



21 April 2023

Municipality of North Cowichan Planning Department
7030 Trans-Canada Highway
Duncan, British Columbia, Canada
V9L 6A1

Re: Pamela Anderson Food Network Series

Hello to all of you at the planning department! I am writing to you today to provide some detailed information related to our application to film on Richard Ian Humphries' and Robyn Ashleigh Cassidy's property located at 1444 Maple Bay Road in Duncan, BC.

First, I want to share a bit of information about our company, Fireworks Media Group. Fireworks is a Vancouver based award-winning production company with 27 years of experience in documentaries, television dramas, kids, factual series and lifestyle programming. We pride ourselves in creating extremely high-quality prime time television series, and always being respectful and responsible in every way as we conduct our business.

Currently we are filming our second season of *"Pamela's Garden of Eden"*, which follows iconic television personality Pamela Anderson who has returned to her roots in Ladysmith and embarked on a restoration on her grandmother's family legacy property. Ladysmith has been wonderfully embracing and the experience of shooting there has been very positive for both us and the local community. The show is a very uplifting, popular series on both HGTV and Netflix, and showcases Vancouver Island in a positive light to the entire world.

We have also just completed filming on our third season of *"Big Timber"* for History Television, which follows entrepreneur Kevin Wenstob and his family on his logging activities on Vancouver Island.

Between both Pamela's Garden of Eden and Big Timber, we have infused approximately \$2.3 million dollars into the local Vancouver Island communities.

This new series is for Food Network, focused on one of Pam's passions: vegan cooking. As with both of our series being shot on Vancouver Island, this series will feature Cowichan Valley in a

very positive light; it will showcase the beauty of Cowichan Valley and its down to earth entrepreneurial residents.

Our productions are not large in scale; we do not produce big feature films. On our shows, our sets are never noisy, and we are never perceived to be intrusive to surrounding neighbours. The great thing about creating documentary series is that they have a very small footprint. We have a small number of crew (between 40 and 45 people at most). And we always produce our shows with a focus on ensuring that our environmental impact is as minimal as possible. On this series we are aiming to hire as many local crew as possible.

All out-of-town crew will stay at local accommodations. We will be eating at local restaurants, and catering will be provided by local companies while we are filming in your municipality.

INFilm notes that communities have seen substantial returns on investments for every dollar invested in their region. We love the idea of being a benefit to communities where we film. For us this is sincerely a value that we are most proud of, being a BC based company.

Here are the project specific details:

Preparation and shooting days:

- 2 days of rehearsal on Aug 15-16.
- 8 days of filming: Aug 18th, 21st, 23rd, 24th, 28th, 29th, 31st, and Sept 1st.

Parking:

There will be a few cars on site, but most crew parking will be at a local public area or private property. We will have a shuttle car driving people before and after lunch.

Filming hours:

We plan on filming for 12 hours a day. 1 hour of that time is dedicated for lunch, and traffic could resume as normal if needed during that hour. These hours will be strictly between 8am and 8pm.

Traffic management plan:

The house we are filming at is on a loud traffic route used by commercial trucks and vehicles. This background noise will be heard when we film, which is why we are requesting assistance to reduce traffic noise during our limited filming hours. There are several ways that this can be done, and we have offered several suggestions ranging from a limited slowdown of traffic to 30 kms/hr and restrictions on the use of air brakes, to rerouting traffic during filming hours. We

want to work with the municipality to arrive at a plan that minimizes the impact on residents and drivers.

Shooting day example:

In the morning Pamela and a world-class chef will cook some exciting vegan meals in the kitchen. Afterwards, they will decorate a beautiful dinner table and have a few guests over for a dinner party. The shooting is elegant and does not involve any loud noise.

We would love to discuss this with you further and receive any advice you have in order to make this a positive situation for everyone. Please feel free to reach out to me and my team to set up a call.

Thanks so much,

A handwritten signature in black ink, appearing to read 'David Freeman', with a stylized flourish at the end.

David Freeman,
Executive in charge of production.