



# Starring: Your Property!



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## the importance of filming in your community

Film production in your community creates and generates revenues for the local economy. A production company that comes to Nova Scotia is likely to use such services as dry cleaning, catering, accommodations, restaurants, and other goods and services, which are requirements for the survival of the production. They often look to local businesses to provide them with these services and employees of the productions spend money locally as well. Also, filming provides your friends, neighbors, and fellow Nova Scotians with job opportunities. One large production can lead to great economic benefits for your town or community. Film friendly environments that promote and encourage production will benefit from this economic spin-off and will encourage production to return to the province.

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## types of production

### FEATURE

Feature projects are, on average, two hours in length and have approximately 70-130 cast and crew. Preparation time can begin as far as 60 days in advance of the beginning of principal photography. The average filming schedule is three months.

### Movies of the Week (MOWs)

MOWs are generally the same length as features. Cast and crew sizes are approximately 50-75 people. The major difference between a feature and an MOW is the size of the budget, which can be smaller for an MOW.

### EPISODIC TELEVISION

Episodes usually run one-hour in length for drama and 30-minute for comedies. Cast and crew sizes are generally smaller than features, ranging from 5-75 people. The average filming schedule per episode is 4 days.

### COMMERCIALS

Commercial filming time can be very quick, potentially filming one week and airing the next. Cast and crew sizes tend to be smaller than other types of productions.

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## how to make your property a star

A good place to start is photographing and registering your property with the Nova Scotia Film Development Corporation (NSFDC). Approximately 5,000 photo files are included in our locations library and are made available to location scouts and producers from all over the world. The following outlines the typical location selection process:

- Producer sends NSFDC a script.
- Locations Officer does a "script break-down" outlining specific types of locations needed for scenes in the script.
- Locations library is searched to determine areas that best fit the overall character of the script and suitable locations are selected. If these locations cannot be found in the library, a scout is hired to search and photograph the locations.
- Files are copied and forwarded to the production company.
- Production Company may then decide to visit the suggested area(s) or may decide Nova Scotia is not an appropriate fit.

## registering your property

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To register your property with the NSFDC, we ask that you provide a photo file of your home/property. We will accept your photos in both hard copy format and digital format, although digital format is preferable. There is a registration form attached that must be completed and included with your photo file in order for your property to be registered.

### photographing

Be sure to consider the unique qualities of your property and try to capture the location details as thoroughly as possible. Try to duplicate the experience of someone arriving at your house for the first time.

1. Holding your camera either vertically or horizontally - take shots of your location in a panoramic style.
2. Stand in one spot and pan by taking color pictures in a 180-degree motion (1/2 of the room). Then take the reverse of this spot by turning around and photographing where you had been standing.
3. Start at the front of the property and move around the outside. Then move to the interior.

### assembly

#### HARD COPY

1. Use a legal size folder to contain your shots. Each location can be placed on a legal size piece of white paper arranged in a continuous panoramic style (6-8 photos per panorama).
2. Tape photos together ensuring the pictures are matched along the edges as pictured here. Be sure to keep photos 1 cm from the edge of the paper and folder.
3. Arrange the pictures in the order of which someone would see your property, i.e. exterior to interior
4. Please provide as much information as possible such as: contact name, location, address, telephone number, dimensions of property (ie. ceiling height, square footage and # of rooms, etc.) and any other information you feel is important for reference.



#### DIGITAL

Digital pictures will be accepted on disk and can be mailed or dropped off at the NSFDC office.

## what if they are interested?

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If a production company is interested in your property a Location Scout or Manager - the person in charge of locating, selecting and finalizing locations - will contact you to arrange a site visit of your property. If you have any doubts, please feel free to call the Nova Scotia Film Development Corporation (NSFDC) to confirm the validity of the project.

## location agreement guidelines

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1. A Location Scout or Manager, who is hired by the film company, generally makes initial contact. This person will most likely be your contact throughout the duration of filming. Be sure to find out from them the name of the production company and title of the project. Feel free to call the NSFDC to check the credentials of the scout and/or project.
2. Find out the type of production and agree upon the exact number of days required for filming, plus preparation and wrap time. A normal day of filming is approximately 12-14 hours. Also clarify between daytime and nighttime filming.
3. Arrange for a walk-through with the Location Manager to determine exactly which exteriors and interiors are desired for filming; where equipment and vehicles will be positioned, any "off-limits" areas, and any areas that may need to be altered during filming.

4. Decide which of your personal property may be used for filming, how and where to store unused items, and who will be responsible for packing and moving.
5. Determine whether or not you will be able to return to your property during filming. When filming is occurring an arrangement can be made with the Location Manager if you need to return to your property.
6. You should set rules/guidelines with the Location Manager regarding limitations and the use of your property's resources prior to filming. Examples include smoking, use of washrooms, laundry, water, electricity, phone, trash removal, etc. Nails, tape, and tacks should not be used on walls or doors without your permission and all floors should be covered in areas where crew will be treading.
7. Depending on the duration of filming, there may be some consideration made for accommodation and living expenses. You should work with the Location Manager to determine how you will be accommodated during the filming. Find out the nature of the project and how your location will be used. Will there be special effects like fire, gunshots, smoke, etc.?
8. Establish clean-up requirements, who is responsible and when it will be completed (within 24-48 hours), and arrange with the Location Manager a final walk-through to insure everything is returned to normal. If any damage is spotted while wrapping, immediately notify the Location Manager. If damage is extensive be sure to take pictures together.
9. Location fees are negotiable and vary according to the size of the project and the extent your property is used. You should feel comfortable with the amount established prior to any filming. Businesses should consider the compensation for lost business while filming in addition to the location fee. However, businesses may be asked to provide support (previous receipts or sales records) for their lost business requests.
10. You should have a written agreement detailing specifics and may wish to add the following: "The applicant (film company) agrees to indemnify owner and be solely and absolutely liable upon any and all claims, suits and judgments against the owner and /or the applicant for personal injuries and property damages arising out of or occurring during the activities of the applicant, its employees or otherwise, as a result of the applicant's negligence." A representative or agent of the production company, who has authority to bind the company, should sign this agreement.
11. It is recommended that you obtain a certificate of insurance. All production companies should have an insurance policy. Make sure your name is included on the certificate as "additional insured".

## **about us**

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Created in 1990, the Nova Scotia Film Development Corporation's mission is to grow Nova Scotia's film, video, and new media industries with our partners by stimulating investment and employment and by promoting Nova Scotia's producers, productions, locations, skills and creativity in global markets. Since 1999 spending by the film industry in the province has an annual range of \$100 - 137 million. Nova Scotia's profile as a prime location for filming is growing and with your support we can make Nova Scotia a star!



*1724 Granville Street  
Halifax, Nova Scotia  
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Phone: (902) 424-7177  
Fax: (902) 424-0617  
Website: [www.film.ns.ca](http://www.film.ns.ca)*

**Please note that this information specifically refers to homes but can be used to register all types of properties including commercial, residential and rural.**



# Starring: Your Property!



## REGISTRATION FORM

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### LOCATION INFORMATION

Contact Name (owner): \_\_\_\_\_

Location Name (if applicable, ie. public property): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Location Address (if different from mailing): \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Property Website (if applicable): \_\_\_\_\_

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### LOCATION DESCRIPTION

Including directions to property, any filming restrictions, and any unique aspects about the property.

Directions: \_\_\_\_\_

Restrictions (if applicable): \_\_\_\_\_

Other: \_\_\_\_\_

Photos Taken By: \_\_\_\_\_ Date: \_\_\_\_\_

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### OUTSIDE HALIFAX ONLY

Driving time from Hfx: \_\_\_\_\_ hrs and \_\_\_\_\_ minutes

Distance from Hfx: \_\_\_\_\_ kms or \_\_\_\_\_ miles

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**FOR OFFICE USE ONLY**

**Category:**

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**Location Similarity**

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**Keywords**

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**STATEMENT OF RELEASE**

I hereby give the NSFDC permission to use the photo files of my property, which I have provided, for use in their locations library as required to fulfill location service activities. I recognize that the NSFDC is not responsible for anything that may occur in conjunction with my property being utilized as a filming location.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**NOTE:** Please contact the NSFDC Office (902.424.7177) if there are any significant changes to your location or if it becomes no longer available.



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# A Guide to Pricing Your Property as a Film Location

So your property has been selected as a location for filming. Now what? Like most property owners you are wondering what is a reasonable fee to charge the film production company for the use of your property. The purpose of this document is to assist you with that decision.

## No Two Productions are the Same

By now you may have read *Starring: Your Property!* (available through the Nova Scotia Film Development Corporation or your Location Manager). That publication identifies the different types of film production - feature films, movies of the week, episodic television and commercials. Even within these types of productions there are differences, which are largely associated with the size of the production's budget. Productions with smaller budgets generally cannot afford to pay the same as those with larger budgets.

## Location Managers: Working for the Production and You

A Location Manager is responsible for finding locations and negotiating permission to use them. They are also responsible for coordinating all elements related to location filming including permits, parking and police. A Location Manager will be your contact throughout the time a production is filming on your property.

Generally, productions that film in Nova Scotia hire Location Managers from the province. You can contact the Nova Scotia Film Development Corporation (NSFDC) at any time to verify the credentials of the Location Manager that has approached you for use of your property.

Location Managers are employees of the production and work to secure the best value for that production. Location Managers will also work to pay you what they realistically can from their budget. You, as a property owner, are their clients as well. Those that work in the film industry rely on your hospitality to make it a success and reputable Location Managers will not intentionally do anything that would harm your good will. If they build a good relationship with you on this production they may contact you again for another production.

## Some Things to Consider....

A film production essentially has three stages that relate to location filming. Preparation or "prep", principal photography, and wrap-up or "strike". Prep is the time period when a location is being geared up for filming. This may involve changing the look of a location to meet the needs of a script and also includes preparing a location to minimize the impact of the production. Principal photography is the filming of the speaking parts of the film. Strike is the period when a location is cleaned up and returned to its original look. A general rule of thumb in pricing a location is that the fee for prep and strike days are usually about 50% less than the fees paid during principal photography.

When you are negotiating to rent your property to a film production you should consider variables such as how long the production company would be renting your property, how much of your property they will be using, and the type of property you are renting. For example, the rate you charge a film production that will be using both the exterior and interior of your home would likely be different from that which you would charge a company who is filming only the exteriors of your property. You may charge a lesser rate for renting an abandoned barn versus your home.

Film days are generally between 12-14 hours long. Once the extent that your property will be used has been established, you should work with the Location Manager to determine how you will be accommodated during filming. In cases when you have to be temporarily displaced from your property, accommodations and meals may be covered.

Sometimes a film production leaves your property in better shape than when they arrived. Maybe the paint job you were thinking about has been done or some minor repairs have been completed prior to filming. You can think of this as an added benefit to filming which may save you money in the long run.

### **Now the Good Stuff**

The above discussion illustrates the many variables to consider when pricing your property as a film location. A definitive rate is difficult but a general rule of thumb rate is between \$500-\$1,000 per day. In other words, if you are a private property owner you may anticipate a rate of between \$500-\$1,000 per day for rental of your property during filming. The same may apply to any business location where filming does not interfere with your customer's access to your business. For businesses, such as retail stores and services such as restaurants, where filming would make it difficult to conduct business, film companies will often reimburse you for lost business. Generally, Location Managers will request receipts from a preceding time period to verify the amount of lost business they would compensate.

### **Any Questions?**

If you have any questions about renting your property as a film location or would like to verify the credentials of a film production or Location Manager, you can contact:

Nova Scotia Film Development Corporation

1724 Granville Street

Halifax, Nova Scotia

B3J 1X5

(902) 424-7177 (telephone)

(902) 424-0617 (fax)