

## Deborah Liske

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**Subject:** FW: Re. AMENDED; Farmers Markets and Fairs; A 10 X Part documentary series 2022  
**Attachments:** LOVE A'FAIR PITCH & BUDGET BREAKDOWN WORD DOC..docx; Lorna Bennet and Love A'Fair Farm Market Documentary Series 07.09.2021.pdf; Love A'Fair Endorsement letter.pdf; MLA Adam Walker - Letter of Support (Love A'Fair Documentary).pdf

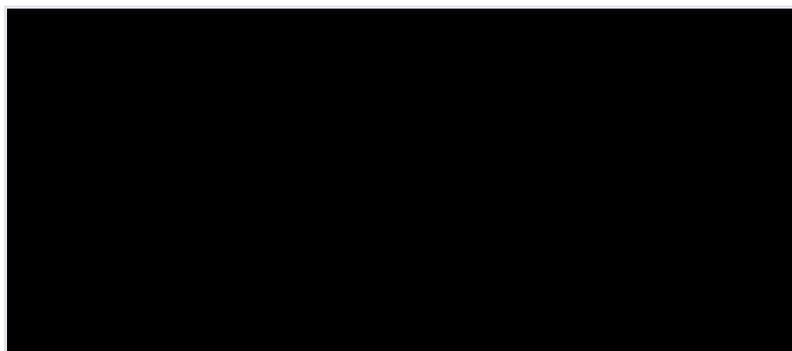
**From:** Lorna Bennet <[lornabennet@yahoo.ca](mailto:lornabennet@yahoo.ca)>  
**Date:** September 26, 2021 at 3:28:48 PM PDT  
**To:** Mayor and Council <[mayorandcouncil@esquimalt.ca](mailto:mayorandcouncil@esquimalt.ca)>  
**Cc:** Madi BK <[ed@esquimaltmarket.com](mailto:ed@esquimaltmarket.com)>  
**Subject:** Re. AMENDED; Farmers Markets and Fairs; A 10 X Part documentary series 2022

Attention; Mayor Desjardins and City Councillors  
City of Esquimalt  
Vancouver Island BC

Good morning Mayor Desjardins and City Councillors

My team and I will be producing a 10 X part documentary series on Vancouver Island and the Gulf Islands next year. Esquimalt Farmers Market is one of 22 locations we have chosen. This project is focussing on farmers markets/craft fairs/local artists and encompasses issues of tourism, pandemic recovery, local security and the long standing tradition of locally grown markets or fairs on our islands. We contacted the Executive Director of the Esquimalt Farmers Market, Madeleine Bourette-Knowles, who has indicated that they would love to be included in the series.

Please view our promotional video [Love A'Fair Promo](#)



Love A'Fair Promo

CORPORATION OF THE TOWNSHIP OF ESQUIMALT
RECEIVED: <u>September 27, 2021</u>
For Information <input type="checkbox"/> CAO <input type="checkbox"/> Mayor/Council
Other <input type="checkbox"/>
Referred to: <u>Deb H</u>
For <input type="checkbox"/> Action <input type="checkbox"/> Response <input type="checkbox"/> Report
For Agenda <input checked="" type="checkbox"/> Council <input type="checkbox"/> COTW <input type="checkbox"/> IC

Attached please find our funding opportunity breakdown and some supporting documents. We hope you will consider providing us with partial funding and look forward to speaking with you in person.

Yours Sincerely

Lorna Bennet  
Producer/Director  
LB FILMPRO INC.  
[lornabennet@yahoo.ca](mailto:lornabennet@yahoo.ca)  
[lornabennet1@gmail.com](mailto:lornabennet1@gmail.com)



LB FILMPRO INCORPORATED  
 Reg. # BC 1278452  
 766 Canyon Crescent Road  
 Qualicum Beach BC V9K 1K9



### PITCH FOR FUNDING OPPORTUNITY : THE LOVE A'FAIR PROJECT

A 10 X PART DOCUMENTARY SERIES BASED ON FARMERS MARKET'S AND FAIRS ON VANCOUVER ISLAND AND THE GULF ISLANDS.

#### FUNDING

We currently seek funding for a 10 x part documentary series which will highlight our local communities and the farmers markets and fairs which they're famous for.

#### OUR INTENTION

We intend to highlight local farmers markets, fairs, businesses and vendors involved in growing, harvesting, producing, creating or investing their time and talent to ensure that our local communities survive and thrive. This includes the tourist industry. We shall be promoting over twenty different Markets/ locations.

#### COMPOSITION OF EACH EPISODE

We shall interview vendors, managers of farmers markets and fairs, as well as experts involved in food security, climate change, the nutrition coupon program and various projects. This will include interviews with local Mayors and City Councillors, Ministers involved in agriculture, food and fisheries, tourism and arts and culture.

#### PRESENTATION OF THE COMPLETED SERIES

We shall present the finished series through a dedicated Youtube channel and through selected streaming channels which will make it available to all funding participants, including the Tourist Industry, visitors centres, libraries, places of education, and through local television stations.

#### FUNDING OPPORTUNITIES

Each episode will cost approximately \$30,000.00 to produce. Every episode will highlight at least two communities. Potential funders would have end title recognition for the episode they fund. This means they would need between \$10,000 to \$15,000 to cover their section of an episode. For a small additional amount, they would get title recognition in all episodes. All funders and participating vendors, market managers and interviewees will have access to an excerpt, for their own advertising and websites.

We hope to get the entire amount we need, funded through our local City Councils and local businesses. There is also the possibility of partial funding through Government Ministries which deal with Agriculture, Food and Fisheries, as well as Tourism, Arts and Culture.

For more information on the project, please visit our simple webpage <https://sites.google.com/view/loveafair/>

We look forward to hearing from you.

Yours Sincerely

Lorna Bennet  
 Producer/Director  
 LB FILMPRO INC.  
[lornabennet@yahoo.ca](mailto:lornabennet@yahoo.ca)  
[lornabennet1@gmail.com](mailto:lornabennet1@gmail.com)



LB FILMPROD INCORPORATED  
 Reg. # BC 1278452  
 766 Canyon Crescent Road  
 Qualicum Beach, BC V9k 1K9



**FUNDING OPPORTUNITY; BUDGET BREAKDOWN**

**LOVE A'FAIR, A 10 X PART VIDEO DOCUMENTARY SERIES ON FARMERS MARKETS AND FAIRS**

Pre- Production includes time spent on research, archival, online and interviews with vendors, Market Managers, City Councillors, Government Officials and potential interviewees. Travel, sustenance and overnight accommodation costs are included. Each episode will include three or four vendors and interviews with experts, or persons of interest. We hope to include Government Ministers from the departments of Agriculture, Food and Fishing, as well as from Tourism, Arts and Culture. Approximately 20% of all content will be about tourism and the importance of the industry on Vancouver Island and the Gulf islands.

<u>PRE PRODUCTION</u>	Sub Total	Total
Script and marketing research (interviews) for first draft documents.	2,500.00	
Script and marketing material tune ups	1,000.00	
Travel expenses re locations, photography for shot lists, Script to final draft.	500.00	
<b>TOTAL</b>		<b>4,000.00</b>

**OFFICE EXPENSES**

For home office space rental, includes power and water; office equipment cellphone, printer/copier, stationery, sustenance and travel.

Production package deal.	2,500.00	
Legal, Accounting and Insurance.	500.00	
<b>TOTAL</b>		<b>3,000.00</b>

**PRODUCTION; SHOOT**

Some vendors may require more than one session when we visit them at their place of work. This would be to show the progression of growth in most farming situations. The same might apply to people who produce artisan hand crafted goods. We will work on package deals per episode, which include the use of own transport, insurance and gear. Wherever possible, interviews with officials and persons of interest will be done at market venues on market days.

Producer/Co-Director	(Package deal)	2,000.00	
Videographer/Co-Director A Camera	"	2,000.00	
Videographer. B Camera Operator	"	1,000.00	
Drone/DOP Aerial footage and location shots	"	1,000.00	
Travel. Gas and sustenance		1,200.00	
Insurance		100.00	
Additional expenses		200.00	
<b>TOTAL</b>			<b>7,500.00</b>

**POST PRODUCTION; EDITING AND FINAL SOUND**

As with the video shoot, editing will be a package deal, which will include the editing of picture and addition of Voice Over, plus music, sound and any SFX sound required. The Editor will work with the Producer, who will have done log sheets of all footage shot, transcribed all the interviews and worked out, with the Editor, which sections to use in the final cut. Voice Overs will be recorded. End titles and music will be added. All crew/cast members working in Post Production will be on package deals, per episode and no additional funds will be available for any additional time used to complete the episode.

	Sub Total	Total
Producer/Director. Logging of all material, includes transcription of all the Interviews; logging of shots with descriptions, timings. (Package deal)	1,500.00	
Picture/sound Editing, Includes gear. “	1,500.00	
Original music composition, recording and licensing. “	1,000.00	
V/O artist. For recording per episode. “	1,000.00	
Additional music, SFX sound and licensing. “	500.00	
Titles/graphics/animation/additional stock footage	500.00	
Transfers, conversions and stock. Disks, stick and archival material	500.00	
Post production legal fees	500.00	
Accounting	500.00	
<b>TOTAL</b>		<b>7,500.00</b>

**ADDITIONAL COSTS AFTER POST PRODUCTION OF EACH EPISODE**

Copies for film festivals, promotional material, postage and insurance.	1,000.00	
Travel to a film festival (local) or to a special showing of the completed episode for Chambers of Commerce, businesses and funders. Includes accommodation for two.	2,000.00	
<b>TOTAL</b>		<b>3,000.00</b>

**TOTAL PRODUCTION COSTS PER EPISODE**

SCRIPT (including tune-up)	4,000.00	
PRE- PRODUCTION (office expenses)	3,000.00	
PRODUCTION, SHOOT	7,500.00	
EDITING AND FINAL SOUND	7,500.00	
PROMOTIONAL	3,000.00	
<b>TOTAL</b>		<b>25,000.00</b>
CONTINGENCY @ 10%		2,500.00
<b>SUB TOTAL</b>		<b>27,500.00</b>
FUNDRAISING. @ 10% Covers all expenses		2,750.00
<b>GRAND TOTAL PER EPISODE IS;</b>		<b>30,250.00</b>
<b>MULTIPLY BY 10 FOR TEN EPISODES.</b>		<b>302,500.00</b>
<b>GRAND TOTAL FOR PROJECT</b>		<b>302,500.00</b>

**ACKNOWLEDGMENT**

We are grateful for the opportunity to film our series on the unceded territorial lands of many different First Nations Bands and shall work with members of these Nations to ensure that recognition and correct acknowledgments are made as part of each episode. This includes recognition in the end titles and the right to use an excerpt from the series.



# CITY OF PORT ALBERNI

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City Hall  
4850 Argyle Street  
Port Alberni, B.C. V9Y 1V8  
Tel. (250) 723-2146 Fax: (250) 723-1003

July 9, 2021

To Whom It May Concern

## **Re: Lorna Bennet and Love A'Fair Farmers Markets Documentary Series**

Food safety, security and supply issues have become an increasing concern in our community given climate change, the COVID-19 pandemic and world political events. Given my provincial network connections, I know we are not alone in that concern.

It's been almost 100 years since the Alberni Valley produced a good percentage of our food requirements but we are setting out to change that up.

Two public farm markets, a private farm market, a Food Hub focussed on seafood with a commercial kitchen available to terrestrial farmers, an innovation economy initiative to incubate additional value-added food products, a part-time funded team dedicated to addressing food production barriers, a commercial kitchen at the Port Alberni campus of North Island College, a market farm gardener program that trains aspiring farmers up in 3-month courses and rewards graduates with a plot of land for their use, an Agricultural Development Committee, 90 plus farms, a business growing and selling organic grains, a 76-year strong Fall Fair that celebrates food, an investment in the Vancouver Island Economic Alliance's 'Island Good' branding program, farm tours and restaurants increasing their offerings with locally sourced food are all indicators of our intent to increase the percentage and nutritional value of everything we grow and harvest here.

When I cite that list, what comes up for me is the phrase 'hiding one's light under a bushel'. This is where Lorna Bennet and her 'Love A'Fair Farmers Markets Documentary Series' comes in. A high-quality film production celebrating this aspect of our culture. A story that may inspire other communities to consider adopting or evolving some of what we are doing...just as we have been inspired by what we see others doing in Lorna's promo video for this series.

We strongly urge you to consider funding this program and commit ourselves to securing a contribution for our segment.

Sincerely,

Pat Deakin, Economic Development Manager

Copies: Tim Pley, CAO; Twyla Slonski, Director of Corporate Services



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Vickey Brown

President BCAF  
[president@bcfarmersmarket.org](mailto:president@bcfarmersmarket.org)  
250.218.0321

July 28, 2021

To Whom it May Concern

Re: Love A'Fair Farmers Markets Documentary Series

Farmers' Markets and the communities they build are pivotal cogs in local food security in BC and beyond. Understanding how and why these organizations function and support farmers, food producers and crafters along with their communities is imperative to their continued success.

As the provincial organization that provides leadership and support to more than 140 member markets, the BCAF whole heartedly supports Lorna Bennet's project: Love A'Fair Farmers Markets Documentary Series. We understand how important food security and food systems are in pandemic recovery and in climate change mitigation and adaptation. Farmers' Markets were immediately recognized by the Provincial Health Officer as essential services and played a key role in ensuring access to healthy local food as well as ensuring farmers' continued to have access to direct markets.

As president of the BCAF I have committed to offering Lorna support in terms of connecting with our 29 member markets on Vancouver Island, along with advising on the project. As a municipal Councillor, I am also able to connect Lorna with other municipal leaders to speak to the impact Markets have on their communities.

I believe that this documentary series will be of great value in educating the public of the importance of local food systems. I encourage you to support this project in any way you can.

Thank you,  
Vickey Brown

President, BCAF  
Councillor, Village of Cumberland

**BC Association of Farmers' Markets**

208 - 1089 West Broadway Vancouver, BC V6H 1E5  
604-734-9797 | [bcfarmersmarket.org](http://bcfarmersmarket.org) | [bcfarmersmarkettrail.com](http://bcfarmersmarkettrail.com)



Adam Walker, MLA  
Parksville - Qualicum

To Whom it may concern,

**RE: “LOVE A’FAIR” Lifestyle Documentary Series**

I am writing this letter in full support of Lorna Bennet of LB Filmpro Incorporated and her colleague Beth Ross of bDigital Video Productions who are seeking financial support in producing a documentary series about local community farmers’ markets and fairs throughout Vancouver Island and the Gulf Islands.

Over the past 18 months, local economies have been hit particularly hard by the Covid-19 pandemic. The people who run small businesses and community organizations during this time have had to find incredibly creative ways to adapt to new restrictions and the changes in how folks consume goods and services in their communities. For producers, especially ones that rely on a high level of in-person engagement from their local communities and the ebb and flow of tourism season, this time has highlighted how much more support producers need so they can continue thriving.

This documentary series, “LOVE A’FAIR”, advocates for the small businesses, farmers, artisan crafters, harvesters, and food service providers who have been impacted during this time. Any effort that will educate viewers about how to best aid in the recovery of our local producers is something should be encouraged and celebrated. I believe the work being done by Lorna and Beth will provide a great resource on the status of our local markets and fairs so those of us working in the local, provincial, and federal levels of government can collectively work together to provide the necessary support these members of our communities.

I respectfully support the work of Lorna Bennet and Beth Ross in producing this documentary series about our local farmers’ markets and fairs. Please do not hesitate to contact me for further elaboration relating to the support of this issue.

Sincerely,

Adam Walker  
Member of Legislative Assembly for Parksville-Qualicum  
Parliamentary Secretary of New Economy

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**Parksville - Qualicum Constituency Office**

A-184 Second Avenue West  
Qualicum Beach, B.C. V9K 2T5  
T 250.248.2625 | F 250.248.2787  
Adam.Walker.MLA@leg.bc.ca

**Legislative Office**

East Annex, Parliament Buildings  
Victoria, B.C. V8V 1X4  
T 250.387.3655 | F 250.387.4860