



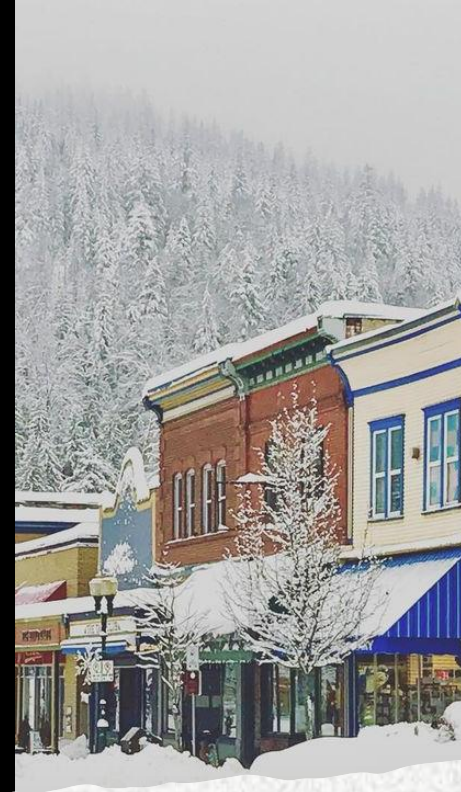
Why CSRD Hasn't Grown as a Film Destination – Yet

- Film promotion has been part-time, with no industry background.
- No dedicated strategy, marketing, or permitting support.
- Budget too small to compete with other regions.
- Missed opportunities while other BC regions have grown.



A Ready-to-Go Solution with Proven Results

- • OFC has strong industry reputation, tools, and marketing reach.
- • CSRD offers stunning untapped locations ideal for production.
- • Integration can drive 10–25% growth in the first year.
- • Other rural BC regions have seen success using this model.



How This Works (And Why It's Low Risk)

- Managed directly by the Okanagan Film Commissioner—no new hires needed.
- CSRD locations added to OFC's marketing and location database.
- Permitting supported in collaboration with local offices.
- Phased rollout ensures smooth, manageable integration.



Why It Makes Sense for CSRD

- Brings economic benefits: tourism, hotels, rentals, small businesses.
- No added workload for CSRD staff.
- Transparent tracking and regular reporting.
- A chance to be part of BC's growing regional film economy.