

The Ticino Film Commission Regulations
Criteria for allocation of services and financial incentives

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1. Objectives of the Ticino Film Commission

The Ticino Film Commission has the following objectives:

- To promote, attract and consolidate within the region productions of audio-visual content of all kinds and formats, from fictions and documentaries for theatrical screenings, to electronic media, online publishing and diffusion via the figurative arts circuit, and hence to foster them in their production with the aim of generating economic trickle-down of various kinds, such as boosting local businesses, job creation and the development of our tourist image.
- To encourage, support and promote the local audio-visual industry and the creation of specialised professional expertise, which will, in turn, increase regional activity for those working in this sector.

These functions define and determine the selection criteria for audio-visual projects to which the Ticino Film Commission may supply services, and, where appropriate, allocate financial incentives.

The Ticino Film Commission defines the modes of supply of services and the eventual total amount of financial incentives to allocate, in accordance with its functions, and hence:

Will evaluate the visibility achieved for the region, the economic trickle-down effect in the region and the local professionals/services involved in making of the audio-visual project.

2. Organisation and strategy

From 2016, the Ticino Film Commission will dispose of an annual budget from which to offer financial incentives to support audio-visual productions, and to devise an annual strategy that defines priorities in terms of the forms of audio-visual products to support.

Responsibility for the budget and strategic planning is that of the Director.

Supervision is ensured by the Board of the Fondazione Ticino Film Commission.

3. Selection criteria for audio-visual projects

3.1 Promotion of the region

The first criterion is that of the greater or lesser degree of the region's visibility and recognisability, which may take various forms, including:

- (a) **Direct recognisability of the region.** The region is not only visible, but also immediately recognisable. The film makes clear where the action is taking place, locations are named and presented with their real names, and nothing within that location has been changed for the filming.
- (b) **Indirect recognisability of the region.** The region is highly visible, but is not overtly named or deliberately avoids making it clearly identifiable. In such a case, the recognition factor may not be the determining criterion for support, or to a lesser degree, but the other considerations listed below must also be taken into account.

3.2 Investment in the region

The extent of the financial incentive is calculated in relation to the amount of investment in the region that the production intends to make. The calculation is based on the list of itemised

expenditure the production intends to make in the region – for logistics, accommodation, subsistence, services etc – and on the length of time the production will be in the region.

The evaluation methods and calculation of financial incentive may vary, and depend primarily on the annual budget for productions and then the number of productions that the Ticino Film Commission intends to support over the course of the year.

3.3 Employment of professionals/ services

The employment of professionals and/or local services is considered a decisive additional criterion in the choice of projects. The availability of numerous qualified professionals in the sector, with details of such qualifications and CV, will help persuade productions to take advantage of the professionalism within the region.

The production is required to declare how many, and what kind of professionals are likely to be selected from within the region at the time of production. The Ticino Film Commission will also consider the status within the production of local professionals in the production's cast and crew, in addition to the nature of the employment – whether long or short term.

If local professionals and/or services are involved in the project, the Ticino Film Commission's evaluation will also take into account the following criteria:

- (a) The Cast involved in the project. A relevant consideration, since, based on the individuals involved, an idea can be obtained of the production's future prospects, its saleability, and hence its visibility.
- (b) The distribution expected for the work produced. Often when projects are seeking funding, there is a stipulation requiring distribution contracts (theatrical and/or in-flight and/or VoD and/or TV). The distribution expected for the work produced.

4. Allocation of the financial incentive

The Ticino Film Commission will allocate financial incentives only to cover, totally or partially, expenditure disbursed by the production within the region, on the production specified in the agreement. Direct payment to the producer or production company is not allowed.

To this end, the Ticino Film Commission stipulates agreements which define the amounts and terms of the allocation of the financial incentives. These agreements are finalised only with producers (legal entities) and not with single individuals.

Producers are required to issue invoices for the total amount agreed, (incl. VAT, where applicable), attaching the copies/original invoices from the supplier(s) of the service(s) to the specific production that is the subject of the agreement.

5. Regional productions

The Ticino Film Commission is required to attract and support international audio-visual productions as a priority.

The Ticino Film Commission is also required to take cantonal productions into consideration and, – beyond the criteria already mentioned – the Ticino Film Commission must also apply the following criteria relevant to the various audio-visual genres listed below:

(a) Fiction

The same criteria as for international productions apply.

(b) Documentary

In addition to the criteria already listed, the historical and cultural interest of the product for the entire region, the distribution plan (theatrical distribution, those made exclusively for television broadcast, etc) are also to be taken into consideration.

(c) Short film

The Ticino Film Commission supports and promotes the training of young Ticino professionals. In this regard, any potential intervention on the part of the Ticino Film Commission must be in line with the general criteria already listed, and only allocation in small amounts can be made in comparison to those allocated to fiction feature films.

(d) Advertisements

Contribution to this kind of audio-visual project is restricted to the supply of services, such as location scouting; assisting with obtaining filming permits; contacts with companies or professionals working in the region.

In some specific cases, the Ticino Film Commission may also consider a possible contribution but only in terms of post-production, in order to incentivise interested parties to not only film in the Ticino region but also to work with cantonal companies and professionals in the final phase of the production.

6. Requests for financial incentives

The request must be sent in writing to the Ticino Film Commission at least 90 days before filming begins. The Ticino Film Commission undertakes to communicate its decision within 20 days of reception of the documentation required. The Ticino Film Commission has no obligation to motivate its decision, even if this is expressly required by the applicant.

The request must be accompanied by the following documentation:

- (a) Treatment / Script,
- (b) Cast, CV Production Company and/or producer,
- (c) General production schedule,
- (d) Specific production schedule in terms of the region,
- (e) Budget and Financing Plan for the project and,
- (f) Estimated expenditure in the region.

The Ticino Film Commission has no obligation to motivate its decision, even if this is expressly required by the applicant.

7. Acknowledgements required by the Ticino Film Commission

- (a) When the Ticino Film Commission offers its services, producers undertake to acknowledge its collaboration in the following way:

"The film was made with the collaboration of the Ticino Film Commission" (LOGO), at the end of the film's credits, in the film's press book, on all kinds of promotional materials for the film and on any eventual related website.

- (b) When the Ticino Film Commission offers a financial incentive, producers must undertake to acknowledge its contribution in the following manner:

"The film was made with support from the Ticino Film Commission" (LOGO), at the beginning of the film's credits, in the film's press book, as well as on any eventual related promotional materials printed and online.

Locarno, January 2016