll stay proactive in our approach and work towards building a vibrant and thriving hub for creativity and innovation!

Welcoming Continued Growth in 2025:

2024 has been the most successful in Maple Ridge's film history to date, generating over \$600,000 in revenue (43% more revenue than 2022), 427 shoot days, 810 film days, and an estimated economic impact of \$8.54 million. This may come as a shock to some in Maple Ridge because the industry has been in a state of retrenchment for the last few years, but this industry is resilient and we, as a community, find new ways to continue supporting it. Remember, the film industry was greatly impacted by the pandemic and American strikes back-to-back in 2023. Our City is comprised of 2000+ film workers, to which we are defining a culture of creativity and continuity among a time of serious turmoil for the industry through our perseverance and friendly temperament. It's crucial for us to maintain momentum and act decisively in our dealings with all sides of the creative industries, considering the significant effects on the local film-related residents and the numerous businesses and community members that depend on the film industry in various social, economic, and cultural capacities. We are anticipating a strong 2025 with the newly announced Tax Credits from the province that are designed to incentivize and increase productivity in the region, which when coupled with the [Regional Production Services Tax Credit](#) gives productions an additional tax credit to come to Maple Ridge. This gives Maple Ridge a structural support for filming activities! Now, let's do it all over again and continue story making!



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