



## MOVIE INDUSTRY PROFILE

# Barry Dodd



## Director, Greater Victoria Film Commission

**InSight:** Tell us about the Greater Victoria Film Commission.  
**Barry Dodd:** We are a not-for-profit organization made up of representatives of the business community and the film industry. We are here to further Greater Victoria and Vancouver Island's competitive position in the world film location market.

**IS:** When was the commission formed?

**BD:** We were formed in 1996 with the help of three levels of government, and the private sector.

**IS:** Okay, we know what you are, now, what do you do?

**BD:** The primary area we are known for is our Production/Location Services Department. We use our photo library as a base source to try and locate specific locations based on a script breakdown. We will also assist production companies with direct scouting and surveys. Our staff also helps out productions in contacting local agencies of all types, including getting filming permits, talking with trades and unions, studio facilities and that kind of thing.

One of our greatest assets is our photo library. We are constantly updating and expanding our library, which is comprised of key images from all over Greater Victoria. We use the library when we do script breakdowns for initial location scouting. These images are then used by producers, location managers and other industry personnel to directly locate specific places.

**IS:** How much do productions companies pay for your services?

**BD:** The Greater Victoria Film Commission is a member of the Association of Film Commissioners International, the body that certifies Film Commissions. As a Certified Commission, we are required to provide our services to the industry at zero cost. We make our

revenue from corporate sponsorship, fundraising and provincial and municipal grants.

**IS:** What's your history in the film industry?

**BD:** I started off by graduating from Camosun College's Applied Communication program, and since then, I guess I've done just about everything you could in the industry. I have a ton of television experience, doing everything from program development and acquisition, to production, promotion...you name it, I've done it.

I have been the Director of Programming for BCTV, CHEK TV and CIVI. I'm very proud to have administered CHUM Television's \$12 million commitment to independent production on Vancouver Island, and I like to think I've helped the local filmmaking community with mentoring and creating initiatives to assist Vancouver Island writers and producers.

**IS:** What's your greatest challenge as the Director of the GV Film Commission?

**BD:** Trying to figure out how to make the Film Commission sustainable from a financial perspective.

**IS:** What's the most fun part of your job?

**BD:** Showcasing Greater Victoria to potential productions.

**IS:** Do you get to travel very much?

**BD:** Unfortunately, I do very little travel at the moment.

**IS:** You say you've worked with mentoring and such. What's your impression of the local film schools?

**BD:** I have a very good impression overall, although I have to admit

that I don't have any real first-hand knowledge of the schools themselves.

IS: Now let's get to the heat of the matter. What's going on right now in Victoria?

BD: We have a few things currently shooting in Victoria - "In the Land of Women" with Meg Ryan and Adam Brody; while in Cowichan there are two ongoing - "Eureka" and "The Fog."

IS: How is the future shaping up?

BD: We've had a good year to date - 18 confirmed productions including theatrical, television episodic and commercial work.

IS: From your vantage point, if there was one thing that Greater Victoria could do to boost its image as a production location, what would you have them do?

BD: Probably the best thing would be to adopt a "one-stop shop" approach to permitting across all of the municipalities in the Capital Region. The current "balkanization" of municipalities right now can make things more difficult than they need to be.

IS: Sounds like this Director gig is a tough row. Would you call this position a dream job, or just a job?

BD: It is a good fit for my skill set. It's challenging and it gives me the opportunity to contribute to the community. I really enjoy what I'm doing and I don't think of it as just a job.

IS: What is your take on the local film festival scene?

BD: The Victoria Independent Film and Video Festival, which has just completed its 11th year under the direction of Kathy Kay is just great.

IS: What are your favourite type of films?

BD: I like character-driven films, whether they come out of Hollywood, or the indie scene.

IS: One final question. What do you think is Greater Victoria's best moment in any film or TV show that's been shot here?

BD: I think it would have to be in "X-Men 2: X-Men United," when Hatley Castle (as Xavier's School) gets invaded.

IS: Thanks a ton Barry. Best of luck in the future, and we all hope to see lots of production trucks parked around town.

BD: Thank you.



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